Welcome!
Gen Z Goes to College

**Generation X**
1965 - 1980
- Work-life balance
- Text message
- Loyal
- Personal computer

**Generation Y**
1981 - 1995
- Freedom & flexibility
- Online & mobile
- Digital entrepreneur
- Tablet & smartphone

**Generation Z**
1996 - 2012
- Security & stability
- Facetime
- Multitaskers
- Nano computing
Who is Generation Z?

Gen Z Goes to College
Who are their parents?

Gen Z Goes to College
Gen Z Goes to College

SOCIAL RESPONSIBILITY

- Motivated
- Knowledgeable
- Independent
- Entrepreneur
- Ambitious
- Perserverant
- Multi Taskers
- Empathetic
- Accepting
- Cultural
- Liberal Minded
- Diverse

SECURITY & STABILITY

- Work-Life Balance
- Flexibility
- Independence
- Skepticism
- Motivation
- Pragmatism

Generation Z

- Fast Thinkers
- Pragmatic
- Curious
- Realism
- Self Reliant
- Impatient
- Social
- Honest
- Authentic
- Competitive
- Economic
- Instant Gratification
- Self Aware
- Low Self Esteem
- Grounded
- Prudent
- Integrity
- Individuality
- Universality

Gen Z Goes to College
How best to work with your Gen Z student
Gen Z students want a copilot

88% of those in Generation Z feel they are extremely close to their parents, whom they see as playing roles more like friends and advisers. (2, p. 89)

Half take the opinions and perspectives of their family into consideration in their decision making. (2, p. 89)

In considering what has fostered this type of relationship, it is likely the honesty, trust, and openness that their parents have displayed early in their lives. (2, p. 157)

We have seen increased involvement of parents on PRO Days.
Gen Z students want financial security

Unlike members of Generation Y — and especially Gen Xers — Gen Z teens seem to be more financially careful and debt averse when it comes to student loans, according to the nonprofit College Savings Foundation.

They also are willing to work their way through high school and college to help cover tuition, room and board and other college costs, the survey found.

As a whole, Gen Z students “appear to be a more conservative generation that also realizes the impact debt can have on their lives,” said Roger Michaud, chairman emeritus of the Washington-based savings organization.

That’s a sharp contrast, he noted, to members of previous generations who often took a “sky’s the limit” approach to borrowing for college. (3)

94% of incoming students plan to work in a co-op or internship before graduating. (1)

82% of incoming students plan to work either full-time or part-time while also attending S&T. (1)
Gen Z students have only known an uncertain world.

63% TEENS WORRIED ABOUT THEIR FUTURE

Growing up in a post 9/11 world during a recession

1 in 4 American children are living in poverty

73% of Americans were personally affected by the Great Recession

Gen Z went through traumatic events and experiences that shaped their worldviews. They experienced the aftermath of 9/11, lived through a global financial crisis, and grew up in a world where uncertainty and volatility were the norm. This is why blockbusters like The Hunger Games and Divergent appealed to them, as they were drawn to narratives about survival, resilience, and heroism in challenging times. No wonder Gen Z developed coping mechanisms and a certain resourcefulness.

Source: Rutgers 2013, Anne E. Casey Foundation 2013
IF EVERYONE COULD STOP BEING OFFENDED BY EVERYTHING

THAT'D BE GREAT
Parents: Why are your grades so bad?
Me:

Student smuggles phone into exam, looks at memes instead of cheating
from left to right: me on twitter, facebook, tumblr, instagram, and linkedin
my best friend n I haven't seen each other in 3 months so we made powerpoint presentations to update each other on our lives.
Show those haters how it's done by hating yourself most.

8:52 pm · 09 Dec 16

Source: sprousetwinsblog

87,448 notes
"My generation is going to be known for wanting to die and memes."
riley
@lgbtop

burglar: if you wanna live give me all your money
me: bold of you to assume i want to live and that i have money

7/25/18, 10:42 AM
Gen Z Goes to College

hoths

I propose polyhedron Earth.
Sorta round, sorta flat: truly the answer for everyone.
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Pop Tarts Are Ravioli
CHANGE MY MIND
Gen Z Goes to College
Mars is the only known planet inhabited solely by robots.
Gen Z students seek fulfillment

“Although they recognize that getting any job can be challenging, they also do not want to settle for a job that is not fulfilling. Two-thirds want their careers to have a positive impact on the world, and nearly 40% plan to invent something that will ‘change the world.’” (2, p. 103)
Generation Z Student:

“If we don’t do it, nobody will, and I want to be the one to...”
Gen Z students are different than their older siblings.

### Gen Z
- Tech Innate: 5 Screens
- Think in 4D
- Judiciously Share (GeoLoco Off)
- Active Volunteers
- Bended (race & gender)
- Togetherness
- Mature
- Communicate with Images
- Make Stuff
- Have Humility
- Future Focused
- Realists
- Want to Work for Success
- Collective Conscious

### Millennials
- Tech Savvy: 2 Screens
- Think in 3D
- Radical Transparency: Share All
- Slacktivists
- Multi-cultural
- Tolerance
- Immature
- Communicate with Text
- Share Stuff
- Have Low Confidence
- Now Focused
- Optimists
- Want to be Discovered
- Team Orientation
Sources:

1. 2018 Freshman Class Profile Questions, New Student Programs


How have you noticed the Gen Z traits in your own family?

(Time to brag about your kid)
What brief stories or advice would you like to share to help some of the other parents?

What can you tell us that would help us work with your students better?