Hey there,
Nice to “See” You!

Understanding Generation Z
Talkin’ ‘Bout My Generation

• By age I’m considered to be in the _________ Generation
• My spouse/partner is in the _________ Generation

So... What Is A Generation?

Definition:
A group of people born around the same time and raised around the same place.

People in this birth cohort exhibit the following characteristics:
• Similar traits
• Preferences
• Values
• Attitude
• Motivations
• Share historic events.
Baby Boomers: Baby boomers were born between 1946 and 1964. They’re currently between 56-74 years old (71.6 million in U.S.)

Gen X: Gen X was born between 1965 and 1980 and are currently between 40-55 years old (65.2 million people in U.S.)

Gen Y: Gen Y, or Millennials, were born between 1980 and 1994. They are currently between 24-39 years old (72.1 million in the U.S.)
  - Gen Y.1 = 25-29 years old (around 31 million people in U.S.)
  - Gen Y.2 = 29-39 (around 42 million people in U.S.)

Gen Z: Gen Z is the newest generation to be named and were born between 1996 and 2015. They are currently between 5-24 years old (nearly 68 million in U.S.)

The term “Millennial” has become the popular way to reference both segments of Gen Y (more on Y.1 and Y.2 below).

Realistically, the name Generation Z is a placeholder for the youngest people on the planet. It is likely to morph as they leave childhood and mature into their adolescent and adult identities.

Generational Differences

Communication skills:
Baby Boomers tend to be more reserved, Gen X favors command-and-control, Gen Y prefers collaboration and Gen Z prizes in-person communications via Face Book, Snap Chat, Tick Tock.

Change management:
Baby Boomers are cautious, Gen X and Gen Y see it as a new opportunity, and Gen Z is accustomed to change and even expects it.

Technical ability:
Baby Boomers and Gen X value instructor-led courses and self-learning tools, while Millennials prefer collaborative and technology-centered options, Gen Z – they want a fully interactive and customizable world – they want no fluff and have an efficiency mindset.
The Torch Has Been Passed

Gen Z Is Pragmatic - Millennials Are Idealistic
Gen Z Focuses on Saving - Millennials Care About the Experience

Technology Differences

- Blockbuster -> Netflix
- Blackberry -> iPhone
- Dial-up -> Wi-Fi
**Economic Differences**

A record 52% of younger adults (18-29) live with their parents.

The previous high was 48% in 1940 at the end of the Great Depression.

Citation: “Pew Research Center, 2018”
The Most Ethnically Diverse Generation Yet

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<td>Gen Zs in 2019</td>
<td>52</td>
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<td>25</td>
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<tr>
<td>Millennials in 2003</td>
<td>61</td>
<td>17</td>
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<td>Gen Xers in 1987</td>
<td>70</td>
<td>15</td>
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<td>3</td>
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<td>Early Boomers in 1969</td>
<td>82</td>
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25% of Gen Z are Hispanic. % of 7- to 22-year-olds who are...

- White
- Hispanic
- Black
- Asian
- Other

The Most Ethnically Diverse Generation Yet

Diversity Is Expected of Gen Z

- 22% of Gen Zs have at least one immigrant parent.
- Compared to 14% of Millennials.

Citation: "Pew Research Center, 2018"
Gen Z: The Most Educated Generation Yet

In 2018, 57% of 18- to 21-year-olds were enrolled in college. Compared to only 52% of Millennials in 2003 and 43% of Gen X in 1987.

Citation: "Pew Research Center, 2018"
Gen Z Is Online

Events That Shaped Gen Z
9/11 and the War on Terror

And More Recently...

And More Recently,
• Gun violence.
• Climate change.
• Racial inequality.
• A global pandemic.
The Great Recession

Describing Gen Z
Gen Z Is Progressive

What percent of each generation knows someone who prefers to go by gender-neutral pronouns?

- Gen Z: 35%
- Millennials: 25%
- Gen X: 16%
- Boomers: 12%

Citation: “Pew Research Center, 2019”

Gen Z Is Entrepreneurial and Financially Literate

54% want to start their own business.

Citation: “Forbes, 2020”
Gen Z Is Hard-Working

But less confident in soft skills, job skills.

How Does Gen Z Learn?
Video Killed the Textbook Star

They Want On-Demand Access
They Don't Just Want To Be Lectured

They want to be involved in the learning process.

51% of Students Say They Learn Best by Doing

While only 12% say they learn best by listening.

Citation: "Forbes, 2017"
How Does Gen Z Communicate?

Texting Is the New Talking

75% of Gen Z would rather text than talk on the phone.

Citation: “Inc., 2018”
May Have Many Friends Online, but Rarely See Them in Person

Their Social Media Reflects Their Personal Brand
Communicate with the Parents of Gen Z Students

Most Are From Gen X (Born 1965-1980)
So.... In today's world HOW do we communicate with our students and leverage their parents?

Thank you!