Reaching Generation Z: Using Technology to Engage

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Agenda

- Understanding your audience

  Who is Generation Z?

  Millennial comparison

  Gen Z & Education Abroad

  How to reach them

  How we're adapting

  Discussion

The importance of understanding our target audience

- **Who** are we trying to reach?

  What is **important** to them?

  What **value** does study abroad provide for them?

  How are we addressing their **concerns**?

  How do they want to **share** their experience with others?

Which generation are you part of?

Generation timeline

Generation	Approximate years born	Ages now
Baby Boomers	1946-1964	54-72
Generation X	1965-1979	39-53
Millennials	1980-1994	24-38
Generation Z	1995-2012	6-23

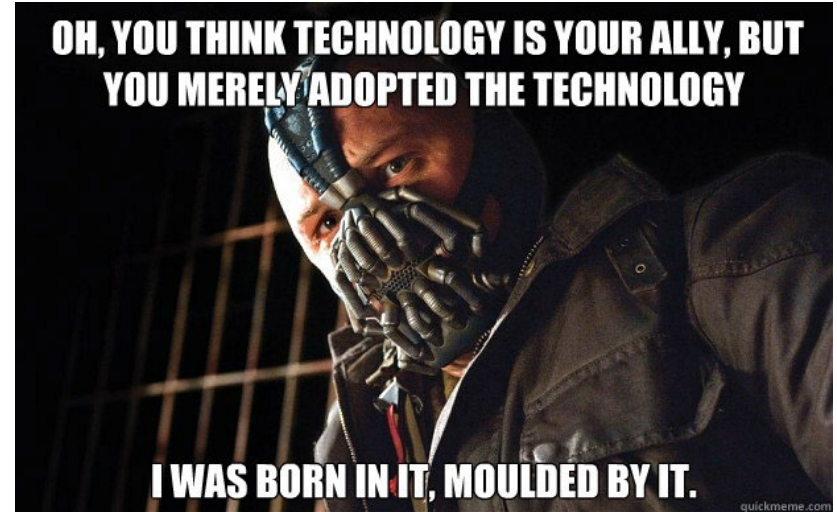# Who is Generation Z?

Plus a refresher on Millennials

Millennials - The "Me, Me, Me" Generation

- Transitional generation for technology
  The first "global" generation
  First generation of children with schedules
  Communicate with text
  Comfortable working on two screens
  Frugal, but like to spend on experiences
  Expect more than money- want flexibility,
  work-life balance, and job satisfaction
  The "industry killers"

Generation Z

- Digital Natives - Have always known technology
  Technology is a tool
  Innovation is expected
  Take in information instantly, move on just as quickly
  Make close relationships online
 Braggadocious - want to share

Generation Z

Millennials	Generation Z
Raised in the peaceful, prosperous 1990s	Many born during war and early 2000s recession
9/11 rocked their worlds	Lived through a violent, turbulent world from the start
Had an iPod mini in high school, became tech savvy	A smartphone with 4g data is a given. Technology is innate
Witnessed the milestones of legalization of same-sex marriage and the election of the first black president	Big moments of social change aren't "milestones," they are normal life
The Great Recession (2008) rocked their worlds again	Grew up with financial conservatism and see it as a prudent way to live, considering global uncertainty
Grew somewhat cynical	Became pragmatic
Went to college because that's what one did	Evaluating college as one option to reach career goals

Meet Generation Z

- Between 6 and 23 years old
  Very diverse demographic
  Grew up in a scary world
  Motivated & Creative
  Entrepreneurial

  Cautious about the future
  Commitment to diversity,
  inclusion, and social justice
  Less gender normative
  Prepared to work hard
  Short attention spans
  Financially conservative
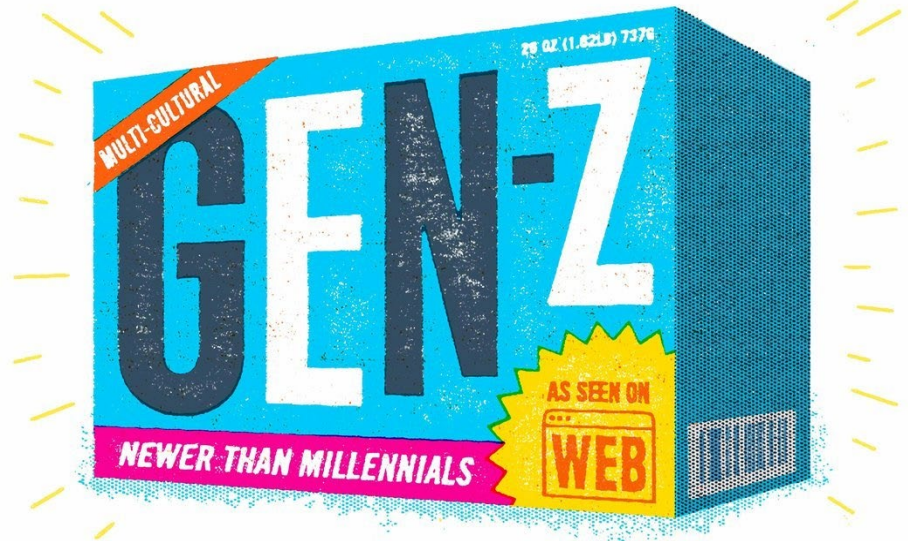
Gen Z & Education Abroad

Their priorities & program preferences

The Wanderer vs. The Entrepreneur

Education Abroad Program Priorities & Preferences

- More discerning
  Serious about academic
  credit for their experience
  Frugality is driving the
  decision-making process
  They are looking for ROI

  More willingness to go to
  non-traditional locations
  International internships
  Trust in peers & friends
  Planning further ahead
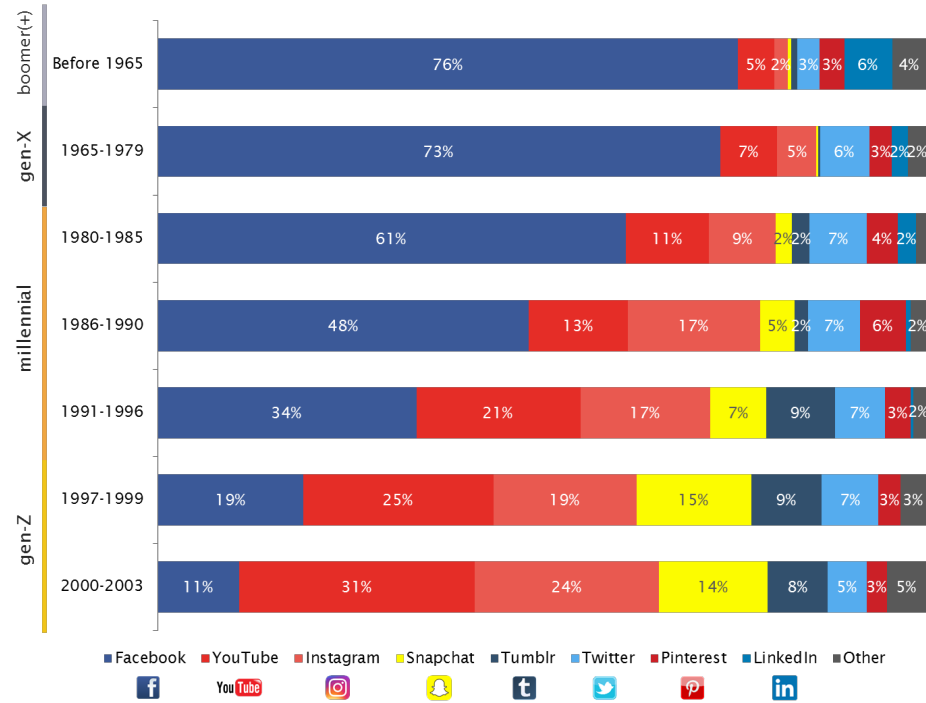
How to reach Generation Z

Communication Preferences

- Personalized, authentic communication
  Distrustful of traditional "marketing"
  Value the opinions of peers
  8 second attention span-- they lose interest quickly

  Preference for visual communication
  Many primarily communicate via text platforms
  Appreciation for print media

Social Media

- Social media is a lifestyle
  It impacts self-worth
  Prioritize speed and images
  More guarded

  Quality, not quantity
  Commitment
  Engagement

Favorite social media platform by birth-year (2016)

birth-year	Facebook	YouTube	Instagram	Snapchat	Tumblr	Twitter	Pinterest	LinkedIn	Other
Before 1965 (boomer(+))	76%	5%	2%		3%	3%		6%	4%
1965-1979 (gen-X)	73%	7%	5%			6%	3%	2%	2%
1980-1985 (millennial)	61%	11%	9%	2%	2%	7%	4%		2%
1986-1990 (millennial)	48%	13%	17%	5%	2%	7%	6%		2%
1991-1996	34%	21%	17%	7%	9%	7%	3%		2%
1997-1999 (gen-Z)	19%	25%	19%	15%	9%	7%	3%		3%
2000-2003 (gen-Z)	11%	31%	24%	14%	8%	5%	3%		5%

Source: genYZ segmentation study preliminary results Aug. 2016 (n=4,298)

Other Considerations

- Most parents are Generation X- helicopters, velcro, and bulldozers
  How's your website?
  Global generation with a local mindset
  Typically over-scheduled and overcommitted
  Show study abroad as a utility for their career
  Want choice and customization, but too many options can be overwhelming
  Connect marketing to them, allow them to market to each other

HELICOPTER PARENTS

HELICOPTER PARENTS EVERYWHERE

memegenerator.net

How We're Adapting

Provider and University perspectives

CISabroad: how we're adapting

Programming
- Promoting our lowest cost and highest value programs.

    Adding more non-traditional program locations

    Internal reorganization of teams to focus more on our internship programs. Also devoting resources to this (website revamp)

Social Media

    Realizing we can't (and don't need to) be on all social media platforms

    Dropped Twitter, added Snapchat (more visual)

Marketing

    More peer-to-peer marketing

    Using our alumni more for marketing strategy

    Increased speed of communication

    More texting and video content

    Asking alumni about the career impact of their experience abroad and sharing that with students

    Altering the user experience on our website-- less text and less scrolling

    Sticking with our print catalog

Berry College

Marketing
- In the process of reworking our website to be more visually appealing
- Video announcements and student created informational videos
- Bringing returned students of same major to classrooms, especially first-year classes

While Abroad
- Advisors send newsletter while abroad to engage
  - Short videos, stay connected to Berry, tips while abroad

Orientation
- PollEverywhere introduction - benefit from their time
- Give them a chance to interact with others, share tips

Social Media
- #BerryAbroad - consistent branding with online application
- Photo contest moved to Instagram
- Encourage students to share our posts - incentive

BERRY COLLEGE
International Experiences

Sources/Generation Z Research

NY Times: Move Over, Millennials, Here Comes Generation Z

Inc.: Generation Z vs Millennials: The 8 Differences You Need to Know

Fast Company: Your Guide To Generation Z: The Frugal, Brand-Wary, Determined Anti-Millennials

4 Simple Tactics to Engage Better With Gen Z Students

Generation Z Goes to College by Corey Seemiller and Meghan Grace (2016)

University of Minnesota Learning Abroad Center

Questions?

Comments & Discussion too!

Questions/Comments

Thank You!

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