How Does Your Institution Engage Multiple Generations?

Presenter
Keri Neidig, Director of Business Development, Sallie Mae

We Are All Super Heroes
2019 PASFAA Spring Training
DEFINING THE GENERATIONS

Source: www.youtube.com/watch?v=K1HyDn7dZ1o
Who’s who

Adapted from the Pew Research Center, www.pewresearch.org
Not Gen X or Gen Y – Then What?

Meet the “Xennial” or the “Oregon Trail Generation”

Microgeneration born between 1977 – 1983

- Caught between two worlds
- Share traits with both Gen X and Millennials
- Differences in their parenting styles, politics, and in their relationships with technology
Millennial traits
Gen Z

MORE THAN A QUARTER
OF THE U.S. POPULATION
BELONGS TO GEN Z

<table>
<thead>
<tr>
<th>NO.</th>
<th>Age Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Gen Z</td>
<td>19 &amp; UNDER</td>
</tr>
<tr>
<td>2</td>
<td>Millennials</td>
<td>20–37</td>
</tr>
<tr>
<td>3</td>
<td>Gen X</td>
<td>38–49</td>
</tr>
<tr>
<td>4</td>
<td>Baby Boomers</td>
<td>50–68</td>
</tr>
<tr>
<td>5</td>
<td>The “Silent” Generation</td>
<td>69+</td>
</tr>
</tbody>
</table>

Source: Newscred, 2014
There is a Population Tsunami Approaching

Approximately **350,000** babies born in the world each day

**26%** of the U.S. population belongs to Gen Z, and with each birth, the segment is growing

Information gathered 10/2018:
Meet Generation Z

- Americans born after Millennials who are currently under the age of 21
- Marketers have been focused on Millennials for more than a decade
- Millennials = Most researched generation in history
- **Gen Z** is different from Millennials
- Marketers will need to adjust to **Gen Z**
- **We are just beginning to understand Gen Z and their impact on the future**
Gen Z

**DON’T MISTAKE THEM FOR MILLENNIALS**

**GENERATION Z**
- 5 SCREENS
- COMMUNICATE WITH IMAGES
- CREATE THINGS
- FUTURE-FOCUSED
- REALISTS
- WANT TO WORK FOR SUCCESS

**MILLENNIAL**
- 2 SCREENS
- COMMUNICATE WITH TEXT
- SHARE THINGS
- FOCUSED ON THE PRESENT
- OPTIMISTS
- WANT TO BE DISCOVERED

Source: Newscred, 2014
Don’t Treat Them Like Millennials

These generations have very different experiences and references

<table>
<thead>
<tr>
<th>GEN Z</th>
<th>MILLENNIALS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Video sharing website YouTube is launched</td>
<td>DVDs, an optical disc computer storage media format, is announced</td>
</tr>
<tr>
<td>SnapChat, a photo messaging app, is introduced</td>
<td>Instant messaging, a type of on-line chat, is released by Microsoft</td>
</tr>
<tr>
<td>Smartphones with a multi-touch interface</td>
<td>Mobile phones with the ability to send text messages</td>
</tr>
<tr>
<td>Commercial music streaming services</td>
<td>Portable media player</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>The Beloit College Mindset List for the Class of 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>They are the last class to be born in the 1900s, <em>the last of the Millennials</em> -- enter next year, on cue, <em>Generation Z!</em></td>
</tr>
<tr>
<td>They are the first generation for whom a “phone” has been primarily a video game, direction finder, electronic telegraph, and research library.</td>
</tr>
<tr>
<td>Electronic signatures have always been as legally binding as the pen-on-paper kind.</td>
</tr>
<tr>
<td><strong>In college, they will often think of themselves as consumers, who’ve borrowed a lot of money to be there.</strong></td>
</tr>
<tr>
<td>It is doubtful that they have ever used or heard the high-pitched whine of a dial-up modem.</td>
</tr>
<tr>
<td>Amazon has always invited consumers to follow the arrow from A to Z.</td>
</tr>
<tr>
<td>By the time they entered school, laptops were outselling desktops.</td>
</tr>
<tr>
<td>Bill Clinton has always been Hillary Clinton’s aging husband.</td>
</tr>
</tbody>
</table>

https://www.beloit.edu/mindset/2021/guide/
Exhibit 12: ... and they have several defining characteristics
Commonly identified attributes of Generation Z

Note: Throughout our research process we identified several key words and phrases that were commonly used to describe Gen-Z. The image above is an amalgamation of these findings.

They use social media extensively

95% of teens use a smartphone and 45% say they use social media constantly

Communication trends

- Teens spend an average of 5 hours on their smart phone (Business Insider)
- Almost no separation between ‘real life and on-screen’
  - Averaging over 60 texts a day

- Technology dominates
  - Instant fact checking
  - Turn to their online community for advice and information
  - Social media is a top source for news
  - Many teens feel that tech addiction can be an issue


This Photo by Unknown Author is licensed under CC BY
How to engage GEN Z
How to Engage Generation Z

- Listen to them. They want to be heard!
- They need rewards that are changed frequently to meet changing expectations and demands
- Gen Z students use technology to solve problems
- Gen Z students connect with movies such as “The Hunger Games” where kids are expendable and not central to the world around them
- Gen Z students say they would like to attend college for the social connections and network
- Gen Z students are already connecting with people around the world with the use of technology
- Gen Z students want to shape their own journey with you as their guide

Information gathered 10/2018: https://sites.google.com/a/uis.edu/colrs_cook/home/engaging-generation-z-students
How to Engage Generation Z

• In 2014 pluralthinking released a cultural intelligence report. According to the report:
  
  ▪ Gen Z has the lowest attention span to date. They won’t wait for a web page to load. 32% will start abandoning slow sites between one and five seconds and after 8 seconds they’ll consider it broken
  
  ▪ Gen Z doesn’t differentiate between online and offline. The physical and virtual are the same thing.

Source: Information gathered 8/2017. pluralthinking, Gen Z report, Goldman Sachs report
How to reach Gen Z on your college campus
Select best platform
Posting Cadence

**Twitter**
- **15 TWEETS PER DAY**
- **1 LOW**
- **51 HIGH**

**LinkedIN**
- **0 LOW**
- **1 HIGH**

**Facebook**
- **1 POST PER DAY**
- **1 LOW**
- **2 HIGH**

Retweet or curate about seven tweets a day.

Curate or reshare a post every other day.

Confidential and proprietary information © 2019 Sallie Mae Bank. All rights reserved.
# Content Tips

<table>
<thead>
<tr>
<th>Week 1</th>
<th>Network</th>
<th>Time</th>
<th>Content Type</th>
<th>Topic</th>
<th>Copy</th>
<th>Link</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>10:00 AM</td>
<td>Curated Content</td>
<td>New Features</td>
<td>Infinite Snaps, loops, and a magic eraser? Woah.</td>
<td><a href="http://ow.ly/7kS30bH4ji">http://ow.ly/7kS30bH4ji</a></td>
<td><a href="http://ow.ly/t30bH4ji">http://ow.ly/t30bH4ji</a></td>
</tr>
<tr>
<td></td>
<td>12:00 PM</td>
<td>Video</td>
<td>Music Resources</td>
<td>Don't risk your video being removed or your account killed. Here's the full list of free resources: <a href="http://ow.ly/7kS30bH4ji">http://ow.ly/7kS30bH4ji</a></td>
<td><a href="http://ow.ly/t30bH4ji">http://ow.ly/t30bH4ji</a></td>
<td></td>
</tr>
<tr>
<td></td>
<td>3:00 PM</td>
<td>Promotion</td>
<td>Product Launch</td>
<td>Liftmetrix Hootsuite Impact New name and offerings to help you measure and maximize ROI: <a href="http://ow.ly/t30bH4ji">http://ow.ly/t30bH4ji</a></td>
<td><a href="http://ow.ly/t30bH4ji">http://ow.ly/t30bH4ji</a></td>
<td></td>
</tr>
<tr>
<td></td>
<td>5:00 PM</td>
<td>Live Video</td>
<td>News Update</td>
<td>A lot happened of social media updates happened this month. Let us know your reaction to these ones.</td>
<td>(insert video file link)</td>
<td></td>
</tr>
</tbody>
</table>

| LINKEDIN | 6:00 AM | New Blog Post | UTM Parameters | You don't need to be a programmer to track key indicators of ROI like website traffic, leads and conversions. | http://ow.ly/G5k30cSdLF |
|          | 9:30 AM | Curated Content |               |                                                              | http://ow.ly/G5k30cSdLF |
|          | 11:45 AM| Video    |               |                                                              | http://ow.ly/G5k30cSdLF |
|          | 1:30 PM | Promotion |               |                                                              | http://ow.ly/G5k30cSdLF |
|          | 4:15 PM | Education |               |                                                              | http://ow.ly/G5k30cSdLF |

| TWITTER | 5:45 AM | New Blog Post | Instagram Hacks | So, you think you know everything about Instagram? We bet you don't know these 44 hacks: http://ow.ly/aktF30cSdLO | http://ow.ly/aktF30cSdLO |
|         | 7:15 AM | Curated Content |               |                                                              | http://ow.ly/aktF30cSdLO |
|         | 10:30 AM| Video    |               |                                                              | http://ow.ly/aktF30cSdLO |
|         | 1:00 PM | Promotion |               |                                                              | http://ow.ly/aktF30cSdLO |

| INSTAGRAM | 7:30 AM | Original Image | Logo Cookies | Owl we want to do is eat these cookies. How many Owlys do you see? ** | (insert image file link) |
|          | 9:45 AM | Curated Image | Owly Toronto | Post: we opened a new nest in Toronto last week (and Owly is having a hoot of a time)! | (insert link to original image) |
|          | 12:30 PM| Video    |               |                                                              | http://ow.ly/aktF30cSdLO |
|          | 5:45 PM | Story    |               |                                                              | http://ow.ly/aktF30cSdLO |
Efforts of One State University in the Northeast to Reach the Traditional Gen Z Population from a Marketing/Admission Perspective

Website Re-vamp:
- Images, pictures made even bigger for this generation
- Made text even shorter. Use of more infographics. Used more statistics; numbers
- Made information more career focused. Included career stats of major. Highlighted Career Services office on homepage.

Print:
Continued to provide colorful brochures. Created short infographic pieces for mailings. Remember consumer of paper is generally the parents; other family members who prefer “snail mail”, something tangible

Video:
University spent much of their resources here. Documentary-style film to capture the vision of the Generation Z individual
Focus of video was on the Top 5 Characteristics of what defines a Gen Z today:
1. Pragmatic
2. Globally Minded
3. Customizable
4. Social Media Natives
5. Digital
Efforts of One State University in the Northeast to Reach the Traditional Gen Z from a Marketing/Admission Perspective
(cont.)

**Pragmatic:** Gen Z’s grew up during 9/11; Recession

**Globally Minded:** Highlight alternative spring break; documentary to focus on a cohort of international students

**Notion that things are “Customizable:”**
- Meal-Plans are flexible
- Majors are “customizable”
- Schedules are flexible

**Social Media Natives:**
- Create authenticity in video
- Students generate content and provide their own YouTube videos
- Students take over for “Snatchat” answers

**Digital:**
- Showcased the Library in its new Digital Age
- Showcased “hybrid” courses
How is your Financial Aid office reaching students on your campus?

Are you dealing with “TLDR” (Too long, Didn’t read) on your campus?

Utilization of Texts in your office (examples: Zipwip, Campus logic platform)

Social Media Platforms:

Snapchat

Twitter

Instagram

Facebook
What generation is next....
Conclusion

• Habits and trends vary from generation to generation

• We will need to adapt our messages and approaches to be effective

• That may mean changing our processes and cycles to be in line with their expectations
Questions?
THANK YOU!

We Are All Super Heroes
2019 PASFAAA Spring Training
The information contained in this presentation is not comprehensive, is subject to constant change, and therefore should serve only as general, background information for further investigation and study related to the subject matter and the specific factual circumstances being considered or evaluated. Nothing in this presentation constitutes or is designed to constitute legal advice.

09/2018 MKT16906