



How Does Your Institution Engage Multiple Generations?

Presenter

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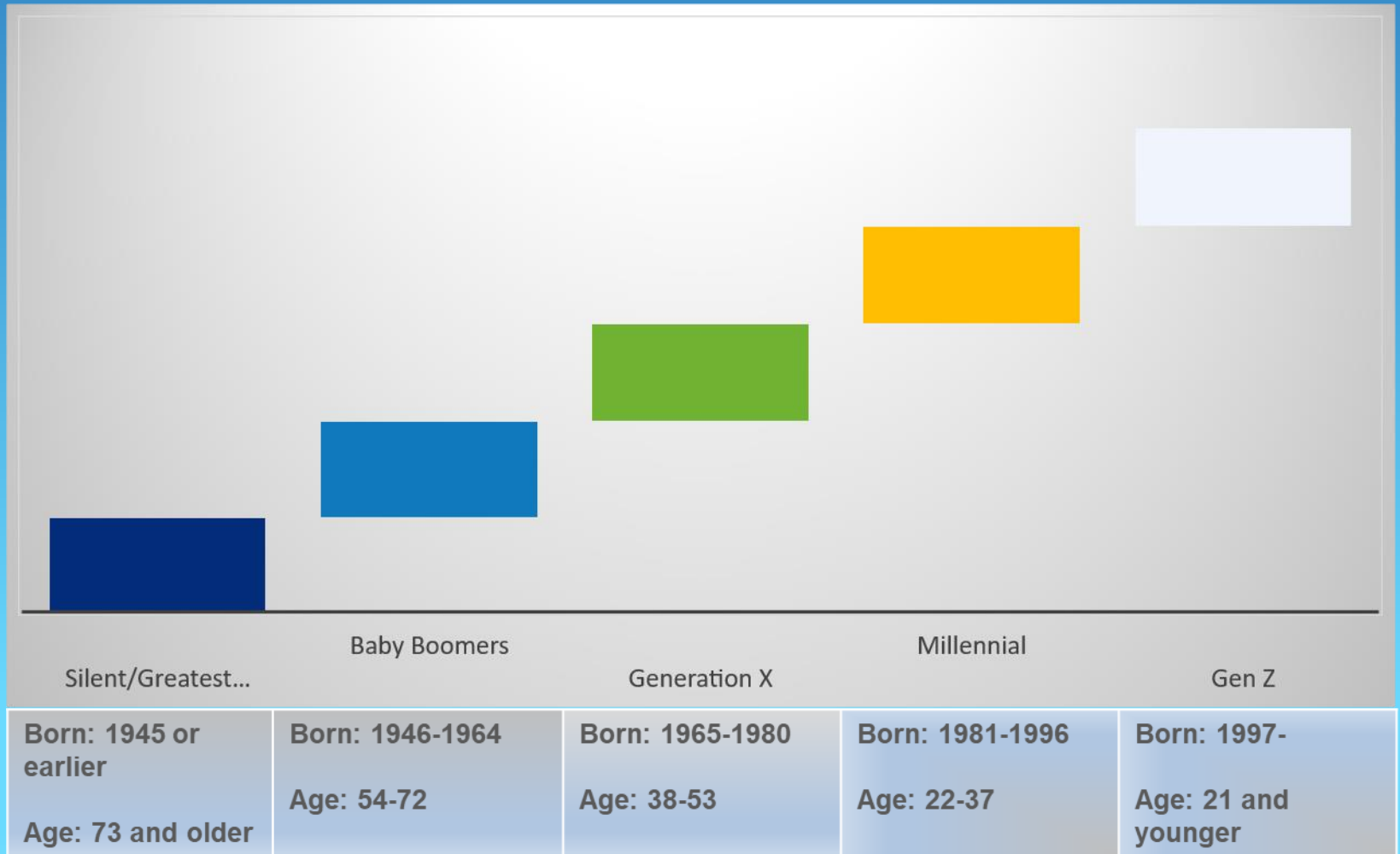
We Are All Super Heroes
2019 PASFAA Spring Training

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

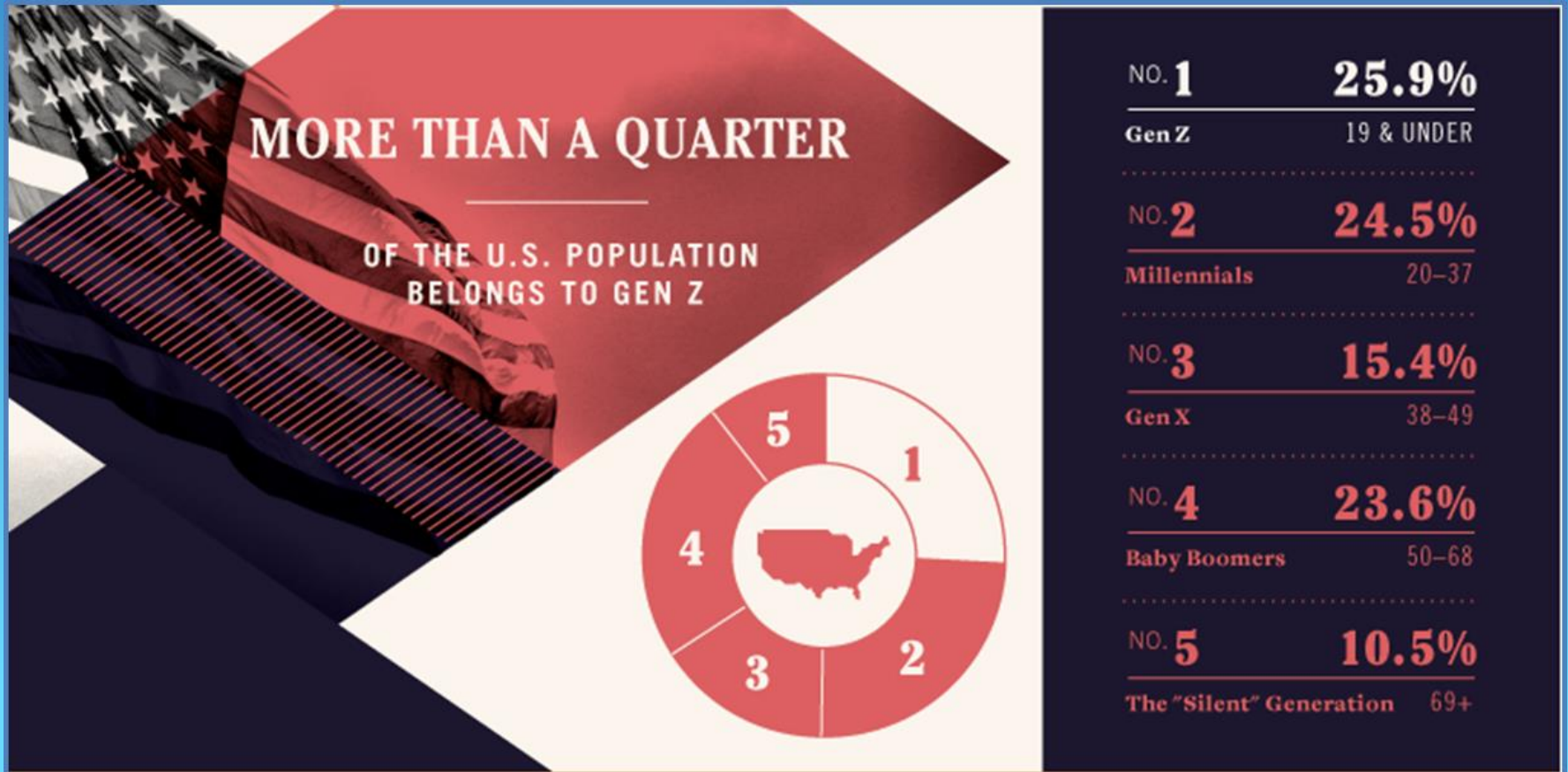
- Caught between two worlds
- Share traits with both Gen X and Millennials
- Differences in their parenting styles, politics, and in their relationships with technology



Millennial traits



Gen Z



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:

<https://workdesign.com/2017/10/generation-z-the-largest-percentage-of-population/>

<http://www.theworldcounts.com/stories/How-Many-Babies-Are-Born-Each-Day>

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

VS

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

GEN Z

Video sharing website YouTube is launched

SnapChat, a photo messaging app, is introduced

Smartphones with a multi-touch interface

Commercial music streaming services

MEDIA

COMMUNICATIONS

TELECOMMUNICATIONS

MUSIC

MILLENNIALS

DVDs, an optical disc computer storage media format, is announced

Instant messaging, a type of on-line chat, is released by Microsoft

Mobile phones with the ability to send text messages

Portable media player

Source: Information gathered 8/2018. <https://www.slideshare.net/aniuxbombiux/meet-generation-z-forget-everything-you-learned-about-millennials>

The Beloit College Mindset List for the Class of 2021

They are the last class to be born in the 1900s, *the last of the Millennials* -- enter next year, on cue, *Generation Z!*

They are the first generation for whom a “phone” has been primarily a video game, direction finder, electronic telegraph, and research library.

Electronic signatures have always been as legally binding as the pen-on-paper kind.

In college, they will often think of themselves as consumers, who’ve borrowed a lot of money to be there.

It is doubtful that they have ever used or heard the high-pitched whine of a dial-up modem.

Amazon has always invited consumers to follow the arrow from A to Z.

By the time they entered school, laptops were outselling desktops.

Bill Clinton has always been Hillary Clinton’s aging husband.

Commonly Identified Attributes of Gen Z

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.

Source: Wordle, Goldman Sachs Global Investment Research.

They use social media extensively

95%

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

Source: Information gathered 10/2018. Pew Research, "Teens, Social Media & Technology 2018"



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



Sources: <https://www.forbes.com/sites/thehartmangroup/2017/12/07/gen-z-holding-the-keys-to-unlocking-the-future-marketplace/>
<https://www.businessinsider.com/teens-gen-z-generation-z-what-teens-are-like-2018-6#gen-z-spends-a-lot-of-time-on-their-phones-4>

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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

How to Engage Generation Z

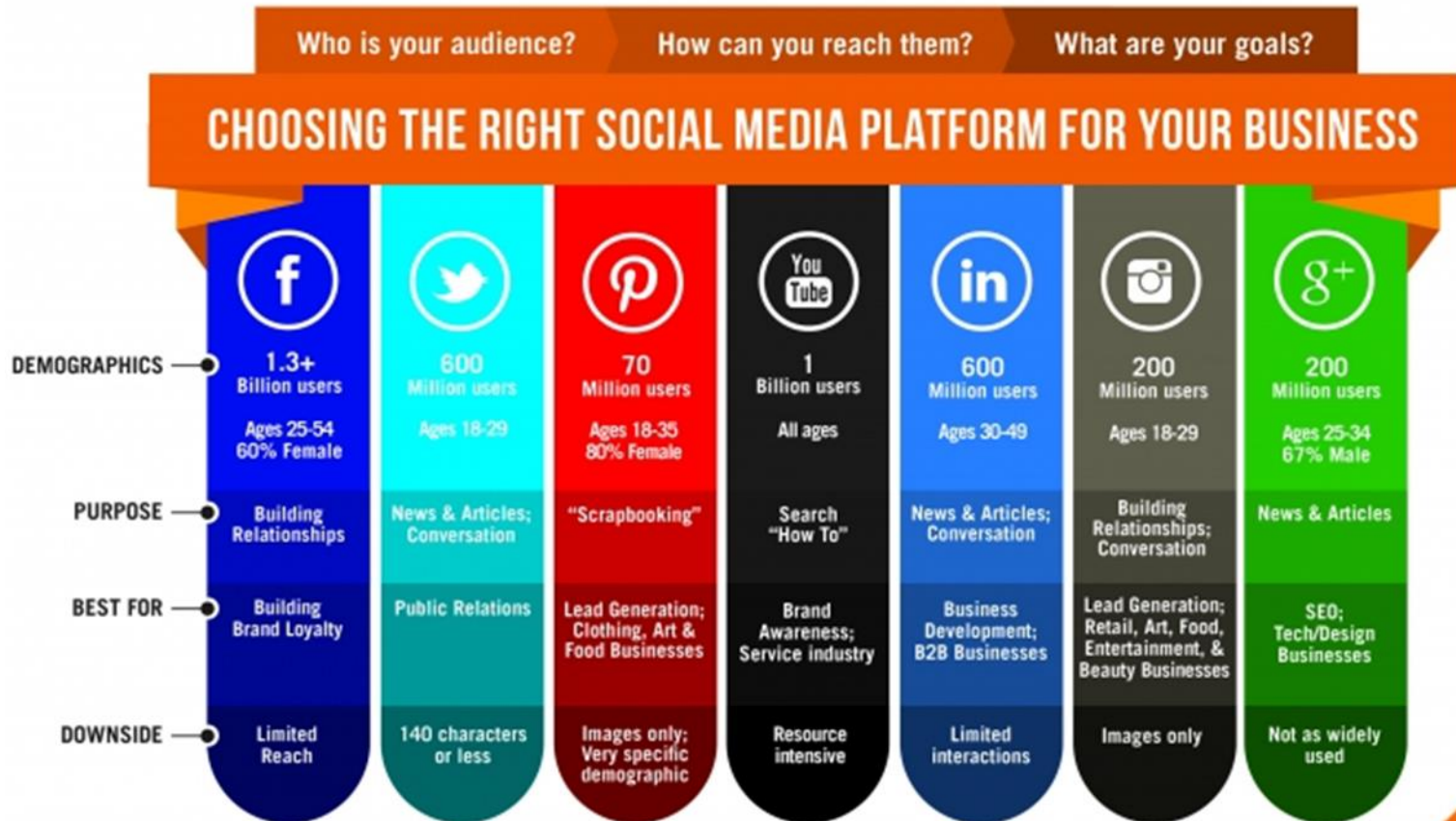
- In 2014 pluralthinking released a cultural intelligence report. According to the report:
 - Gen Z has the lowest attention span to date. They won't wait for a web page to load. 32% will start abandoning slow sites between one and five seconds and after 8 seconds they'll consider it broken
 - Gen Z 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



CLICK TO
ENLARGE

Posting Cadence

Twitter

1

Low

15

TWEETS PER DAY

Recommended

51

High

Quick Sprout found that the most retweets happen within an hour after tweeting daily frequency.

WHEN?

TWEET 1	2:00am	TWEET 6	10:00am	TWEET 11
TWEET 2	3:00am	TWEET 7	11:00am	TWEET 12
TWEET 3	6:00am	TWEET 8	12:00pm	TWEET 13
TWEET 4	7:00am	TWEET 9	1:00pm	TWEET 14
TWEET 5	9:00am	TWEET 10	2:00pm	TWEET 15

Retweet or curate about seven tweets

LinkedIn

0

Low

1

POSTS PER DAY

Recommended

1

High

Facebook

1

Low

1

POST PER DAY

Recommended

2

High

Analogy suggests that posting to Facebook no more than once a day is best or you'll start to feel spammy.

WHEN?

POST 1

1:00pm - 4:00pm

Curate or
reshare a post
every other day

Content Tips

Week	Network	Time	Content Type	Topic	Copy	Link
WEEK 1					WEEK 1: MONDAY, DATE	
	FACEBOOK	7:00 AM	New Blog Post	Silent Video	Are you optimizing your video for viewing without sound? You should be.	http://ow.ly/Nu5C30c577V
		10:00 AM	Curated Content	New Features	Infinite Snaps, loops, and a magic eraser? Woah.	http://ow.ly/DHec30c5d9B
		12:00 PM	Video	Music Resources	Don't risk your video being removed or your account killed. Here's the full list of free resources: http://ow.ly/zjk530bHujZ	(insert video file link)
		3:00 PM	Promotion	Product Launch	Liftmetrix 📊 Hootsuite Impact 📈 New name and offerings to help you measure and maximize ROI: http://ow.ly/Nx530bKlgN	http://ow.ly/Nx530bKlgN
		5:00 PM	Live Video	News Update	A lot happened of social media updates happened this month. Let us know your reaction to these ones.	(include CTA link)
	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/G5KI30c5dLE
		9:30 AM	Curated Content			
		11:45 AM	Video			
		1:30 PM	Promotion			
		4:15 PM	Education			
	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/aktF30c5d0O	http://ow.ly/aktF30c5d0O
		7:15 AM	Curated Content			
		10:30 AM	Video			
		1:00 PM	Promotion			
		3:45 PM	Evergreen Blog Post			
	INSTAGRAM	7:30 AM	Original Image	Logo Cookies	Owl we want to do is eat these cookies. How many Owllys do you see? 🐯	(insert image file link)
		9:45 AM	Curated Image	Owly Toronto	Psst... we opened a new nest in Toronto last week (and Owly is having a hoot of a time)! 🐯 @taggio	(insert link to original image)
		12:30 PM	Video			
		2:15 PM	Boomerang			
		5:45 PM	Story			

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 !

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