STEP ASIDE MILLENNIALS. HOW TO ATTRACT AND ENGAGE YOUR NEW CLASS OF STUDENTS: GEN Z

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I refuse to argue with anyone born after 1995. They don’t even know how to write in cursive.
“The children now love luxury; they have bad manners, contempt for authority; they show disrespect for elders and love chatter in place of exercise. Children are now tyrants, not the servants of their households. They no longer rise when elders enter the room. They contradict their parents, chatter before company, gobble up dainties at the table, cross their legs, and tyrannize their teachers.”
MEET GEN Z AND FORGET EVERYTHING YOU LEARNED ABOUT MILLENNIALS

Meet “Generation Z,” Americans born after Gen Y (from 1995 to present) who are currently under the age of 18.

Marketers have been focused on Gen Y (a.k.a. Millennials) for more than a decade. In fact, Millennials are the most researched generation in history!

But Gen Z is different from the Millennial generation. In many ways, Gen Zers are the opposites or extreme versions of Millennials and marketers need to adjust to them.

We are just beginning to understand Gen Z and its impact on the future, but here is what we know and foresee...
THERE IS A POPULATION TSUNAMI APPROACHING

- Swing (69+) 10.5%
- Baby Boomers (50-68) 23.6%
- Gen X (38-49) 15.4%
- Millennials (20-37) 24.5%
- Gen Z (<19) 25.9%

361,000
Approximate number of babies born in the world each day.

More than a quarter of America’s population belongs to Gen Z, and with each birth, the segment is growing.
CHARACTERISTICS OF GEN Z

- Love to shop...especially online
- Generation with disposable income – average Gen Z allowance is $16.90 per week
- Eager to start work...
  - 4 out of 5 high school students believe they are more driven than their peers
  - Parents of Gen Z encourage their children to find jobs early and independently without their help
- Mature and in control
WHAT MAKES THEM WHO THEY ARE?
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 were developing their personalities and life skills in a socio-economic environment marked by chaos, uncertainty, volatility and complexity. Blockbusters like The Hunger Games and Divergent depict teens being slaughtered. No wonder Gen Z developed coping mechanisms and a certain resourcefulness.
THEIR EDUCATION SYSTEM FOCUSED ON INCLUSIVE CLASSROOMS AND DIFFERENTIATED INSTRUCTION

They were raised in an American education system that focused on mainstreaming and classroom diversity.

As a result, they are collaborative team players where everyone is equal at winning and losing.
They learned that traditional choices don't guarantee success.

They witnessed the struggles of Millennials (think: older siblings, many still living at home), and have resolved to do things differently.

30% of high school students today are pushing out their graduation date.
WHAT WILL GEN Z LOOK LIKE IN 10 YEARS?

THE FINAL GENERATION
The very speed of culture will compress the 15-year generation into a .zip file of a few years, months or moments. We'll have to keep up to understand the overlapping influences of not just one generation at a time, but of a constant in-flux, innovative, wow-inducing global collective.

GROWTH GENERATION: THE GREATEST GENERATION (1928-1946)
The Great Depression
World War II
Strong morals, thrifty, responsible
Built the American Dream

CONSERVATIVE FIXERS: BORN INTO SURVIVORS
The Great Recession
War on Terror
War on Climate Change
Smokers, drinkers, non-smokers, non-smokers
Life hackers, “Let's make it better”

GEN Z ARE THE FINAL GENERATION
Grandparents of Gen Z, live in multi-generational homes with Gen Z

GENERATION X: (1965-1980)
The middle child of the generations, parents of Gen Z

MILLENIALS: (1981-1997)
Generation Me. Some Gen Z's parents. Gen Z's older siblings

GENERATION Z: (1998-NOW)
The Great Recession
War on Terror
War on Climate Change
Smokers, drinkers, non-smokers
Life hackers, “Let's make it better”
NATURE VS. NURTURE: GEN Z HAD A UNIQUE CHILDHOOD

- Multiracial children is the fastest growing youth group in the U.S.
- Traditional gender roles have been challenged
- Parenting styles have shifted
- They live in multi-generational households
HOW IS GEN Z REMARKABLY DIFFERENT?
WHAT KEEPS GEN Z UP AT NIGHT?

- What things cost today
- The economy
- Cybercrime
- Government leadership
- Crime in their town
- Their parents’ job security
- Terrorism
- Wars around the world
HOW DO YOU CONNECT WITH GEN Z?

RULE

#1

Don’t treat them like Millennials!

Gen Z
- Tech Innate: 5 Screens
- Think in 4D
- Judiciously Share (GeoLoco Off)
- Active Volunteers
- Blended (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
20 WAYS TO CAPTURE GEN Z

1. Depict them as diverse (ethnically, sexually, fashionably)
2. Talk in images: emojis, symbols, pictures, videos
3. Communicate more frequently in shorter bursts of “snackable content”
4. Don’t talk down... talk to them as adults, even about global topics
5. Assume they have opinions and are vocal, influencing family decisions
6. Make stuff — or help Gen Z make stuff (they’re industrious)
7. Tap into their entrepreneurial spirit
8. Be humble
9. Give them control and preference settings
10. Collaborate with them — and help them collaborate with others
20 WAYS TO CAPTURE GEN Z

11. Tell your story across multiple screens
12. Live stream with them — or give them live streaming access
13. Optimize your search results (they do their Internet research)
14. Talk to them about value (they care about the cost of things)
15. Include a social cause that they can fight for
16. Have your house in order (in terms of sustainability)
17. Help them build expertise...they want to be experts
18. Tease (think: ephemeral, puzzles, surprises and games)
19. Feed their curiosity
20. Feed them
GEN Z TOPICS AND INTERESTS
WANT TO APPLY GEN Z INSIGHTS TO YOUR SCHOOL?

- Younger generations want more social media integration at work, but admit it is also their biggest distraction
  - Teach your students how to build their client-base early on through professional social media accounts
- Globally, flexibility is now more desirable than healthcare coverage
  - Can certain components of class be offered online?
- The annual performance review is vanishing
  - Provide feedback along the way, and send it to them digitally
- Place value on security for both your students and their future clients
QUESTIONS?
ABOUT SIKICH

- **MULTI-DISCIPLINARY:** We are a professional services firm specializing in auditing, accounting, technology and advisory services with clients in the U.S. and around the world.

- **EXCELLENT REPUTATION:** With a reputation for professional excellence, Sikich provides unsurpassed client service as well as timely and cost-effective services.

- **STRONG TALENT:** We employ more than 750 talented people including nearly 100 partners, all of whom devote their careers to a focused area.

- **AWARD-WINNING:** Sikich has been ranked as the country’s 28th largest accounting firm, as well as the seventh-largest value-added technology provider nationally, both by Accounting Today.
HUMAN RESOURCES

Maximize your talent
- It is important to hire, develop and retain the right talent because your people are critical to your business’ core competencies and culture.

An HR team for your organization
- Maximize the impact your talent has on your business
- Offer tailored and cost-effective solutions for your company’s challenges
- Find flexible solutions to meet your needs and budget

Our HR services
- HR consulting
- Recruiting and onboarding
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