

GENERATION Z – HOW TO GET LIT!

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&

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Assistant Director, PASE Engagement

- Oversee PASE program, including events and membership. Leads Senior Year Experience initiative.
- Advisor for Alpha Gamma Delta Sorority
- Graduate of Southern Illinois U.-Carbondale and Indiana State
- Enjoys random factoids



Jimmy Cox

Director, Student-Alumni Programs

- Oversee student programs, recent graduate initiatives, Boilermaker Station and alumni relations for greeks and cooperative houses
- CLA grad '09
- Wife is a Purdue alum. Live in Westfield w/ our 2 Golden Retrievers.



Millennials

Here's who you're used to dealing with...

- Pioneers of social media – heavy use of Facebook
- Loyal to a brand
- All about them (i-phone, i-pad, etc.)
- Enjoy leadership roles – still joined stuff
- Lots of networking

Generation Z

Here's who you're dealing with now...

- Born after '96
- Newest recent grads of Purdue
- More diverse than Millennials and more educated
- Digital natives – don't know a world without internet
- Politically motivated – want to improve the world

Generation Z

Quick stats...

- 85% on YouTube
- 72% on Instagram
- 69% on Snapchat
- 51% on Facebook
- 45% on their phones constantly

You have to meet them where they are. They expect you to come to them.

Millennials

Communication

- Email – they grew up on this
- Facebook – they pioneered it
- Will come out to see you – they enjoy networking

Generation Z

Communication

- Make it a tailored message...special for them
- Targeted Instagram Ads and Snapchat filters are good resources to publicize your group
- Use a text service or GroupMe to communicate instead of email
- If Gen Z comes to find you, utilize a QR code so they can look at information later.

Millennials

Events

- Loyal to a brand
 - Game watches
- Networking
 - Socials at bars
 - Annual dinners
 - Golf outings

Generation Z

Events

- Community service
- Float in a pride parade
- Voter registration drive
- Downtown food tour
- Group led craft
- Tour of a local brewery w/ a tasting
- Brewery tour and tasting

Go out side of your comfort zone!

Final thoughts?

Don't get discouraged

- Try new things – don't get down if they don't work, just keep trying
- Be open to new ideas and ways of thinking, but be prepared for this generation to speak their mind.
- Gen Z has only produced two classes of graduates, so there is a lot we still don't know – Just remember to keep trying new things!

REFERENCES

Purdue University Student Life Division
<https://www.purdue.edu/vpsl/resources/generations.php>

Pew Research Center
www.PewSocialTrends.org

THANK YOU

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