Poll

Vote: http://etc.ch/whtn

Results
Who

When did they enter adult education?

Baby Boomers: 1970
GenX: 1989
Millenials: 2004
GenZ: 2019

Baby Boomers (1946-1964)
- Hard work, the American Dream
- 8 - 5 work day
- Civil Rights, Korean & Vietnam Wars
- Leave it to Beaver family structure (Millennial parents)

GenX (1965 - 1980)
- Both parents worked - latchkey kids - more divorced parents
- Recession hit them in peak earning years
- Parents of Gen Z - have worked to be active/involved parents balance work/family

Millenials (GenY) (1981 - 1994)
- Me Generation, Participation Trophy Generation
- Entitled and self centered, still an family cell phone plan
- Student loan debt generation
- Inoperative - what in life will make me happy?
- 8 - 5 work day - point of contention
- Early adopters of technology
- Parents see Baby Boomers who have often times financially supported/nurtured them
- Online sharing generation

Gen Z (1995-2010)
- Digital natives - whole life has been and is shaped by technology
- Most racially diverse population
- Raised in a post 9/11 world
- Saw their Gen X parents go through a recession and economic instability that brought - this has arguably shaped them more than anything
- They are mindful of the responsibility and hard work found in Baby Boomers, the individualism found in Gen X, and the technology fluency found in Millennials.
Baby Boomers
(1946-1964)

- Hard work, the American Dream
- 8 - 5 work day
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GenX
(1965 - 1980)

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Millenials (GenY)
(1981 - 1994)

- Me Generation, Participation Trophy Generation
- Entitled and self centered, still on family cell phone plan
- Student loan debt generation
- Introspective - what in life will make me happy?
- 8 - 5 work day - point of contention
- Early adopters of technology
- Parents are Baby Boomers who have often times financially supported/enabled them
- Online sharing generation
Gen Z
(1995-2010)

- Digital natives - whole life has been and is shaped by technology
- Most racially diverse population
- Raised in a post 9/11 world
- Saw their Gen X parents go through a recession and economic instability that brought - this has arguably shaped them more than anything
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Millenials vs. Gen z

- This is who you've been used to working with (millenials) here is what's same and what's different between the two generation
  - Age
  - Motivations
  - How they share
  - What they are consuming
  - Attention span
Gen Z

- Financially conservative, but socially liberal
- Risk averse
- Value hard work, honesty, financial success, & diversity
- Entrepreneurial - and are inspired by other entrepreneurs
- Crave and are motivated by inspiration & learning
- Tech savvy - juggle/toggle between an average of 5 screens at once
- Career, achievement, & stability focused
- Physically unfit
Overall Statistics:

- 51% of the world's population is under the age of 25
- 96% of American Teens own a smartphone, 82% have iPhone
- 8 second attention span, down 4 seconds from Millennials
- 50% of Millennials would stop using a website if they feel it did not anticipate their personal preferences
- 50% identify as a race other than non-Hispanic white

Higher Education Statistics:

- 75% believe a rewarding career comes as part of attending college - up from 60% for Millennials
- 81% believe college is crucial to starting a career
- 67% identify affording college as top concern
- 63% believe it is important for colleges to teach entrepreneurship
- 72% want a more customized college experience (courses/programs of study/majors)
What does this mean?

- Talk to your marketing and enrollment teams
- Technology
- Brands don't matter
- The new search engine
- Connectedness (the world is at their fingertips, so should you)
- Necessity of Education vs. Outcomes
- How does _____ work? What does _____ look like?