

Focusing on the First Year Conference

Generation Z: They're Here!

Jena Pugh and Matt Moore-Waitkus
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THE OHIO STATE UNIVERSITY

FISHER COLLEGE OF BUSINESS

Learning Outcomes

- As a result of this presentation, participants will be able to:
 - Identify three (3) key characteristics of Generation Z
 - Identify one (1) or more strategies to update current practice at individual or structural level



The Flow

- Overview of Generation Z (“GenZ”)
- Small Group Discussion
- Full Group Report-out and Discussion



Who ARE These People?

- Born after 1995 (limited recollection of 9/11 or life before it)
- Around 25% of US population
 - 84.7 million by 2020
- Most ethnically diverse generation in US history
 - 48% non-Caucasian
- Digital natives
- Instant gratification



Who ARE These People?

- Attention span: 8 seconds (vs. 12 seconds for Millennials)
- Care less about materials, more about experiences
- Individualization is key
- Fluid personal identities (more acceptance)
- Socially conscious and service-minded
 - Interested in affecting change



THE IDENTITY SPECTRUM

This graph is a fun exercise to help one understand that Sex, Gender Identity, Gender Expression and Sexual Orientation does not have to be black and white as both the Heteronormative/Cisgender Society around us (AKA Straight People) and the LGBT Community ascribe them to be -- find your own identity with this exercise and sincerely explore who YOU are and challenge the stereotypes of Gender and Sexual Orientation. Simply draw a line that best identifies along these spectrums.

SEX

<-----+----->
Female Intersex Male

GENDER IDENTITY

<-----+----->
Woman Genderqueer Man

GENDER EXPRESSION

<-----+----->
Feminine Androgynous Masculine

SEXUAL ORIENTATION

<-----+----->
Attracted to Male Bisexual Pansexual Asexual Attracted to Female

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Generation Z Goes to College (2016)

- How GenZs identify themselves:
 - Loyal, compassionate, thoughtful, open-minded, responsible, and determined
- How GenZs view their peers:
 - Competitive, spontaneous, adventuresome, and curious



What Weighs on GenZ?

- Uncertainty about the future (result of Great Recession)
 - Safety conscious: fewer underage drinking, more seatbelt wearing
- High levels of personal expectation
- Anxiety and depression
- Student loan debt/rising costs
 - 2017: American student debt reached \$1.45 trillion (44 million borrowers)
 - 7 out of 10 students stressed about finances
- Current climate of “division” (between races, countries, politics, etc.)
 - GenZ: “what can we do about this?” vs “this is the way it is”



How Do They Learn?

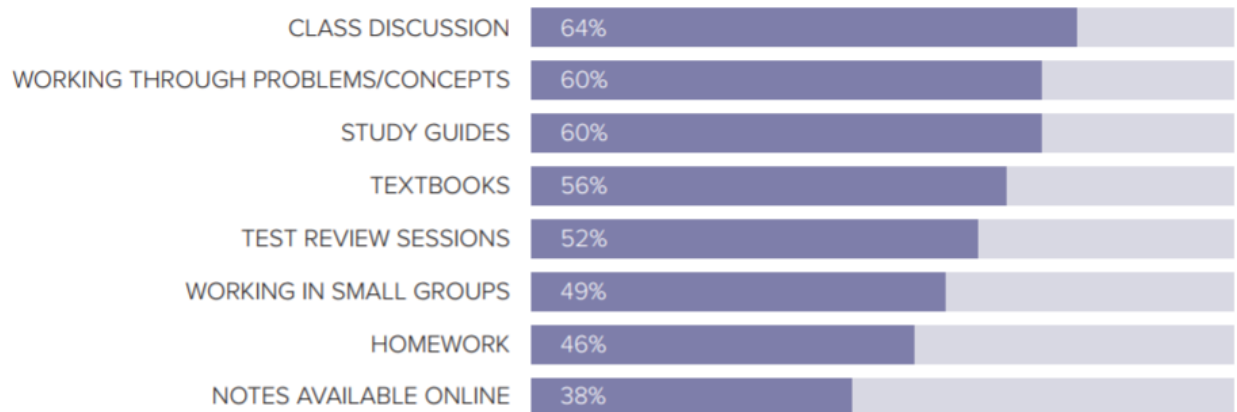
- Embrace social learning environments (hands-on learning)
- Expect to be fully engaged
- Majority report learning best by doing rather than through listening
- More interested in designing their own curriculum path for college
- Need to understand the *why*; sense of purpose



How Do They Learn?

- Online courses are not useful if they are not immersive
- More focus on the vocational outcome of education
 - FUN FACT: More than 1/3 have their own business or plan on having one
- Respond well to interactive teaching tools (YouTube videos, DIY learning, Game-based learning)

MOST HELPFUL TOOLS FOR LEARNING



Small Group Discussion

- Count off by 6's, move to new group
- Topics:
 - #1 – Technology and Its Use (both academic and socially)
 - #2 – Focus on Social Justice/Social Change
 - #3 – Communication Style
 - #4 – Relationship Building
 - #5 – Diversity and Inclusion
 - #6 – Safety / Aversion To Risk
- Consider the following for your topic area:
 - Positive / Negative aspects of the topic as it relates to GenZ
 - How will you adapt based on where you are coming from?
 - How to be inclusive
 - Ideas for potential structural updates to benefit students?



Initial Thoughts for Our Unit

Awareness for Fisher:

- GenZ students may feel Fisher has a “conformist” or “button-up” culture; others may be drawn to it for its perceived financial stability in an uncertain world
- Not all students hope to end up at a Big 4 firm
 - Interests in entrepreneurship and social change
- Avoid assumption that all students “know someone”
 - *We may be that someone*



Full Group Report-out

- Technology and Its Use
- Focus on Social Justice/Social Change
- Communication Styles
- Relationship Building
- Diversity and Inclusion
- Safety / Aversion To Risk



Thank you!



Resources (in no particular order)

- **Book: Generation Z Goes to College**

- https://www.amazon.com/Generation-Goes-College-Corey-Seemiller/dp/1119143454/ref=sr_1_1?ie=UTF8&qid=1508946131&sr=8-1&keywords=generation+z+goes+to+college
- <https://www.debtfreeohio.com/bankruptcy-information/student-loans/ohio-state-university-takes-steps-to-lower-student-debt/>
- <https://news.osu.edu/news/2015/07/01/financial-wellness/>
- <https://www.bncollege.com/Gen-Z-Research-Report-Final.pdf>
- <http://www.chronicle.com/article/How-Generations-X-YZ-/241185>
- <http://www.chronicle.com/article/Gen-Z-Changes-the-Debate-About/241163?cid=RCPACKAGE>
- <https://www.forbes.com/sites/causeintegration/2016/11/28/get-ready-for-generation-z/#5951773d2204>
- <http://mediakix.com/2017/03/the-generation-z-statistics-you-should-know/#gs.BRJxx24>
- <https://www.forbes.com/sites/rachelarthur/2016/03/16/generation-z/#7bd1d9362909>





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