

Generation Z

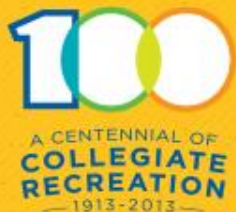
The next generation of college students



Kristin Gibson
Taylor Cabler
James Madison University

Kyle Cance
Julie Beck
Washington State University

Jennifer Santos
University of California, Berkeley



Learning Outcomes

- There are not just Millennials on campus anymore! A new generation of students are hitting our recreation centers. Learn what makes them unique and the best ways to reach and motivate them. Participants will be able to:
 - Articulate at least three characteristics of Generation Z students.
 - Describe at least two methods of educational marketing for reaching Generation Z students.
 - Articulate at least one new tactic you plan to use in the next year to motivate Generation Z students.



Questions...

#nirsaZ



Will be answered at the end of the presentation



Gen Z Basics



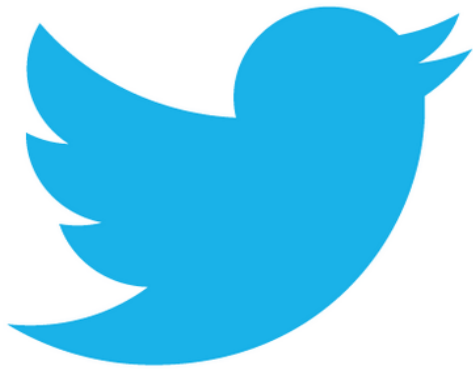
- Generalizations
- Born in the mid-90's to 2012
- Parents are Gen Xers
- Last U.S. generation to have a Caucasian majority
- Young children during 9/11, school shootings

Tech Savvy

- No memories of a world without cell phones, or even smart phones
- iPods, texting, Facebook
- Coming of age publicly
- Multi-taskers



Instant Gratification



- 140 characters or less
- If you don't know something, Google it!
- Issues with complex problem solving

Influencers

- Rise in self-publishing tools (Tumblr, Twitter, Blogger, etc.)
- Trust their friends and family's endorsement more than advertisements



You like this.



Uncertain Future

- Grown up in the worst economic environment since the Great Depression
- Headed for careers that do not exist today
- Expected to experience a lower standard of living than their parents



Physically Inactive



- Spend more time in front of TV's, computers, video games and tend to remain indoors connecting with others digitally
- About one-third are overweight and one-fifth obese
- Lower life expectancy than their parents

Application

1. The Importance of Content
2. Posting – Easy Engagement Tips
3. Rewards – Communication isn't enough
4. Special Campaigns & Applications



Application

THIS?

OR

THAT?



Application

THIS?

OR

THAT?



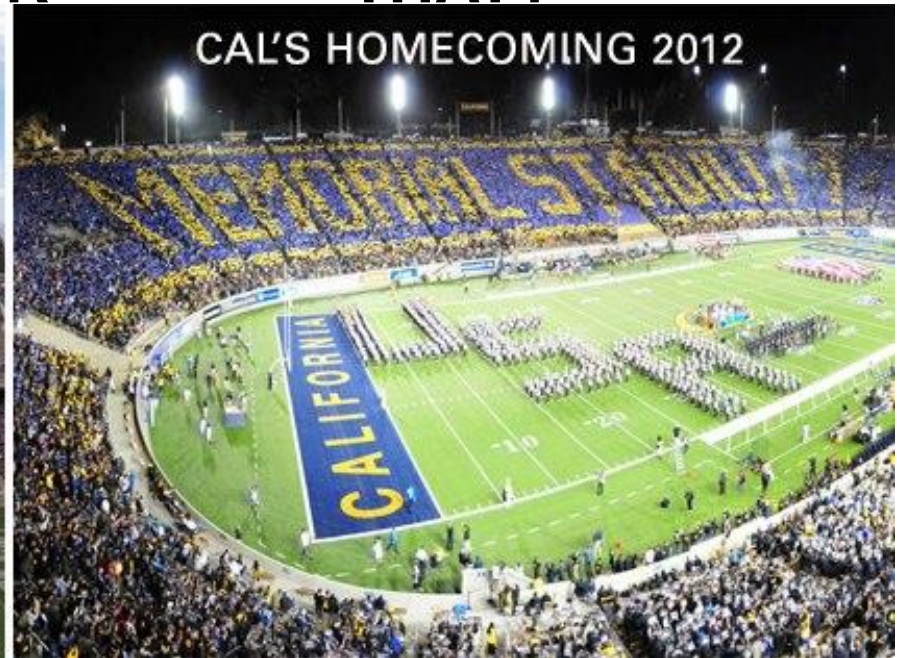
Application

THIS?



OR

THAT?



Application

KNOW YOUR AUDIENCE



BE MORE THAN CURRENT



Application

GO OUTSIDE



LIKE WHAT THEY LIKE



REWARD YOUR FANS



Cal Rec Sports

August 30, 2012

1 of our biggest Fans - Rebecca and her new Nexus 7 Android Tablet that she won in the Caltopia LIKE2WIN contest. Thanks Rebecca! Enjoy!



Like · Comment · Share

22 6

GET YOUR PROGRAMS INVOLVED



August 19, 2012

Cal Rec Sports Aquatics at Caltopia X (579 photos)

Thanks for stopping by our booth at Caltopia! If you took a picture in our Cal Rec Sports Aquatics Booth at Caltopia, we posted your photos here. Tag yourself and be entered to win a \$100 gift card to Sports Basement! — at Cal Rec Sports.



Like · Comment · Share · Tag Friends

11 2



Application



- Dead Week – The Comfort Zone
- Sponsor to please – The Melt
- Tell Us What Comforts You & Get a Free Breakfast
- 800 Entries Over 500 Free Breakfasts
- Only Social Promotion, Posts, & FB Ads
- Results: Happy Sponsor, Rewarded Audience, Happy Customers



Application

What they said...

"An hour or two of lifting weights is the most therapeutic experience I know. I can bundle my stress and frustrations into the explosive force needed to lift free weights. At the end of a routine, all my frustration has been spent and I'm stress-free."

"My binkie"

"my footie pajamas!!"

"My vast collection of Ken and Barbie Dolls"

"Tumblr, writing, reading a funny book"

"Puppies! Puppies everywhere! So many puppies. I love puppies."



Application



sports

fitness



Cal Rec Sports
7,206 likes · 98 talking about this

📍 Gym · Recreation Center
📍 2301 Bancroft Way, Berkeley, CA.
☎ (510) 643-8036

About



Cal Rec Sports
February 21

Congrats to Leah Grant for being our Daily Wellness App Winner! From meditation to playing board games to going for a hike, the App promotes holistic health practices. Check out all the activities that can improve your Daily Wellness.
<http://bitly.com/DailyWellness> (Facebook) /
<http://bitly.com/DailyWellness-mobile> (mobile)



...s shared a link via Daily Wellness.

...nt towards a Daily Wellness gold star for:
...work concerns home.". Have you completed
...vity today?

...; You (21) vs. average user (19)

Daily Wellness Monthly Challenge
bit.ly/...

Challenge yourself to complete one activity per day for 30 days from the 6 Dimensions of Wellness to earn a gold star & be entered into the FitWell merchandise giveaways.

...e · Share

...n likes this.

...

Application

- Responsiveness
- Viral reach
- Self-serving



Responsiveness on Twitter

- Need to respond promptly... 12 hours later is no good
- Most companies have a team dedicated to this
- Create or change an existing position
 - “Salary” based pay
 - Complimentary membership
 - Housing
 - Internship credit



Viral Reach of Twitter

- How many characters do you use?
 - What about additional hashtags and re-tweets?
- Videos and photos
- Bit.ly
- Hootsuite
 - Planned tweets
 - Metrics



How do we effectively reach them?

- Live updates from events
 - Updates
 - Promotions
- Make it easy for them
 - Strategic timing
 - Responsive websites
- Reach them early





UniversityRecreation @WAZZUREC

RETWEET

FAVORITE

20 Feb

Thanks to everyone who participated in today's #URECisMyHappyPlace campaign! You are the best patrons ever! #GoCougs <http://t.co/c6B8Vieul3>



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RETWEET

FAVORITE

20 Feb

The Spartan Games are under way on Courts 1&2! Check out one of the most grueling workouts ever. #URECisMyHappyPlace <http://t.co/0IXb6FOOr>



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RETWEET

FAVORITE

20 Feb

@WAZZUREC loves @NIRSAlive and its NIRSA Day! #URECisMyHappyPlace



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RETWEET

FAVORITE

20 Feb

Come on by the SRC Lobby and give slacklining a shot! You'll get a free shirt! #URECisMyHappyPlace <http://t.co/a2zsOMHYj4>



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FAVORITE

20 Feb

The @ORCGnome is getting the slack line set up in the SRC Lobby. Come test your balance. #URECisMyHappyPlace <http://t.co/jdulilSEPX>



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FAVORITE

20 Feb

The Zumbastrevaganza is about to start! Come join in! #URECisMyHappyPlace <http://t.co/b5QpFkCvgX>



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FAVORITE

20 Feb

Meet Zack. UREC is his happy place because it helps him stay in shape. What's your reason? #URECisMyHappyPlace <http://t.co/P2fzkKfkb4>



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FAVORITE

20 Feb

Kettle bell is taking over Court 1! Come score your free shirt. #URECisMyHappyPlace <http://t.co/OJnXhG1i4d>



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RETWEET

FAVORITE

20 Feb

Ladies and gents, @ButchTCougar has arrived. #URECisMyHappyPlace <http://t.co/h2YNSGWv2W>

How do we effectively reach them?

- Be responsive, you cannot let tweets hang
- We need to appeal to them directly with benefit
 - Coupon codes and discounts
 - Promotional prizes
 - Contests
 - Keeping up with the Joneses, social media style
- Use metrics: don't guess, know
- Regardless of social media outlet, your choice must be a priority



Activity

- Think of an event or program you are preparing to market
- Take 5 minutes to create a Twitter post about the event
 - Max of 140 characters
- If your department does not have a Twitter account, create a Facebook post
 - Max of 140 characters



Activity

- Get in groups of 2 or 3 and share the event you are planning for and the Twitter post you have created
- What are some key items, tools, words or ways to describe your event when you have a limited amount of characters?



Application

Tumblr



Instagram



Instagram

Yelp Check Ins



Scvngr



Closing Remarks

- Aspects of Gen Z
- Deeper understanding of the utilization of Facebook and Twitter
- At least one new tactic to market your programs, events and services
- NIRSA website



Questions?



Resources

http://www.esds1.pt/site/images/stories/isacosta/secondary_pages/10%C2%BA_block1/Generations%20Chart.pdf

<http://www.greatplains.edu/2011/06/23/gen-z/>

<http://www.brucemayhewconsulting.com/index.cfm?PAGEPATH=&ID=20209>

<http://gettingsmart.com/cms/blog/2012/12/qa-igniting-gen-z-learners/>

<http://meetcontent.com>

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<<http://www.mediapost.com/publications/article/173927/millennials-arent-kids-anymore-plurals-are.html?print>>.

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