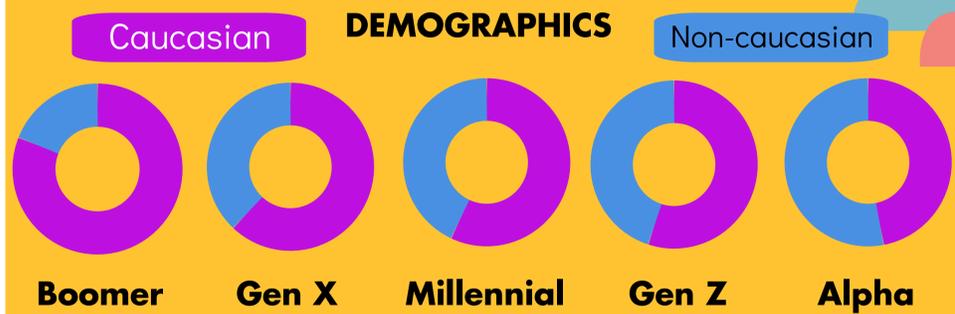


#1

	DATES OF BIRTH	ON CAMPUS
<b>Boomer:</b>	1946 to 1964	1963 to 1981
<b>Gen X:</b>	1965 to 1980	1982 to 1997
<b>Millennial:</b>	1980 to 1998	1997 to 2015
<b>Gen Z:</b>	1999 to 2015	2016 to 2032
<b>Alpha:</b>	2010 to 2030	2027 to 2047

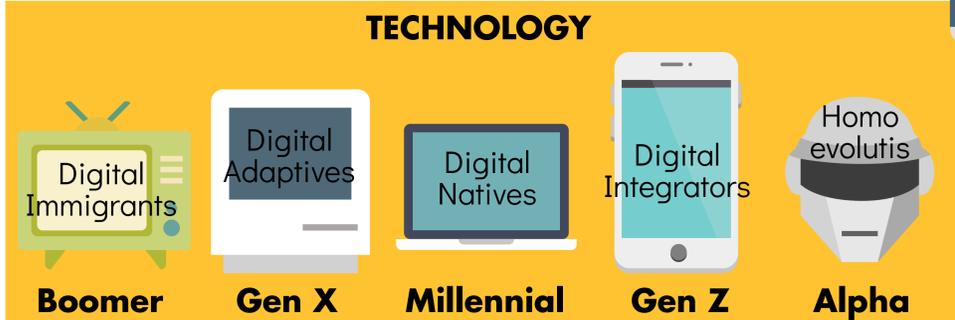
#2



#3



#4



#5

### ANNUAL TUITION & STUDENT LOAN DEBT



#7

### EDUCATION

**Boomer:** Structured, classroom-style

**Gen X:** Interactive, round table-style

**Millennial:** Multi-sensory, cafe-style

**Gen Z:** Multi-modal, lounge-style

**Alpha:** Career-driven, web-based

*less structured, more experiential, more collaborative*

#6

### SOCIETY

**Boomer:** Economic boom, civil unrest

**Gen X:** Entrepreneurship, individualism

**Millennial:** Service-oriented, recession

**Gen Z:** Social justice, tech over-reliance

**Alpha:** Diversity, scarcity