

Who is GEN Z?



The generation after Millennials, known by many as Generation Z, will have lasting impacts on society, and especially higher education. They were born between 1999 and 2015, and will be on campus between 2016 and 2032. They currently account for 21% of the global population.

By the numbers, Gen Z will be the most diverse, educated, tech-savvy, obese, and indebted generation ever. They will also be the least attentive and longest-living.

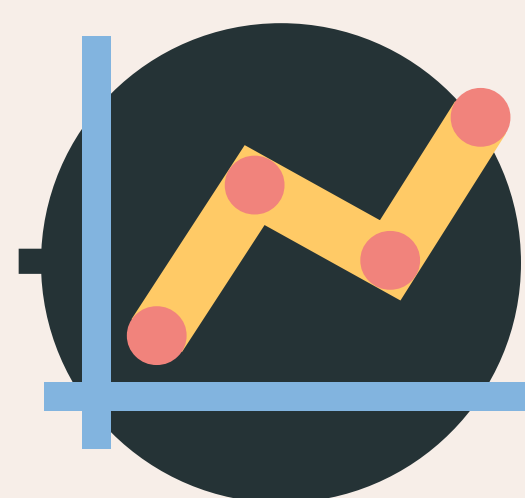
55%
Caucasian

82%
Attend post-secondary

27%
Time on screen

6 sec
Attention span

68%
Have student debt



Gen Z is fiscally conservative and socially liberal. They witnessed the Great Recession, the student loan crisis, a materialistic culture, and struggles for equality by LGBTQIA individuals, women in the workplace, and minority communities.

Impacts:

Part-time jobs, wary of student loans, saving for retirement early, decreased spending, demands for social justice and accountability, and standing as allies

Gen Z looks at education very differently than their predecessors. 89% believe that a college education is valuable. But, they expect (and deserve) to be taught in ways that work for them. They are multi-modal, multi-stimulus, multi-tasking learners and expect education to be developmentally-focused, holistic, and collaborative.



Gen Z prefers fully-integrated instructional methods in relaxed environments. Collaborative approaches, including the academic and the co-curricular, are most successful in long-term achievement. High impact practices, particularly experiential learning opportunities, are working!

Gen Z isn't like previous generations of learners, and employ multiple learning styles. Using teaching methods from the 19th or 20th centuries won't work with them. 46% of them learn to forget after the exam. We must make learning:

**Real
Responsive**

**Relevant
Relational**

