

TODAY'S STUDENT

QUIDA **BRADFORD**



SO WHO ARE THE DIFFERENT GENERATIONS?

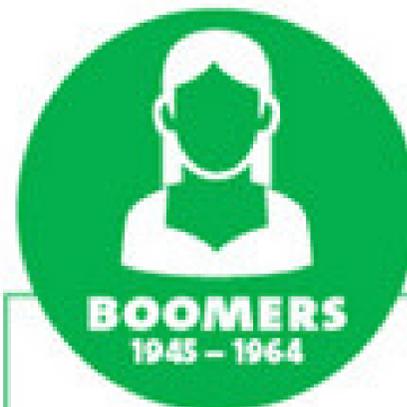
Here is how they are often grouped:



TRADS
1928 – 1944

TRADITIONALISTS:

Value authority and a top-down management approach; hard working; 'make do or do without'.



BOOMERS
1945 – 1964

BABY BOOMERS:

Expect some degree of deference to their opinions; workaholics



GEN X
1965 – 1979

GENERATION X:

Comfortable with authority; will work as hard as is needed; importance of work life balance.



GEN Y
1980 – 1994

GENERATION Y:

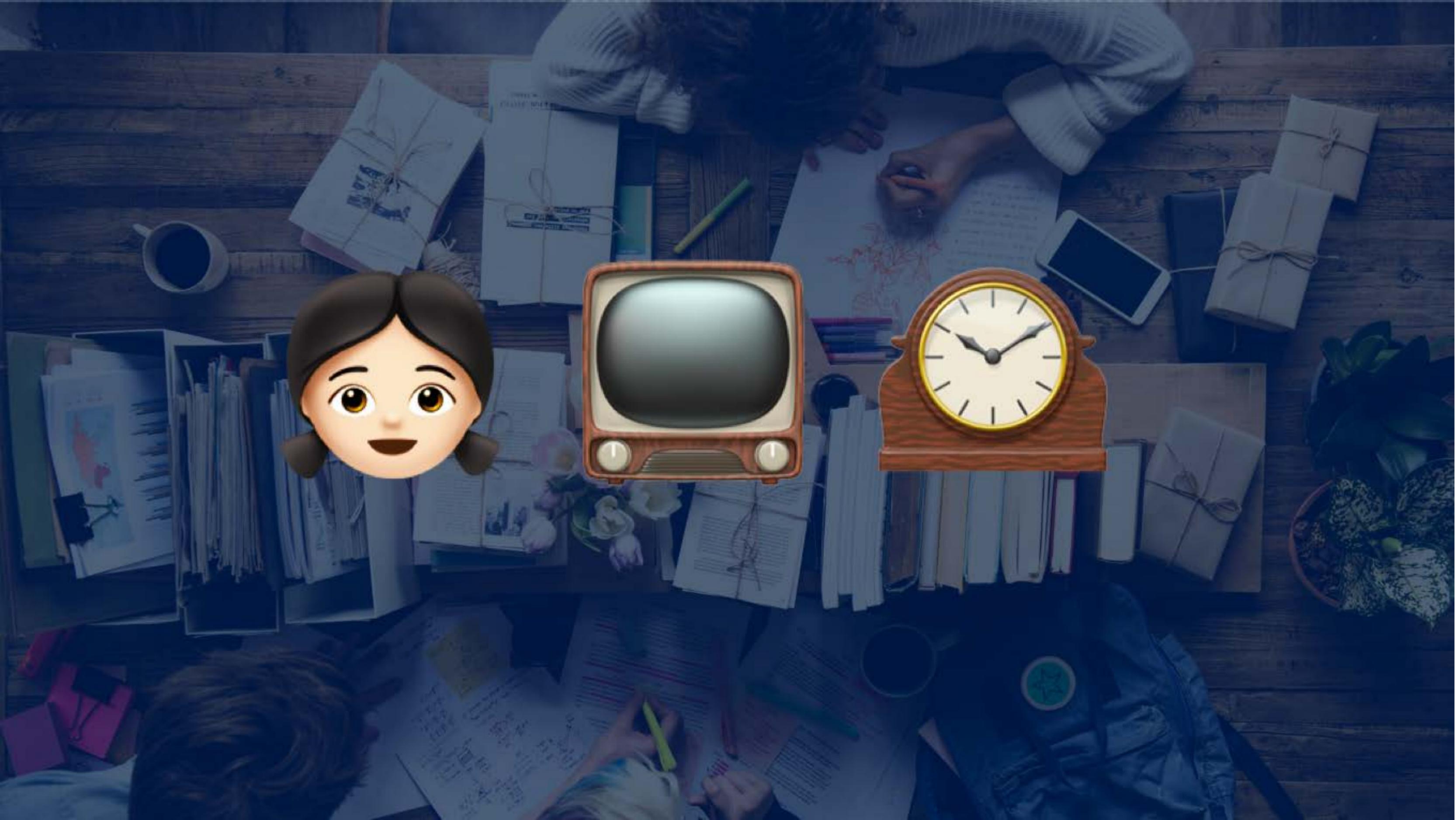
Respect must be earned. Technologically savvy; goal and achievement oriented.



GEN Z
1995+

GENERATION Z:

Many traits still to emerge. Digital natives, fast decision makers, highly connected.

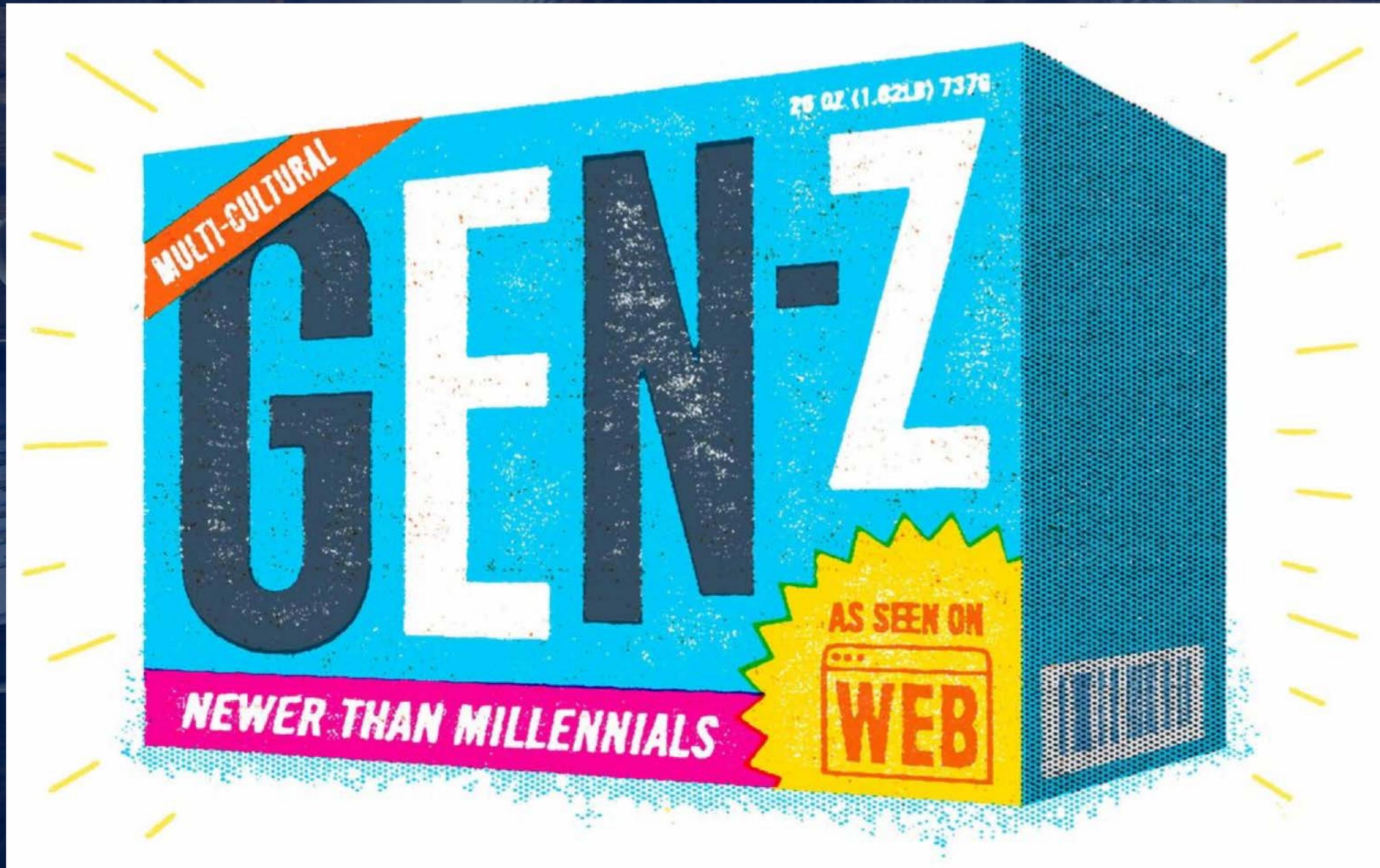












MULTI-CULTURAL

25 OZ (1.62LB) 7376

NEWER THAN MILLENNIALS

AS SEEN ON

WEB

GENERATION Z

★ BORN 1995-2009 ★

MOBILITY

17 JOBS
15 HOMES
IN A LIFETIME*

TOP NAMES

William	1	Lily
Jack	2	Chloe
Jacob	3	Isabella
Lachlan	4	Mia
Oliver	5	Olivia

EFFECTIVE ENGAGEMENT

Verbal	→	Visual
Sit & listen	→	Try & see
Teacher	→	Facilitator
Content (what)	→	Process (how)
Curriculum centred	→	Learner centric
Closed book exams	→	Open book world

EDUCATION

1 in 4
1 in 3
1 in 2*

UNIVERSITY EDUCATED

DIGITAL INTEGRATORS

10 HRS 19 MINS
TECH. USE/DAY

5,100,000,000
SEARCHES/DAY

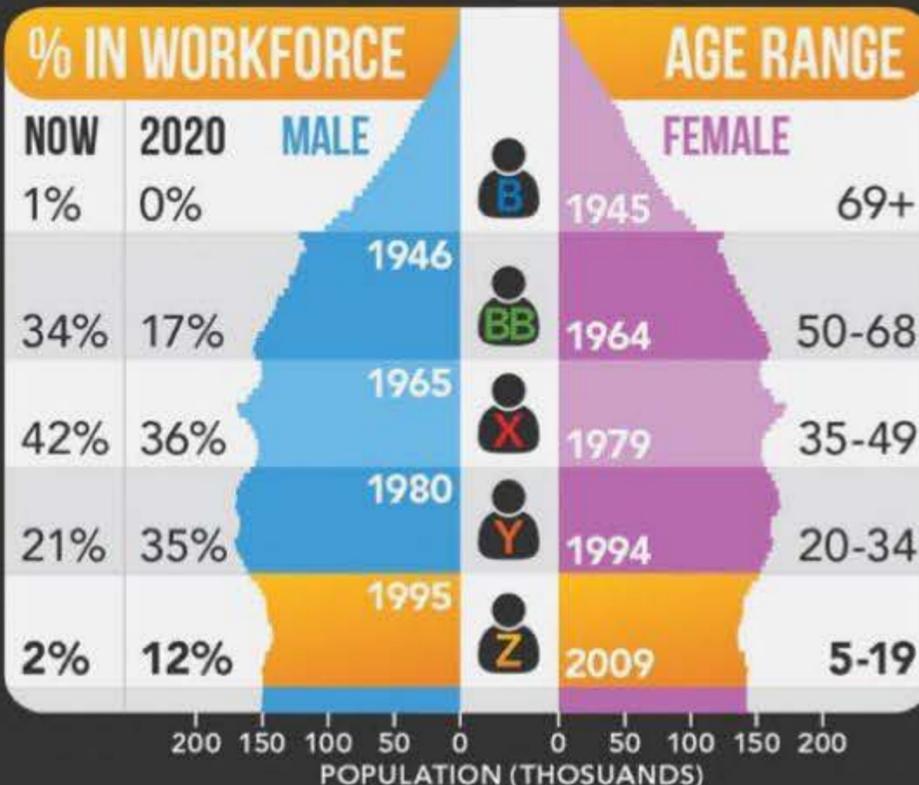
4,000,000,000
VIEWS/DAY

1,000,000,000+
ACTIVE USERS

500,000,000
TWEETS/DAY

1,000,000+
APPS

ZEE'S GLOBAL GEN
GEN Z DIGITAL INTEGRATORS
COTTON WOOL KIDS
UPAGERS
THE ZEDS
TEENS
iGEN CLICK 'N GO KIDS
SCREENAGERS
BUBBLE WRAP GENERATION
TWEENS



HEALTH

% likely to be obese/overweight when all Gen Z have reached adulthood (2027)*

77.9 61.8

SLANGUAGE

Selfies
Cray cray
Defs
Onesie
YOLO
LOL

WEALTH

Avg. annual earnings in 2063 (as Gen Z retire)*

\$222,000

Average capital city house price (2063)*

\$2.5 MIL.

GLOBAL GENERATION

2,000,000,000 2 BILLION GEN Zs

COUNTRIES WITH LARGEST NUMBER



REDEFINED LIFESTAGES

20TH CENTURY

CHILDHOOD

TEENAGER

ADULTHOOD

TODAY

CHILDHOOD

TWEEN

TEENAGER

YOUNG ADULT KIPPERS

ADULTHOOD

CAREER-CHANGER

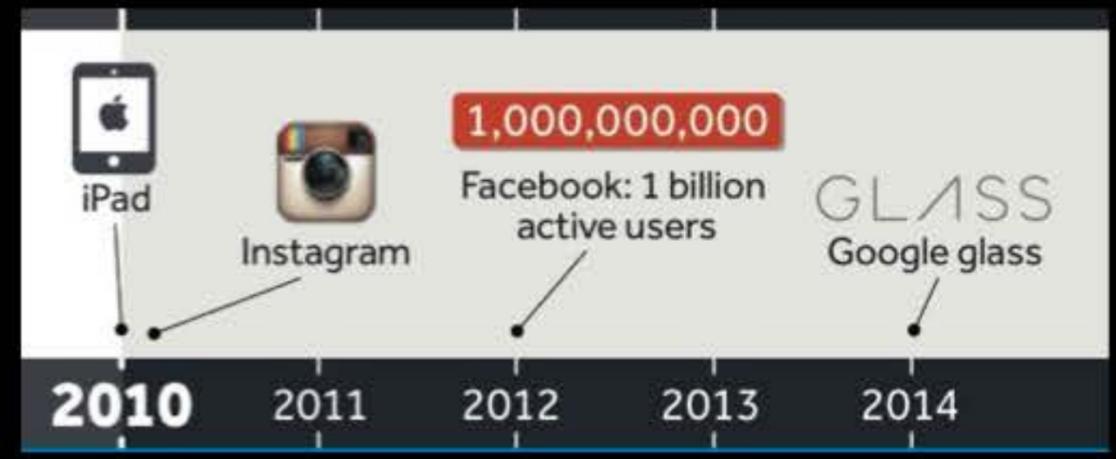
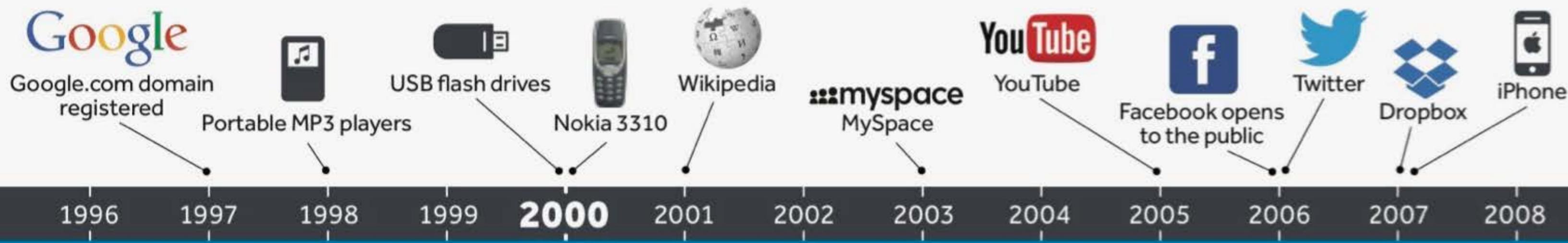
DOWNAGER



„No, you weren't downloaded. You were born.“

#DIGINATES







#ILIFERS 🤔 📱 🙋 📦



#PARENCCENTRIC
#BLOGUEVELOPED





#SHHOCIAL





#WEBDUCATED





#SOCIALPRENEURIAL

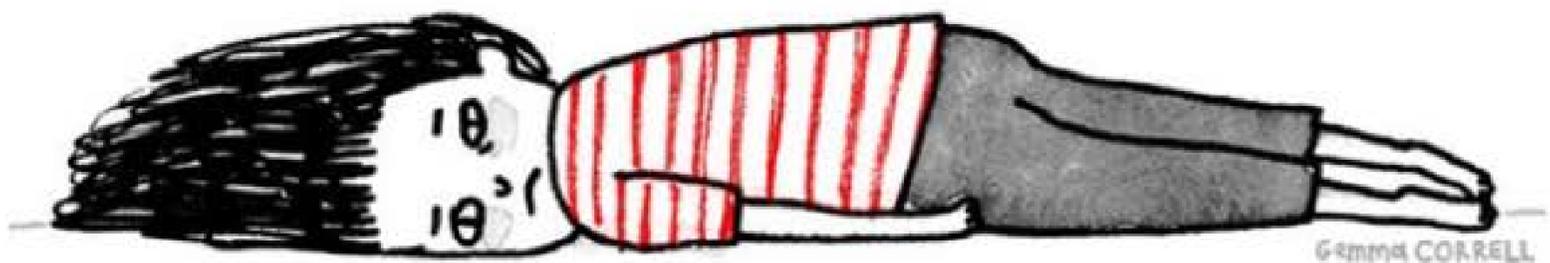




#GLOBALVERSATILE



NOPE.



#INC  PABLE   

**THOSE
PEOPLE
OVER THERE
ARE
LAUGHING**

**THEY MUST
BE LAUGHING
AT YOU!**



I've got 99 problems and
86 of them are
completely made up
scenarios in my head
that I'm stressing about
for absolutely no
logical reason.

somee cards
user card



5 HURDLES TO ADULTHOOD

COMPLETING SCHOOL

LEAVING HOME

BECOMING FINANCIALLY INDEPENDENT

MARRYING

HAVING A CHILD

FIVE HURDLES

1950

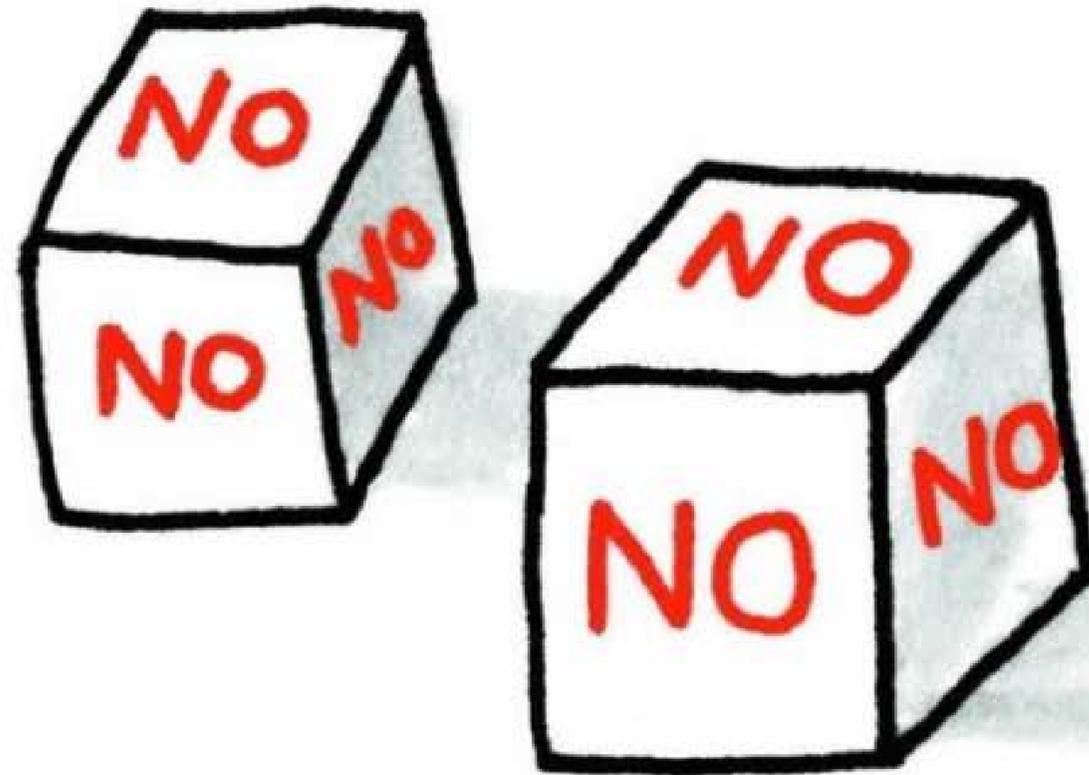
77% OF WOMEN

65% OF MEN

2010

13% OF WOMEN

10% OF MEN



DECISION MAKING DICE
FOR MY SOCIAL LIFE

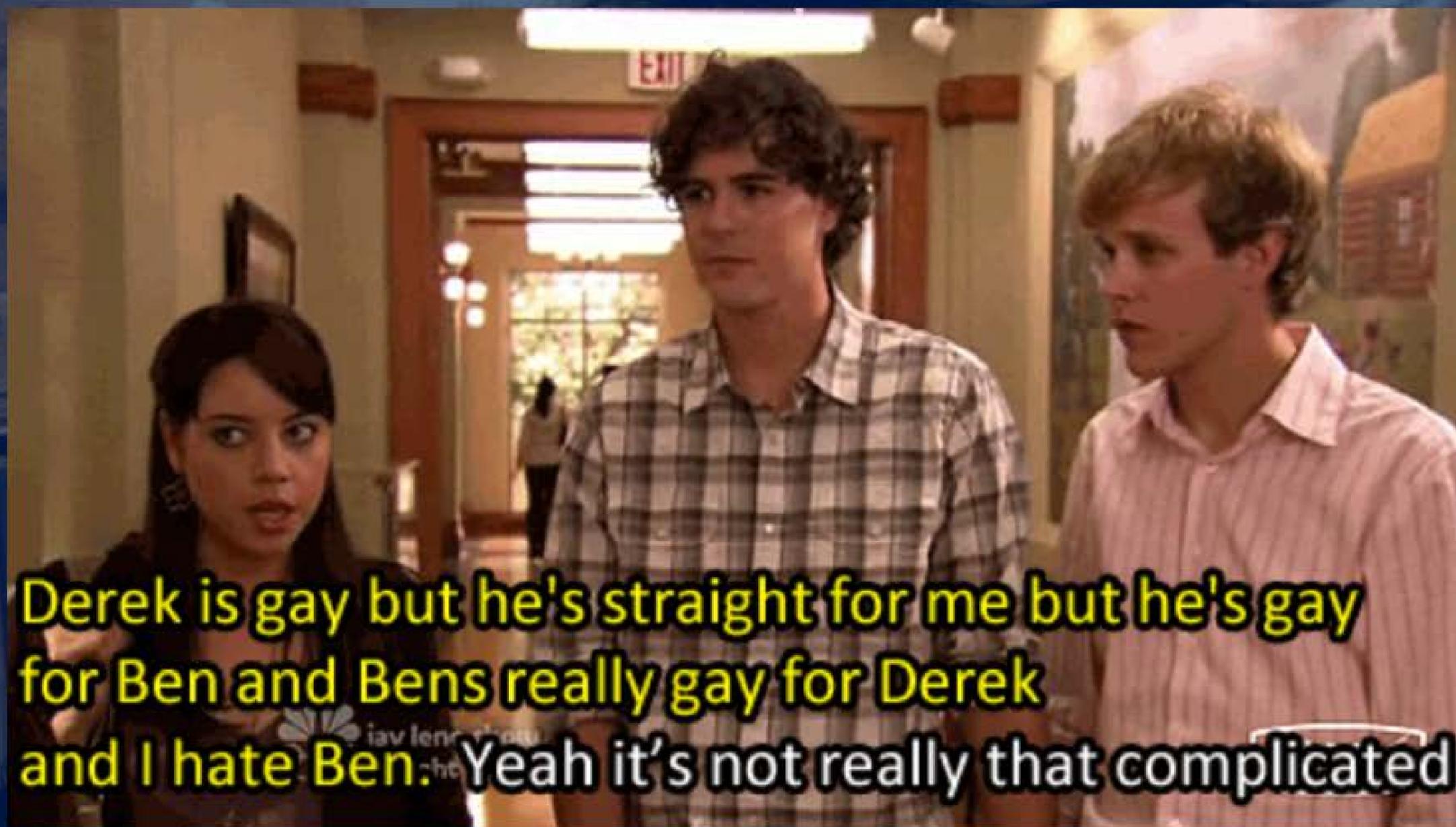
#INTROPLOSIVE



THE PHONE CALL

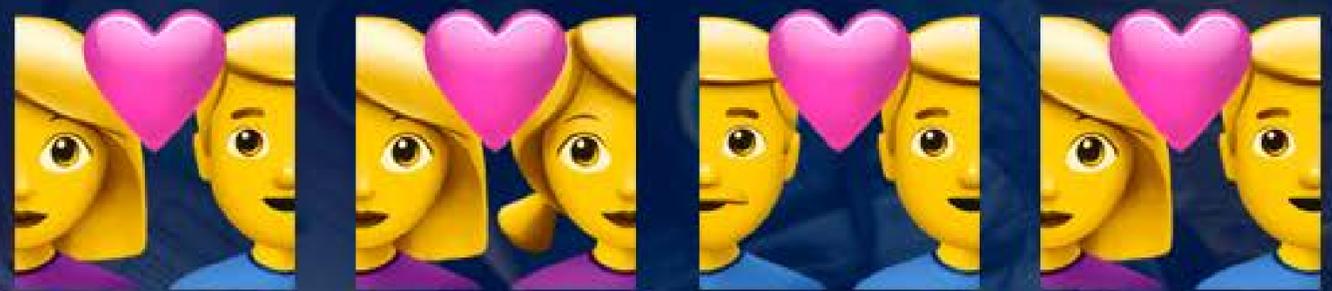


**WHY DON'T
THEY JUST
TEXT?**



Derek is gay but he's straight for me but he's gay for Ben and Bens really gay for Derek and I hate Ben. Yeah it's not really that complicated

#FLEXUAL



tolerance =mc²
Believe in it.

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#FAGUE



Expanded Edition

THE AMERICAN FRESHMAN



FIFTY-YEAR TRENDS | 1966-2015

KEVIN EAGAN | ELLEN BARA STOLZENBERG | JOSEPH J. RAMIREZ | MELISSA C. ARAGON | MARIA RAMIREZ SUCHARD | CECILIA RIOS-AGUILAR



RELIGIOUS AFFILIATION

1965

83% PROTESTANT OR
CATHOLIC
6.6% NONE

2015

61.8% PROTESTANT OR
CATHOLIC
29.5% NONE

ETHNICITY

1971

2015

91% CAUCASIAN

7% AFRICAN-AMERICAN

.4% LATINO

1.3% MULTIRACIAL

57.6% CAUCASIAN

8.5% AFRICAN-AMERICAN

9.7% LATINO

12.9% MULTIRACIAL

MEN & WOMEN

1966

2015

53% MEN

45.3% MEN

47% WOMEN

54.7% WOMEN

EMOTIONAL HEALTH

1985

2015

68.1% MEN SELF-RATED ABOVE
AVERAGE OR TOP 10%

59% MEN SELF-RATED ABOVE
AVERAGE OR TOP 10%

59.3% WOMEN SELF-RATED
ABOVE AVERAGE OR TOP 10%

43.7% WOMEN SELF-RATED
ABOVE AVERAGE OR TOP 10%

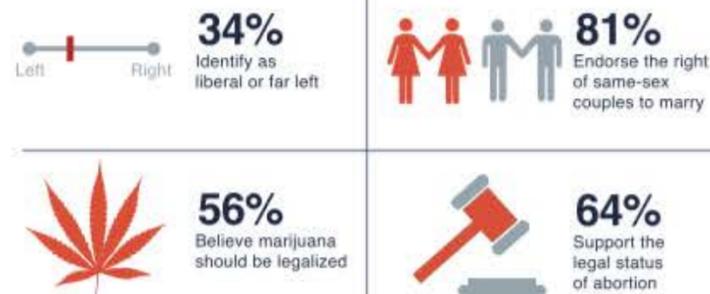
2015 FRESHMEN

As this year's freshman class entered college, community issues and politics weighed heavily on their minds. With 2016 presidential campaigns beginning to gain steam, freshmen expressed their commitment to political engagement and their views on the political landscape.

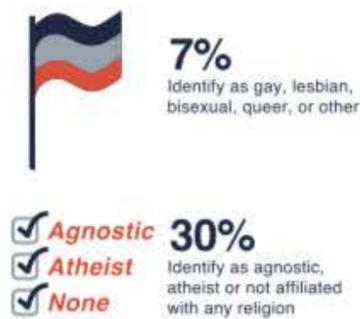
Freshmen are engaged politically and in their community.



Which may relate to their stance on key social policy issues.



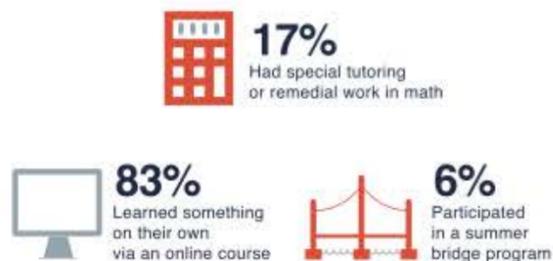
While their notions of diversity continue to expand.



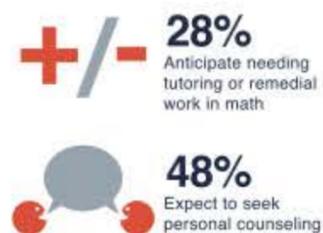
Students use a variety of sources to fund their first year of college.



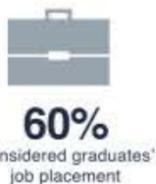
Students rely on multiple sources to supplement their learning...



...And are open to additional support while in college.



Many students' college choice was influenced by graduates' success



2016 FRESHMEN

Members of the 2016 freshman class are thinking a lot about politics. They are eager to get involved and share their views, but are also looking for support as they try to navigate their new environment.

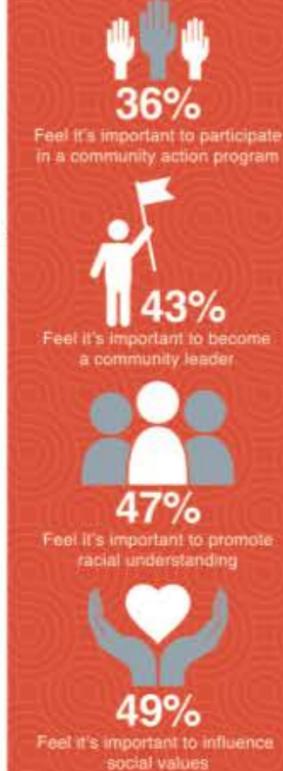
With a divisive political climate, freshmen are expressing their views...



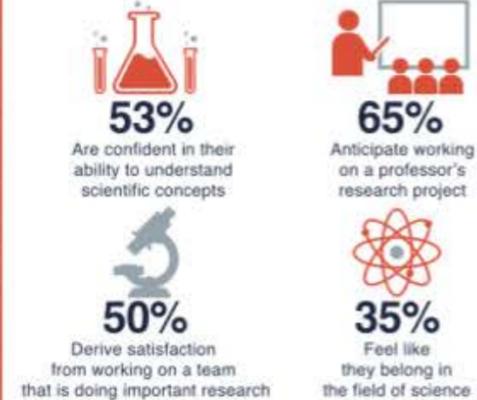
...And are taking action to promote change.



Incoming students believe in the importance of community involvement and civic values.



Students seem eager and ready to engage with research and science...



...And are applying complex thinking strategies.



And colleges need to be prepared to support students' mental health concerns as they arrive on campus.



Paul then stood up in the meeting of the Areopagus and said: “People of Athens! I see that in every way you are very religious. For as I walked around and looked carefully at your objects of worship, I even found an altar with this inscription: to an unknown god. So you are ignorant of the very thing you worship—and this is what I am going to proclaim to you.

ACTS 17:22-34

“The God who made the world and everything in it is the Lord of heaven and earth and does not live in temples built by human hands. And he is not served by human hands, as if he needed anything. Rather, he himself gives everyone life and breath and everything else. From one man he made all the nations, that they should inhabit the whole earth; and he marked out their appointed times in history and the boundaries of their lands.

ACTS 17:22-34

God did this so that they would seek him and perhaps reach out for him and find him, though he is not far from any one of us. ‘For in him we live and move and have our being.’ As some of your own poets have said, ‘We are his offspring.’ “Therefore since we are God’s offspring, we should not think that the divine being is like gold or silver or stone—an image made by human design and skill.

ACTS 17:22-34

In the past God overlooked such ignorance, but now he commands all people everywhere to repent. For he has set a day when he will judge the world with justice by the man he has appointed. He has given proof of this to everyone by raising him from the dead.”

ACTS 17:22-34

When they heard about the resurrection of the dead, some of them sneered, but others said, “We want to hear you again on this subject.” Some of the people became followers of Paul and believed. Among them was Dionysius, a member of the Areopagus, also a woman named Damaris, and a number of others.

ACTS 17:22-34