



INTERNATIONAL
EDUCATION PROGRAMS

GETTING TO KNOW YOUR GEN Z STUDENTS

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IEP Winter Webinar Series | February 2018

IEP's Winter Webinar Series 2018



The Importance of Onboarding



Today!
Getting to Know Your Gen Z students



Next week!
Data 2.0: Learn to Love Data



Why do we need to know our Gen Z students?

Because they are now our main advisees, and in order to properly promote any program or experience abroad you must know your consumer base and how best to connect to them.

	Generation Name	Births Start	Births End
1	Baby Boomers	1946	1964
2	Generation X	1965	1979
3	Millennials	1980	1994



Generation Z
Born: 1995-2009

Profile of a Gen Z student.

**Born into
a digital
world**

**Committed to
diversity,
inclusion, and
social justice**

**Career
focused**

**Financially
conservative**

**Limited
college
experience**


Entrepreneurs

**Motivated by
rewards**

**Appreciate
transparency**



10 Tips to Connect with Generation Z students



1. Don't mistake them for millennials.

DON'T MISTAKE THEM FOR MILLENNIALS

GENERATION Z

5 SCREENS
COMMUNICATE WITH IMAGES
CREATE THINGS
FUTURE-FOCUSED
REALISTS
WANT TO WORK FOR SUCCESS

VS

MILLENNIAL

2 SCREENS
COMMUNICATE WITH TEXT
SHARE THINGS
FOCUSED ON THE PRESENT
OPTIMISTS
WANT TO BE DISCOVERED



2. Pick up the pace!

- Gen-Z are used to getting immediate answers
- 8 second attention span
- How's your website?



3: Personalize your communication.

- Video chatting
 - Providers, exchange partners, parents?
- Take extra time to make your emails more personable
- Text them!

Voice

Actions

11-20 of 38

CALL **TEXT**

- Inbox
- ★ Starred
- Voicemails
- Texts**
- History
- More ▾
- Google Contacts (?)
- Voice in Hangouts ▾
- Make calls from Android ▾

Your number:
(251) 272-9851

Credit: **\$0.00** +

Me to +12565227663 [Add](#) - Moulton, AL ★
 10/31/16 6:10 PM 4 weeks ago

Me: Hi! This is Jess from the Study Abroad Office. Are you still interested in going abroad? When are you free this week to chat? 5:21 PM
[7 more messages](#)

Me: See you then! Happy Halloween! 6:09 PM
 Me: See you then! Happy Halloween! 6:10 PM

[Call](#) [Text](#) [more](#) ▾

Me to +13348307094 [Add](#) - Thomasville, AL ★
 10/31/16 6:09 PM 4 weeks ago

Me: Hi! This is Jess from the Study Abroad Office. Are you still interested in going abroad? When are you free this week to chat? 5:40 PM
[3 more messages](#)

Me: See you then. Happy Halloween! 6:09 PM
 +13348307094: Happy Halloween! 6:09 PM

[Call](#) [Text](#) [more](#) ▾

Me to +12516224859 [Add](#) - Mobile, AL ★
 10/31/16 5:59 PM 4 weeks ago

Me: Hello! This is Jess from the Study Abroad Office. Are you still interested in going abroad? When are you free this week to chat? 5:50 PM
[3 more messages](#)

+12516224859: I could come in tomorrow between 9:20-10:30. Is that okay? 5:57 PM
 Me: That will do! See you then. Happy Halloween! 5:59 PM






4. Make it about them

- Appreciative advising
- Throw the ball in their court

A group of seven diverse young adults are sitting on a wooden bench in front of a large window. They are all smiling and looking towards the camera. Some are holding tablets or laptops. The scene is brightly lit, suggesting an indoor setting with natural light from the window.

5. Social Media Do's & Don'ts





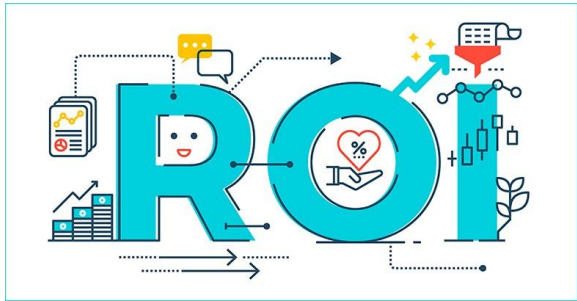
Don't try to cover all social media platforms

- Select a few & commit!
- Providing information? *Youtube!*
- Want to attract students to programs? *Instagram!*
- Want a platform for FLP? *Facebook group!*



6. Limit your direct outreach

- Respect the safe space
- Find the middle space



7. Understand how they make decisions.



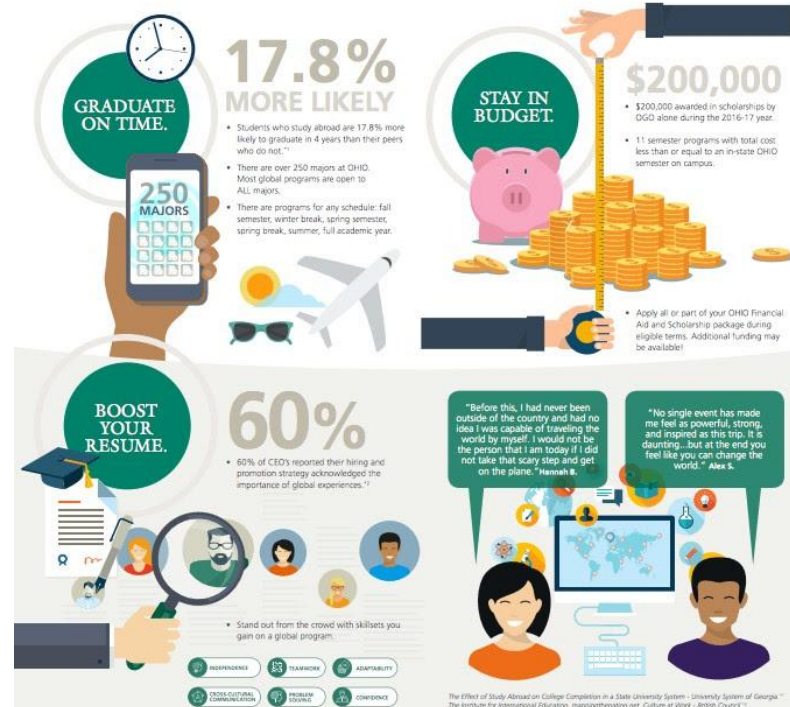
A photograph of three diverse young adults sitting on a wooden bench. On the left, a woman with blonde hair and glasses is holding a tablet. In the middle, a man with a beard and a turban is smiling. On the right, a woman with long dark hair and glasses is leaning towards the man. They are all smiling and appear to be in a collaborative or social setting.


8. Peer to peer outreach

- Transparency
- Student Interns!

9. Showcase opportunities abroad as a utility towards their career

- Use data to showcase how this will benefit them, and how this will land them a job.



A group of three young adults (two women and one man) are sitting on wooden steps in front of a large window. They are looking at a tablet held by the woman on the left. The man in the middle is wearing a turban and a patterned shirt. The woman on the right is wearing glasses and a plaid shirt. They appear to be in a casual, collaborative setting.

10. Market programs that they want- not what you want them to have

- Read your data, it will tell you a story.

A diverse group of seven young adults, including men and women of various ethnicities, are sitting on wooden steps in front of a large window. They are all smiling and looking towards the camera. Some are holding laptops or tablets. The scene is brightly lit, suggesting an indoor setting with natural light from the window.

Bonus tip: Train your “team”!

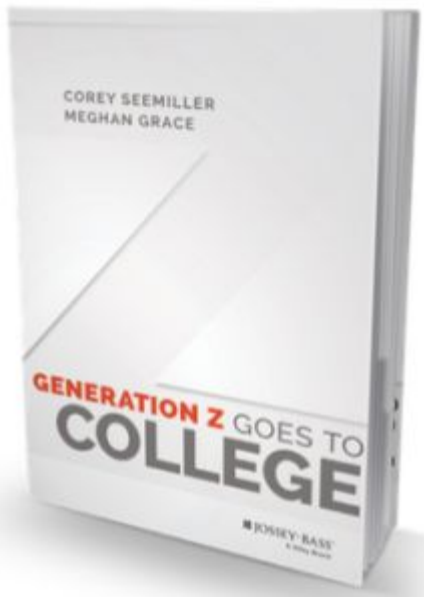


- Text your students, it's not weird
- Meet Sam: The average student in 2017
- Streamline your advising
- Positive perspectives: Embracing change and learning from others.
- Harnessing ambassador power



Check out our
related blog posts -
IEPabroad.org

- 10 Tips For Marketing To Gen Z On Social Media
- 5 Data Backed Strategies for Marketing to Generation Z



Gen Z Resources

We'd love to connect!

IEP is headed to the following conferences and will be holding **free** 30 minute coaching sessions.

AIEA: February 19-20 (Washington DC)

FORUM: March 21-22 (Boston)

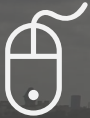
Spaces are limited: Grab your spot now!

Email: Scott Tayloe - scott@iepabroad.org



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CONTACT US



Email: scott@iepabroad.org

Web: iepabroad.org

“With IEP’s suggestions, we’ve been able to implement strategies that have already increased the efficiency of our office and improved our outreach.”

- *Gail, Study Abroad Director*