Reaching Gen Z: How to Stop Marketing to Millennials

Brent Benner, Assistant Vice President for Enrollment Management, The University of Tampa
Drew Griffin, Assistant Vice Provost for Admissions & Financial Aid, University of Central Missouri
Clint Chapman, Vice President, Encoura Enrollment Services, ACT|NRCCUA
Now Enrolling Gen Z

Have you made shifts in practice?

1980

Millennials
TECH SAVVY | TEXT | CURATE COLLABORATE | NOW | OPTIMISTIC

1995

Generation Z
TECH | INNATE | IMAGE | CREATE SHARE | FUTURE | REALISTIC

2010
Generational Shifts
The Song Remains the Same…

…but the generational shifts make for a more complex melody

Good Fit
Learn and Develop
Productive Career

Test Their Skills
Have Fun
Gen Z Frames the World Differently

How will this affect their experiences with higher education?

<table>
<thead>
<tr>
<th>Outlook on life</th>
<th>FOMO</th>
<th>Gen Z (I Gen)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Millennials</td>
<td>Defer gratification, no debt</td>
<td></td>
</tr>
<tr>
<td>Purchasing</td>
<td>Curate, authenticity</td>
<td>Rent, borrow, trade</td>
</tr>
<tr>
<td>Technology</td>
<td>Exceptional use</td>
<td>Ubiquitous use</td>
</tr>
<tr>
<td>Authority figures</td>
<td>Conditioned to advocate</td>
<td>Licensed to act</td>
</tr>
<tr>
<td>The environment</td>
<td>Intellectual conservation</td>
<td>Visceral conservation</td>
</tr>
<tr>
<td>Relationships</td>
<td>Collaborate, connections</td>
<td>Compromise, trade-offs</td>
</tr>
</tbody>
</table>

Source: Eduventures 2016 Summit Presentation, Your New Recruiting Class: What are They Really Thinking? Tammy Erickson
Engaging Gen Z
Gen Z has Different Paths in Mind

Career
- EXPERIENTIAL INTERESTS (21%)
- CAREER PRAGMATISTS (19%)

Experience
- SOCIAL FOCUS (21%)
- EXPLORATION & MEANING (13%)

Academic
- CAREER THROUGH ACADEMICS (15%)
- GRAD SCHOOL BOUND (11%)
Shifting Priorities from Application to Enrollment

Experiential Interests
Career Pragmatists
Social Focus
Exploration & Meaning
Career through Academics
Grad School Bound

0% 15% 30% 45% 60% 75%

Academic environment
Affordability
Core academic experiences
Career preparation
Diversity of academic opportunities
Flexibility of delivery
Physical environment
Social environment
Tracking Individual Priorities

Core Academic Experience

Social Environment

Diversity of Academic Opportunities
Already Accounted for in Social Focus Decision
Shifting Priorities from Application to Enrollment

- Experiential Interests
- Career Pragmatists
- Social Focus
- Exploration & Meaning
- Career through Academics
- Grad School Bound
Shifting Priorities from Application to Enrollment

- **Experiential Interests**
- **Career Pragmatists**
- **Social Focus**
- **Exploration & Meaning**
- **Career through Academics**
- **Grad School Bound**

Legend:
- Academic environment
- Affordability
- Core academic experiences
- Career preparation
- Diversity of academic opportunities
- Flexibility of delivery
- Physical environment
- Social environment
Work in Phases with Students Mindsets

- Opening Conversations
- Blind Spots
- Opportunities for Support
How to Work with Experiential Interest Students

The opening conversation
- Experiential learning opportunities that lead to career-focused outcomes
- Appreciate clearly laid out programs and degree plans
- Sensitive to affordability

Potential blind spots
- Academic coursework secondary
- Not much attention to the social aspects of college

Opportunities for support
- May run into trouble if they find themselves off their intended program path
- Help conscientious, but closed, students negotiate to another path if this arises
- Career support strongly related to experiential opportunities
How to Work with Social Focus Students

The opening conversation
- Showcase the defining aspects of your social environment
- How they create lasting friendships
- Support connections and social facility that drive success in the workplace

Potential blind spots
- Good job after graduation almost by osmosis
- Initially underrate the importance of academics and career overall picture

Opportunities for support
- Recognize a lesser degree of emotional stability and conscientiousness
- May need more help getting on track with an academic and career plan
- If social transition goes south they are at high risk
Communication Channels
How do you feel about the communications you received from schools previously not considered

<table>
<thead>
<tr>
<th></th>
<th>Sophomore</th>
<th>Junior</th>
<th>Senior</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Emails</strong></td>
<td>32%</td>
<td>32%</td>
<td>26%</td>
</tr>
<tr>
<td><strong>Phone Calls</strong></td>
<td>26%</td>
<td>20%</td>
<td>27%</td>
</tr>
<tr>
<td><strong>Printed Materials</strong></td>
<td>37%</td>
<td>33%</td>
<td>24%</td>
</tr>
<tr>
<td><strong>Text</strong></td>
<td>33%</td>
<td>33%</td>
<td>26%</td>
</tr>
</tbody>
</table>

1 - very helpful
2 - 3 - no reaction
4 - 5 - very annoying
### Information Source Preferences of Seniors

<table>
<thead>
<tr>
<th>Senior</th>
<th>during your initial college search?</th>
<th>when narrowing your list of schools?</th>
<th>when deciding where to attend?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Campus visits</td>
<td>53%</td>
<td>58%</td>
<td>64%</td>
</tr>
<tr>
<td>Email from colleges</td>
<td>58%</td>
<td>47%</td>
<td>38%</td>
</tr>
<tr>
<td>Individual college websites</td>
<td>56%</td>
<td>47%</td>
<td>44%</td>
</tr>
<tr>
<td>Printed material from colleges sent to my home</td>
<td>50%</td>
<td>32%</td>
<td>28%</td>
</tr>
<tr>
<td>In-person discussions with college admissions officers</td>
<td>30%</td>
<td>33%</td>
<td>43%</td>
</tr>
<tr>
<td>Email or other electronic discussions with college admissions officers</td>
<td>30%</td>
<td>29%</td>
<td>31%</td>
</tr>
<tr>
<td>College help/review/planning sites with research and comparison tools</td>
<td>33%</td>
<td>29%</td>
<td>26%</td>
</tr>
<tr>
<td>Local college fairs</td>
<td>38%</td>
<td>19%</td>
<td></td>
</tr>
<tr>
<td>Social media</td>
<td>14%</td>
<td>10%</td>
<td>10%</td>
</tr>
</tbody>
</table>
Actual Sources vs. Preferred Sources

- School websites
- Emails from schools
- Word of mouth from family/friends
- Recommendations from my high school’s counselor
- Postcards/brochures from schools
- Colleges or universities in my local area
- Search engines
- Print guides to colleges/universities
- Contact with current students/alumni of the school
- Rankings (e.g., U.S. News & World Report)
- Online advertising
- TV advertising

% of Total Trusted Sources vs. % of Students who were Made Aware of Schools by Source
The University of Tampa
The University of Tampa

About

• Enrollment – 9200 students (7825 UG)
• International university – 50 states and 135 countries
• 200 areas of study: 30% science, 30% business, 40% other majors
• Average US student – studies at UT 985 miles from home
The University of Tampa

Communications

Email:
• Minimize opt-outs via predictive modeling; students respond

Mail:
• Catalyst for going further; interest demonstrated by what you send

Text:
• Only to admits – 50.1% response rate
The University of Tampa

Communications

Social Media
- Student shift: Twitter & Facebook
  - New Facebook joiners
- Snapchat: live events & contests
- Instagram: influencer for visit & enroll decisions
- Tagboard: pulls approved hashtags; filter & project for events
Website:
• Imbedded video on Dept. web pages
• Running picture wall for approved #
• Search on website (tool for everyone)

Virtual Tools:
• Admitted Student Receptions: 492 in 2019 with 69% enroll rate
• Admission/Fin. Aid tutorials
• Geofencing
University of Central Missouri

About

• Current enrollment sits at 11,487 (9,300 UG)
• Regional institution – 90% of our students enroll within 250 miles
• Primarily residential
• 150+ majors – Education, Criminal Justice, Aviation, & Nursing
Email:
• Segmenting messages based on funnel audience
• Began purchasing more Sophomore and Junior names
• “Stop light” rule
• Bolstered post-admit and yield communication flow

Mail:
• Established more communication with parents
• Innovative postcards – pop ups, SLATE
University of Central Missouri

Communications

Text:
• Mainly transactional (for now)
• Relationship building

Social Media:
• Facebook Group – “Class of 2023”
• Facebook Live – events
• Student takeover – “Day in the Life”
University of Central Missouri

Communications

Website:
• More focus on Outcomes/ROI
• Incorporating more video

Virtual Tools:
• Webinars for admitted students
• Geofencing
• Retargeting
Conclusion and Questions
Thank you.  
ANY QUESTIONS?