# Handout: Engaging Gen Z

**"Engaging Gen Z” is presented by the** [**Center for Excellence in Teaching and Learning**](https://dcccd.sharepoint.com/sites/CETL) **and** [**Educational Partnerships**](https://dcccd.sharepoint.com/sites/DualCredit)**.**

Generation Z
Born: 1995-2009
Z: Gen Z, Zees, Global Gen, iGEN, Click 'n go kids, screenagers, bubble wrap generation, tweens, digital integrators, cotton wool kids, upagers, the zeds, teens.
Mobility: 17 jobs & 15 homes in a lifetime
Top Names: 1) William, Lily, 2) Jack, Chloe, 3) Jacob, Isabella, 4) Lachlan, Mia, 5) Oliver, Olivia
Education: Gen X - 1 in 4, Gen Y 1 in 3, Gen Z 1 in 2
Wealth: average annual earnings in 2063 (as Gen Z retire) $222,000
Average capital city house price (2063) $2.5 Million.
Digital Integrators:
10 hours, 19 minutes of tech use per day.
5,100,000,000 searches per day.
4,000,000,000 YouTube views per day.
1,000,000,000+ active Facebook users.
500,000,000 tweets per day.
1,000,000+ Apps.
Age Range and Percent in Workforce:
69-plus - 1 percent now. 0 percent in 2020.
50-68 - 34 percent now. 17 percent in 2020.
35-49 - 42 percent now. 36 percent in 2020.
20-34 - 21 percent now. 35 percent in 2020.
5-19 - 2 percent now. 12 percent in 2020.
Effective Engagement:
Baby Boomers - verbal, sit and listen, teacher, content (what), curriculum centered, closed book exams.
Generation Z - visual, try and see, facilitator, process (how), learner centric, open book world.
Language: selfies, cray cray, defs, onesie, YOLO, LOL.
Health: % likely to be obese/overwight when all /Gen Z have reached adulthood (2027), 77.9% male, 61.8% female.
Global Generation: 2,000,000,000, 2 billion Gen Zs globally. 
Countries with the largest number: 1) India, 2) China, 3) United States
Redefined lifestages: 
20th Century - Childhood, Teenager, Adulthood.
Today: Childhood, Tween, Teenager, Young Adult, Kippers, Adulthood, Career-changer, Downager.
Source: www.generationz.com/au

## Gen Z Historic Timeline

* Lived through the 9/11 attacks.
* Witnessed the 2008 housing market crash.
* Grew up in a world where your calendar, video games, emails and GPS navigation can be accessed on a single device.
* Access the world's issues through technological devices.

## About Gen Z

* Gen Z is a third of the U.S. population and the most racially diverse generation to date.
* 70% of Gen Z participants self-reported being motivated by not letting others down.
* Self-reported personal characteristics include loyalty, compassion and thoughtfulness.

## Engagement Strategy 1: Leveraging Technology

* Gen Z grew up with access to the internet and other advanced technology tools; lengthy lectures aren’t effective (Swanger, 2018).
* Educators should embrace technology and find innovative ways to integrate it into their pedagogical practices (Davidson, 2017).
* **Activity: Smartphone Triva** — Students work in groups using their cell phones to conduct credible research.
* **Activity: Group PSA Project** — Students design a 6-8-minute video project addressing a community issue.

## Engagement Strategy 2: Experiential Learning Activities

* Seemiller and Grace (2016) found Gen Z students most frequently enjoy experiential and logic-based approaches to learning.
* Experiential and logic-based approaches allow students to learn though trial and error and hands-on application.
* **Activity: Infomercials** — Students create 2-3-minute infomercials to sell a product.
* **Activity: Exit Tickets—** Students write out one thing they don't understand, want to discuss further or disagree with.

## Engagement Strategy 3: Addressing Cultural Diversity

* Culturally responsive educators unlock hidden potential within their students by combating underachievement gaps.
* Culturally responsive educators build bridges between students' realities and lived experiences within the curriculum (newamerica.org).
* **Strategy:** Ensure instructional resources mirror the diverse student population you teach.
* **Strategy:** Use culturally sensitive language when teaching and facilitating learning.

## Engagement Strategy 4: Student Retention

* Davidson (2017) noted that community colleges are unique institutions with open enrollment policies; therefore, faculty and institutional leaders should practice flexible approaches to meet students' needs.
* Gen Z students want an inclusive and affirming environment.
* **Strategy:** Implement a class buddy system and/or small collaborative accountability groups.
* **Strategy:** Stop before you drop and let's chat.

## Learn More

### Articles

* Twenge, J.M. (2017). [iGen: Why Today's Super-Connected Kids Are Growing Up Less Rebellious, More Tolerant, Less Happy--and Completely Unprepared for Adulthood--and What That Means for the Rest of Us.](https://dcccd.primo.exlibrisgroup.com/permalink/01DCCCD_INST/rjk2o5/alma991003473315503786)
* Swanger, D. (2018). [The Future of Higher Education in the U.S.: Issues Facing Colleges and their Impacts on Campus.](https://dspace.sunyconnect.suny.edu/handle/1951/70492) Pages 20-23.

### Web Resources

* Dimock, M. (2019). [Defining Generations: Where Millennials End and Generation Z Begins.](https://www.pewresearch.org/fact-tank/2019/01/17/where-millennials-end-and-generation-z-begins/)

### Books

* Seemiller, C. & Grace, M. (2016). [Generation Z Goes to College](https://dcccd.primo.exlibrisgroup.com/permalink/01DCCCD_INST/rjk2o5/alma991003672026303786)
* Davidson, C.N. (2017). [The New Education: How to Revolutionize the University to Prepare Students for a World in Flux](https://dcccd.primo.exlibrisgroup.com/permalink/01DCCCD_INST/rjk2o5/alma991003483116203786)

### TED Talks

* Seemiller, C. (2017). [Gen Z: Making a Difference Their Way.](https://www.youtube.com/watch?v=cN0hyudK7nE)
* Shaifer, J. (2018). [How To Speak "Generation Z."](https://www.youtube.com/watch?v=9Ad00XQ3JD0)