Who Are Generation Z?

• The Annie E. Casey Foundation counts anyone born after 1995 as a member of Generation Z. The group’s oldest members will be turning 22 years old in 2018.
• They are applying to more colleges than previous generations. 50% of Gen Z will be college educated compared to 33% of Millennials.
• Parents have a strong influence in making career-related decisions.
• They are social media natives and would rather listen to an “influencer” than an expert.
• Gen Z has seen previous generations take on excessive debt. As a result, they are not as driven by brand names. Cost and value is a top concern.
Who Are Generation Z?

### Crises
- Motivated
- Independent
- Entrepreneurial
- Competitive

### Anxious
- Disrespect
- Status Quo

### Internet
- Tolerant
- Diverse
- Powerful

### Never Settle
- Impatient
- Insecure

### Millennial Aftermath
- Beyond Money
- Drawbacks of technology

### Entitled
- Unrealistic View of Society
Media

✓ Multichannel Approach
✓ Student in Control
<table>
<thead>
<tr>
<th>Week #</th>
<th>Event Description</th>
<th>Start Date</th>
<th>End Date</th>
<th>URL/Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>9/6/2018</td>
<td>Change the World!</td>
<td>Aug 5</td>
<td></td>
<td>URL</td>
</tr>
<tr>
<td>8/2/2018</td>
<td>Discover Your Future</td>
<td>Aug 5</td>
<td></td>
<td>Apply Now</td>
</tr>
<tr>
<td>6/13/18</td>
<td>We Mean Business at Missouri S&amp;T</td>
<td>Aug 5</td>
<td></td>
<td>URL</td>
</tr>
<tr>
<td>4/17/18</td>
<td>Apply Now for Financial Aid</td>
<td>Aug 5</td>
<td></td>
<td>Apply Now</td>
</tr>
<tr>
<td>3/30/18</td>
<td>Change the World!</td>
<td>Aug 5</td>
<td></td>
<td>URL</td>
</tr>
<tr>
<td>3.23.18</td>
<td>Engineer Your Future</td>
<td>Aug 5</td>
<td></td>
<td>URL</td>
</tr>
<tr>
<td>3.28.18</td>
<td>Engineer Your Future</td>
<td>Aug 5</td>
<td></td>
<td>URL</td>
</tr>
<tr>
<td>3.30.18</td>
<td>Change the World!</td>
<td>Aug 5</td>
<td></td>
<td>URL</td>
</tr>
<tr>
<td>4.17.18</td>
<td>Visit Missouri S&amp;T</td>
<td>Aug 5</td>
<td></td>
<td>URL</td>
</tr>
<tr>
<td>4.18.18</td>
<td>Engineering Your Future</td>
<td>Aug 5</td>
<td></td>
<td>URL</td>
</tr>
<tr>
<td>5.13.18</td>
<td>Discover Your Future</td>
<td>Aug 5</td>
<td></td>
<td>Apply Now</td>
</tr>
<tr>
<td>6.13.18</td>
<td>We Mean Business at Missouri S&amp;T</td>
<td>Aug 5</td>
<td></td>
<td>URL</td>
</tr>
<tr>
<td>6.14.18</td>
<td>Apply for Financial Aid</td>
<td>Aug 5</td>
<td></td>
<td>Apply Now</td>
</tr>
<tr>
<td>8.21.18</td>
<td>Change the World!</td>
<td>Aug 5</td>
<td></td>
<td>URL</td>
</tr>
<tr>
<td>11/12/18</td>
<td>Apply Now to Attend S&amp;T</td>
<td>Nov 12</td>
<td></td>
<td>Apply Now</td>
</tr>
<tr>
<td>12/24/18</td>
<td>Admitted</td>
<td>Dec 24</td>
<td></td>
<td>RC19</td>
</tr>
<tr>
<td>12/30/18</td>
<td>Admitted</td>
<td>Dec 30</td>
<td></td>
<td>RC19</td>
</tr>
<tr>
<td>1/1/19</td>
<td>Admitted</td>
<td>Jan 1</td>
<td></td>
<td>RC19</td>
</tr>
<tr>
<td>4/15/19</td>
<td>Admitted</td>
<td>Apr 15</td>
<td></td>
<td>RC19</td>
</tr>
<tr>
<td>4/30/19</td>
<td>Admitted</td>
<td>Apr 30</td>
<td></td>
<td>RC19</td>
</tr>
<tr>
<td>6/21/19</td>
<td>Admitted</td>
<td>Jun 21</td>
<td></td>
<td>RC19</td>
</tr>
<tr>
<td>7/9/19</td>
<td>Admitted</td>
<td>Jul 9</td>
<td></td>
<td>RC19</td>
</tr>
<tr>
<td>8/21/19</td>
<td>Admitted</td>
<td>Aug 21</td>
<td></td>
<td>RC19</td>
</tr>
<tr>
<td>10/12/19</td>
<td>Admitted</td>
<td>Oct 12</td>
<td></td>
<td>RC19</td>
</tr>
<tr>
<td>11/22/19</td>
<td>Admitted</td>
<td>Nov 22</td>
<td></td>
<td>RC19</td>
</tr>
<tr>
<td>12/12/19</td>
<td>Admitted</td>
<td>Dec 12</td>
<td></td>
<td>RC19</td>
</tr>
<tr>
<td>3/3/20</td>
<td>Admitted</td>
<td>Mar 3</td>
<td></td>
<td>RC19</td>
</tr>
<tr>
<td>4/17/20</td>
<td>Admitted</td>
<td>Apr 17</td>
<td></td>
<td>RC19</td>
</tr>
<tr>
<td>5/13/20</td>
<td>Admitted</td>
<td>May 13</td>
<td></td>
<td>RC19</td>
</tr>
<tr>
<td>6/13/20</td>
<td>Admitted</td>
<td>Jun 13</td>
<td></td>
<td>RC19</td>
</tr>
<tr>
<td>7/13/20</td>
<td>Admitted</td>
<td>Jul 13</td>
<td></td>
<td>RC19</td>
</tr>
<tr>
<td>8/20/20</td>
<td>Admitted</td>
<td>Aug 20</td>
<td></td>
<td>RC19</td>
</tr>
<tr>
<td>10/12/20</td>
<td>Admitted</td>
<td>Oct 12</td>
<td></td>
<td>RC19</td>
</tr>
<tr>
<td>11/22/20</td>
<td>Admitted</td>
<td>Nov 22</td>
<td></td>
<td>RC19</td>
</tr>
<tr>
<td>12/12/20</td>
<td>Admitted</td>
<td>Dec 12</td>
<td></td>
<td>RC19</td>
</tr>
</tbody>
</table>
Content Requirements

> Authentic
> Personal
> Snackable
> Value + Meaning
Content Requirements

- Authentic
- Snackable
- Value + Meaning
- Personal
Snackable Content?

Newspapers per day

<table>
<thead>
<tr>
<th>Year</th>
<th>1986</th>
<th>2007</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Count</td>
<td>300</td>
<td>250</td>
<td>280</td>
</tr>
</tbody>
</table>
Snackable Content?
Snackable Content?

2nd
MOST VALUE-ADDED PUBLIC UNIVERSITY
Brookings Institution

3rd
BEST INVESTING COLLEGE
USAToday

6th
BEST RETURN ON INVESTMENT
PayScale
Snackable Content

Infographics

Charts, Graphs, Stats

Images, Videos

- Infographics: 11%
- Charts, Graphs, Stats: 46%
- Images, Videos: 30%
- Other: 13%
Content Requirements

Authentic

Snackable

Value + Meaning

Personal
Value + Meaning

I WANT EVERYTHING NOW
Content Requirements

- Authentic
- Snackable
- Value + Meaning
- Personal
Apply Now Postcard
Mailed Sept 1

APPLY NOW

MISSOURI S&T

APPLY FOR ADMISSION BY DECEMBER 1

This puts you in the best position for university merit-based scholarships. All applicants are automatically evaluated for these scholarships, which are based on standardized test scores (ACT or SAT) and high school GPA.

apply.mst.edu
1-800-522-0938
MISSOURI UNIVERSITY OF SCIENCE AND TECHNOLOGY
S&T Recruiting Communications

- Apply Now Email
- (follows postcard)
- Ongoing now through fall
Meet Ashley Longrie...

Ashley is a program leader with Missouri S&T’s student chapter of Engineers Without Borders (EWB). The main goal of EWB is to provide clean water and sanitation to different communities in Honduras, Bolivia, and Guatemala. “I joined EWB with this idea that I could help people, that due to my actions someone out there in the world was going to be better off. This organization has taught me that making a difference in someone’s life is less what I may personally bring to the table and more the way I empower someone to change their own life.”

How will your S&T education change the world?

visit.mst.edu  1-800-522-0938
Missouri University of Science and Technology
“Change The World”

Email

Sent November 2017
How Will You Change The World?
“Visit Campus – Texas Version”

Meet Zach.

Engineering Management Works at Microsoft in Dallas, TX

“Graduates of Missouri S&T receive multiple job offers and have great success in their respective fields. I very much enjoyed my interactions with the many diverse people on campus as I learned something from each individual.”
S&T Recruiting Communications

- “Visit Campus – Texas Version”
- Email
- Sent February 2018
Text Messages

Texting to Prospective Students

- Respond to Question: 82%
- Remind about an Event: 78%
- Announce Application Deadline: 78%
- Financial Aid Information: 62%
Face to face is the NUMBER 1 preferred method of communication for Gen Z!
S&T Recruiting Communications

Video

Actual In Person Visits!

Video Chat Rooms (Stay Tuned)