



Recruiting GenZ

GENERATION Z

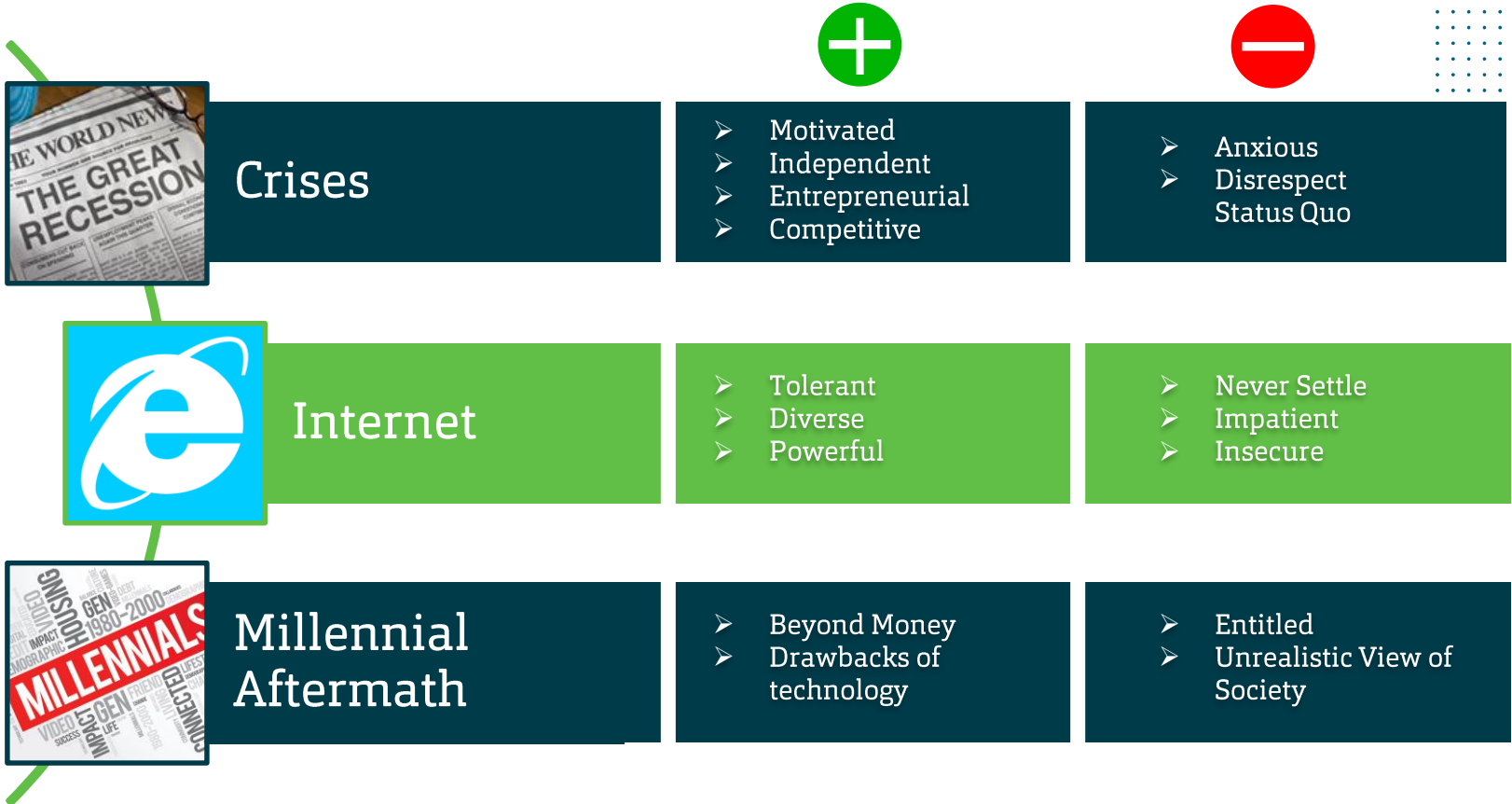
The generation after Millennials

MISSOURI
S&T

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?



Media

- ✓ Multichannel Approach
- ✓ Student in Control



JRI

Row	Week # For RC18	Print	Print Created	Print Approval	Sent to Print	Mailing List Sent	Mailed	Comm Creates	Print Title	Print Cycle	Printed	Recruits	Small	Small Created	Small Approval	Small Sent	URL	Email Title	Small Subject Line	Recruiting Cycle	Audience	Code #	Progress	
1	Search Piece Week March Round 1																	Round 1 Engineering Search Piece Email RC18	Engineer Your Future	RC19	FTC	SP Eng#1 2019		
2			5.30.18	5.17.18	5.18.18	5.3.18		X	Engineering Search Postcard	5.300RC19	FTC	X	5.30.18	5.17.18	5.13.18			Round 1	We Mean Business	RC19	FTC	SP Bus#1 2019		
3			5.30.18	5.17.18	5.18.18	5.3.18		X	Humanities Search Postcard	21.000RC19	FTC	X	5.30.18	5.17.18	5.13.18			Round 1	Create Your Future	RC19	FTC	SP Hum#1 2019		
4			5.30.18	5.17.18	5.18.18	5.3.18		X	Science Field Search Postcard	27.100RC19	FTC	X	5.30.18	5.17.18	5.13.18			Round 1	Discover Your Future	RC19	FTC	SP Sci-Field#1 2019		
5			5.30.18	5.17.18	5.18.18	5.3.18		X	Science Lab Search Postcard	10.000RC19	FTC	X	5.30.18	5.17.18	5.13.18			Round 1	Discover Your Future	RC19	FTC	SP Sci-Lab#1 2019		
6			5.30.18	5.17.18	5.18.18	5.3.18		X	Teacher Education Search Postcard	6.000RC19	FTC	X	5.30.18	5.17.18	5.13.18			Round 1	Earn about Teacher Certification	RC19	FTC	SP TE#1 2019		
7									Engineering Search Postcard-Male					5.21.18				Round 2 Engineering Male Search Piece Email RC18	Engineer Your Future	RC19				
8	Search Piece Week April 15, Round 2	X						X	Engineering Search Postcard-Female				X	5.21.18				Round 2 Engineering Female Search Piece Email RC18	Engineer Your Future	RC19		SP Eng#2 2019		
9		X						X	Business Search Postcard				X	5.21.18				Round 2 Business	We Mean Business	RC19		SP Bus#2 2019		
10		X						X	Humanities Search Postcard				X	5.21.18				Round 2 Humanities Search Piece Email RC18	Create Your Future	RC19		SP Hum#2 2019		
11		X						X	Science Field Search Postcard				X	5.21.18				Round 2 Science Field Search Piece Email RC18	Discover Your Future	RC19		SP Sci-Field#2 2019		
12		X						X	Science Lab Search Postcard				X	5.21.18				Round 2 Science Lab Search Piece Email RC18	Discover Your Future	RC19		SP Sci-Lab#2 2019		
13		X						X	Teacher Education Search Postcard				X	5.21.18				Round 2 Teacher Ed Search Piece Email RC18	Earn about Teacher Certification	RC19		SP TE#2 2019		
14	Search Piece Week April 30, Round 3							X	Search Postcard-In-State				X										SP #3 2019 IN	
15		X						X	Search Postcard Out-of-State				X										SP #3 2019 OOS	
16	Week #2 (Apr 16-22)																							
17	Week #3 (Apr 23-29)																							
18	Week #2 (Apr 30-May 6)																							
19	Week #3 (May 7-13)																							
20	Week #4 (May 14-20)																							
21	Week #5 (May 21-27)																							
22	Week #6 (May 28-Jun 3)																							
23	Week #6 (Jun 4-10)												5.9.18	5.9.18	5.10.18			Affordable Course Materials	Check out Affordable Course Materials	RC19	FTC TRE Apps, Prop, INQ		Also sent to F18 FTC TRE Admins	
24	Week #7 (Jun 11-17)																							
25	Week #8 (Jun 18-24)																							
26	Week #9 (Jun 25-Jul 1)	X	5.10.18	5.26.18	5.28.18				Student Fly-By/Family Fly-in	47.000		X	5.25.18	5.23.18	4.15.18			Student Fly-in	Missouri S&T Fly-in* Visit				FLY 2019	
27	Week #10 (Jul 2-8)																							
28	Week #11 (Jul 9-15)																							
29	Week #12 (Jul 16-22)																							
30	Week #13 (Jul 23-29)																							
31	Week #14 (Jul 30-Aug 5)	X	5.25.18					X	Yearbook															
32	Week #15 (Aug 6-12)	X	5.30.18	5.12.18	5.14.18	7/25/2018	8/7/2018		Come for a Visit	110.000		X	5.12.18	5.11.18		8/7/2018	https://connect.cmoet.edu/main.asp?deliveryId=64&Rec=5363-000F-000F	Come for a Visit (Fall Dates only)	Visit Missouri S&T's Campus	RC19-21	FTC TRE	VISIT 2019		
33	Week #16 (Aug 13-19)	X																						
34	Week #17 (Aug 20-26)																							
35	Week #18 (Aug 27-Sep 2)																							
36	Week #19 (Sep 3-9)	X				5.28.18			Apply Now	41.000RC19		X	5.13.18		9/6/2018	URL	Apply Now for Admittance	Apply Now to Attend S&T	RC19	FTC Prospects INQ Apps	APPLY 2019			
37													X	5.13.18			URL	TIME Time to Apply	Time To Apply					
38	Week #20 (Sep 10-16)												X	5.13.18			URL	Apply For Financial Aid	Apply Now for Financial Aid			APPLYAFSA 2019		
39	Week #21 (Sep 17-23)												X	5.13.18			URL	Apply For Financial Aid	Apply Now for Financial Aid					
40	Week #22 (Sep 24-30)	X																						
41	Week #23 (Sep 24-30)							X	Chancellor's Scholarship			X	5.13.18				URL	Chancellor's Scholarship	Apply for the Chancellor's Scholarship			sch code (DL)		
42	Week #23 (Oct 1-7)								Apply For Financial Aid #2									Apply For Financial Aid	Apply Now for Financial Aid			APPLYFASAF 2019		
43	Week #24 (Oct 8-14)																							
44	Week #25 (Oct 15-21)																							
45	Week #26 (Oct 22-28)																							
46	Week #27 (Oct 29-Nov 4)	X							Outcomes - Engineering			X						Outcomes - Engineering	Apply Now			ENGINE 2019		
47		X							Outcomes - Business			X						Outcomes - Business	Apply Now			BUSINESS 2019		
48		X							Outcomes - Humanities			X						Outcomes - Humanities	Apply Now			HUM 2019		
49		X							Outcomes - Science			X						Outcomes - Science	Apply Now			SCI 2019		
50									Outcomes - Engineering - Admitted			X						Engineering Your Future				ENGINE 2019 ADMITTED		
51									Outcomes - Business - Admitted			X						We Mean Business at Missouri S&T				BUSINESS 2019 ADMITTED		
52									Outcomes - Humanities - Admitted			X						Create Your Future at Missouri S&T				HUM 2019 ADMITTED		
53									Outcomes - Science - Admitted			X						Discover Your Future				SCI 2019 ADMITTED		
54	Week #28 (Nov 5-11)																							
55	Week #29 (Nov 12-18)																							
56	Week #30 (Nov 19-25)	X							Change the World - Engineering			X						Change the World - Engineering	1. We're Changing the World!			WEL CHANGE 2019		
57		X							Student Fly-In (2nd round)			X						Change the World - CAS	2. We're Changing the World!			CAS CHANGE 2019		
58	Week #31 (Nov 26-Dec 2)	X											X										FLYCH 2019	
59	Week #32 (Dec 3-9)																							
60	Week #33 (Dec 10-16)																							
61	Week #34 (Dec 17-23)								Return On Investment			X						ROI email	Invest in Your Future				ROI 2019	
62	Week #35 (Dec 24-30)																							

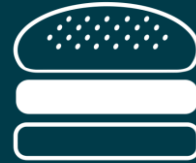
Content Requirements

- > Authentic
- > Personal
- > Snackable
- > Value + Meaning

Content Requirements



Authentic



Snackable



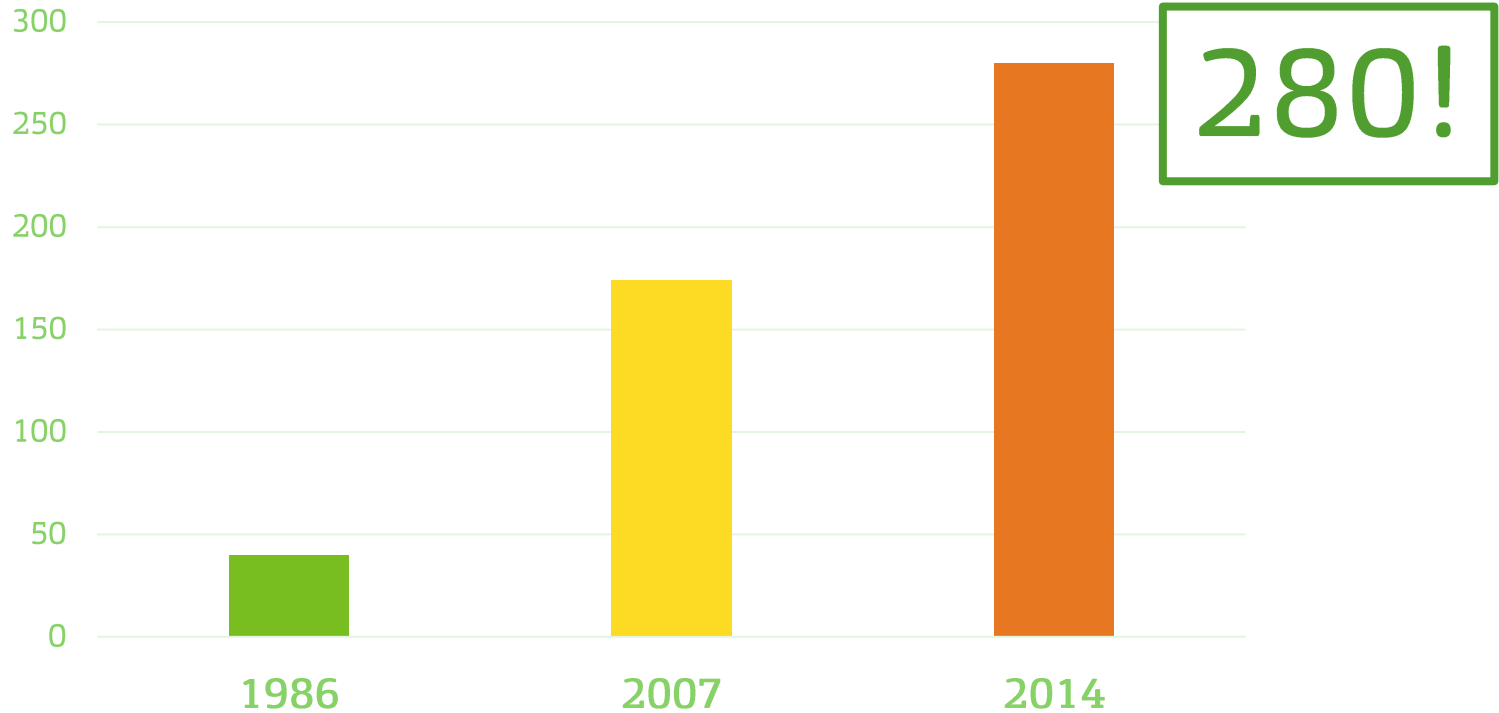
Value + Meaning



Personal

Snackable Content?

Newspapers per day



Snackable Content?



Snackable Content?



Radiologic technologists are highly skilled medical imaging professionals who work closely with physicians to perform procedures used to diagnose, monitor, and treat disease. They provide patient services using a variety of imaging modalities such as general x-ray, magnetic resonance imaging (MRI), computed tomography (CT-scan), cardiovascular ultrasound technology, mammography, and densitometry, and quality management. To finish their general requirements and program prerequisites (basic anatomy, anatomy, medical terminology, and statistics) during their first semester. The professional phase of the program begins summer semester and consists of two and three of undergraduate study, and consists of six consecutive classroom courses integrated with clinical experiences at several facilities in MO. The program places an emphasis on active learning and opportunities to develop skills needed for future education and career advancement. Graduation students are well-prepared to sit for the national exam in general diagnostic imaging. An advanced imaging clinical internship is available to students who wish to gain competency and experience in MRI or CT. Graduates work in a variety of settings including hospitals, imaging centers, mobile research centers, and industry as general technologists, specialty technologists, supervisors, applications specialists, researchers, or educators. Hospital settings give technologists an opportunity to choose working hours around the clock, throughout the entire 7-day week and may require on-call hours.

This is an emphasis area of the following major:

- [Clinical and Diagnostic Sciences, BHS](#)

Snackable Content?

2nd

MOST VALUE-ADDED PUBLIC UNIVERSITY

[Brookings Institution](#)

3rd

BEST COLLEGE

[USAToday](#)

6th

BEST RETURN ON INVESTMENT

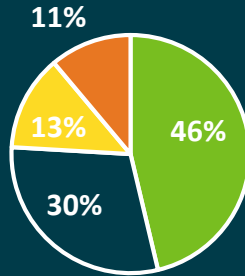
[PayScale](#)

Snackable Content

Infographics



Charts, Graphs, Stats



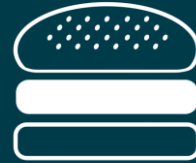
Images, Videos



Content Requirements



Authentic



Snackable



Value + Meaning



Personal

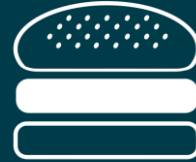
Value + Meaning



Content Requirements



Authentic



Snackable



Value + Meaning



Personal

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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

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- Apply Now Email
- (follows postcard)
- Ongoing now through fall





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Viterbi | Rensselaer | Rosen | S&T | S&T | S&T | S&T



Dear Jennie,

The Missouri S&T
Fall 2019 Application
is available now!

Apply for admission by December 1.
This puts you in the best position for
university merit-based scholarships.

You will be automatically evaluated for these
scholarships, which are based on
standardized test scores (ACT or SAT)
and high school GPA.

**Questions? Contact your Missouri S&T
admissions counselor.**

09/11/2019

Apply Now ➡

- Submit your high school transcript
- Request ACT and/or SAT scores be sent directly to S&T
ACT code: 2398
SAT code: 6876

Missouri S&T Office of Admissions
106 Parker Hall, 300 W. 13th Street
Rolla, MO 65409-1060

S&T will process with unofficial high school transcripts but a final, official high school transcript will be required

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Apply Now



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"Change
The
World"
Postcard

Sent
November
2017

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S&T



Our graduates are
**MAKING THE WORLD
A BETTER PLACE...**

MISSOURI
S&T

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

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- “Change The World”
- Email
- Sent November 2017





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A photograph of Ashley Longrie, a young woman with brown hair tied back, wearing a dark blue baseball cap with "Longrie" in green script. She is smiling and looking towards the camera. A small black cat is perched on her shoulder. The background shows a red building and some wooden poles.

Ransom,

Meet Ashley Longrie...

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At Missouri S&T, we produce top-notch professionals who are changing the world.

Our graduates build navigation systems, skyscrapers, water and wastewater treatment systems, provide better access to safe water and sanitation, create biomedical engineering

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How Will You Change The World?

S&T Recruiting Communications

"Visit
Campus –
Texas
Version"

Postcard

Mailed
Feb 2018



VISIT MISSOURI
S&T

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."

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S&T Recruiting Communications

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





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Meet Zachary Ellis
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.”

Ready to visit?
Schedule a visit
to S&T at
visit.mst.edu

Questions?
Find your Admissions
Counselor at
futurestudents.mst.edu

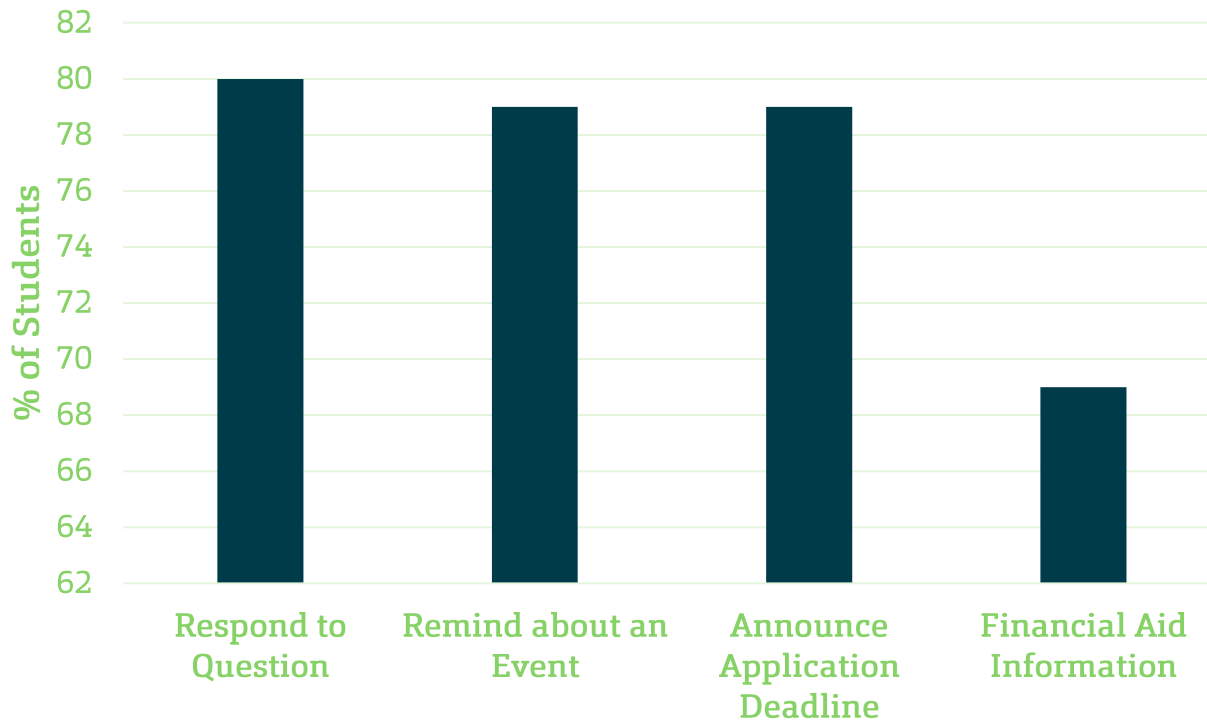
S&T Recruiting Communications

Schedule a Visit



Text Messages

Texting to Prospective Students

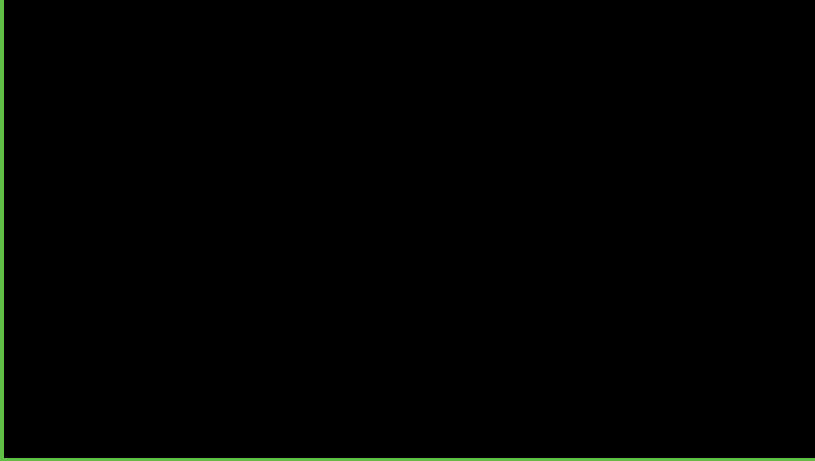


S&T Recruiting Communications

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)

Questions? Answers?

