



**TRENDS +
STRATEGIES
CONFERENCE**

UF ■ BERGSTROM CENTER

GENERATION Z

ARE YOU READY TO CONNECT?

UF | Division of Student Affairs
UNIVERSITY of FLORIDA

MICKEY HOWARD
UNIVERSITY OF FLORIDA

Mickey Howard, M.Ed.

Associate Director, Marketing & Strategic Communications
University of Florida

Professional Experience

9+ Years of Team Development, Visioning and Branding
Student Development/ Transitions/ Marketing/ Storytelling

Real Estate Experience

Bought a house once.
Go Shopping



1

UNDERSTAND THE MILLENNIAL AND GEN Z GENERATIONS

- WHO THEY ARE
- HOW THEY OPERATE
- WHAT THEY VALUE

2

GATHER SOME INSPIRATION AND THINGS TO THINK ABOUT WHEN WORKING WITH THEM

3

WHAT THE FUTURE HOLDS

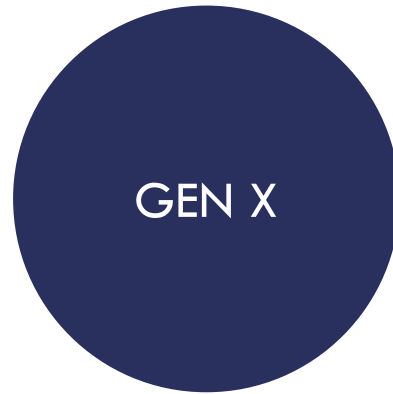
GENERATIONS AND WHO IS IN THE ROOM



1925-1945



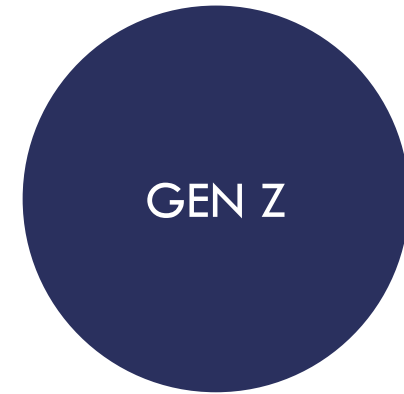
1946-1964



1965-1978



1979-1995



1996-2010



GENERATIONS BY PERCENT (US)



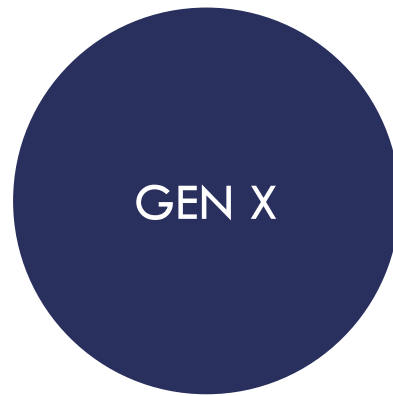
1925-1945

7.88%



1946-1964

22.56%



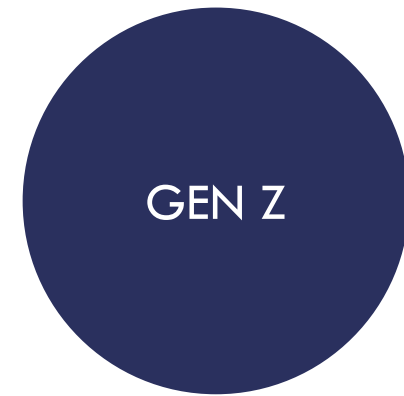
1965-1978

20.17%



1979-1995

22.06%



1996-2010

26.54%

GENERATIONS + DEFINING EVENTS

SILENT
GENERATION

1925-1945

The Great
Depression
The Dust Bowl
WWII
McCarthyism

BOOMERS

1946-1964

Vietnam
Woodstock
Civil Rights
Movement
Watergate

GEN X

1965-1978

Desert Storm
MTV
Challenger
Disaster
AIDS

MILLENNIALS

1979-1995

9/11
Internet &
Google
Columbine
Social Media

GEN Z

1996-2010

ISIS
Marriage
Equality
Sandy Hook
Great
Recession

JUST WORDS!



"Promiscuous" Millennials Are Killing McDonald's

BY NELL CASEY IN FOOD



Millennials are killing chains like Buffalo Wild Wings and Applebee's

Kate Taylor Jun. 3, 2017, 9:54 AM

1,606,286



Millennials are killing the movie business

By Claire Atkinson

April 15, 2016 | 10:05pm



Home > Latest

How Millennials Lack Of Manners Is Killing Class

By Robin Massowd - Jul 16, 2014



Show Caption

Millennials are killing department stores



IMAGE COURTESY OF GREGJSMITH

December 16, 2016

3:30 pm EDT

By Kate Cox @kcoxdc

Kids these days! Do you know what their problem is? I'll tell you what their problem is! These whippersnappers just aren't using enough fabric softener, is what. Why, in my day — wait, fabric softener?



1. **Millennials Blamed for Killing the Canned Tuna Industry**

SPECIAL

3 F
0 400

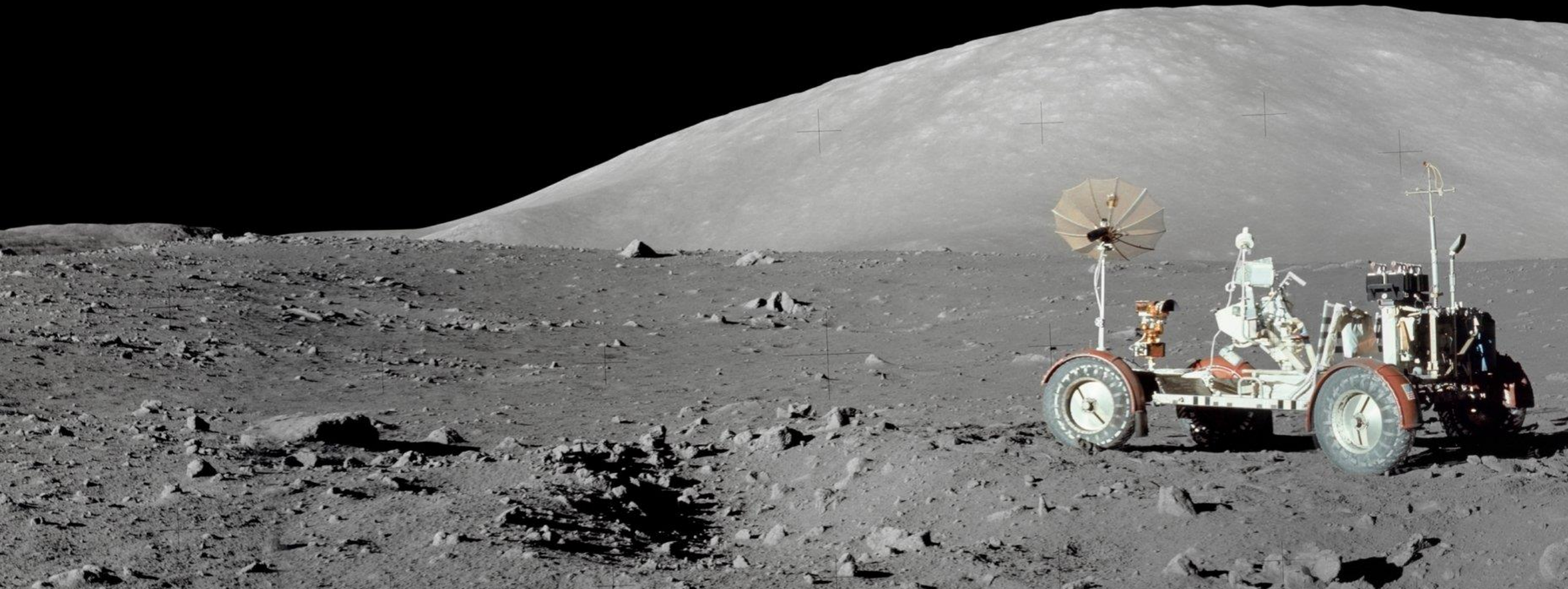
10 110
Solid Light
Tuna 600c

BUSINESS

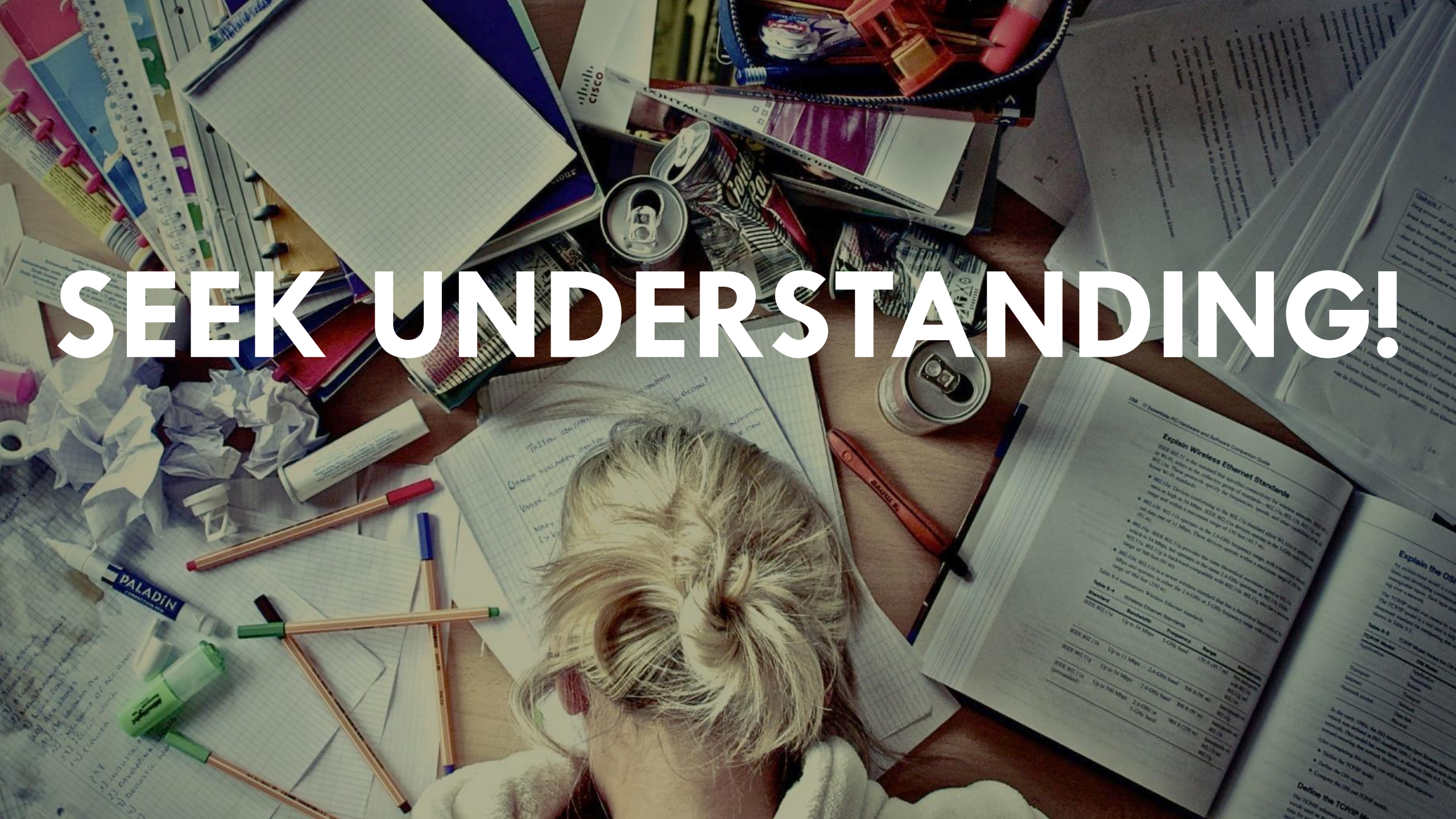
THE GEN X KILL LIST

NEWSPAPERS * ADULT CONTEMPORARY * SHITTY COFFEE
LAND LINES * LEAD-BASED PAINT * STIGMAS AGAINST
PIERCINGS, TATTOOS, GETTING DIVORCED, BEING GAY, OR
GETTING YOUR PHOTO TAKEN NAKED * PAY PHONES
COMPUSERV, AOL, AND PRODIGY * COKE AS A DRUG OF
CHOICE FOR ANYONE NOT IN FINANCE * MONTGOMERY
WARD * LOYALTY TO YOUR EMPLOYER * BUSY SIGNALS
OLDSMOBILE * BLOCKBUSTER VIDEO * CLASSIFIED ADS
TELEGRAMS * FILM CAMERAS * KODAK * CASSETTE
TAPES * HELICOPTER PARENTING * CALLING YOUR BOSS
"MISTER" * BUSINESS ATTIRE * EIGHTIES SHOULDER
PADS * MERRY-GO-ROUND * FEAR OF SUSHI * MOM JEANS
* JOINING THE PRIESTHOOD * VINYL * DIVORCE RATES
MIDLIFE CRISES * KURT COBAIN * RESPECTING THE
PRESIDENCY * THE YELLOW PAGES * BUSY SIGNALS
SATURDAY MORNING CARTOONS * STATION WAGONS

STILL EXPLORING!



SEEK UNDERSTANDING!



Explain the OSI Model

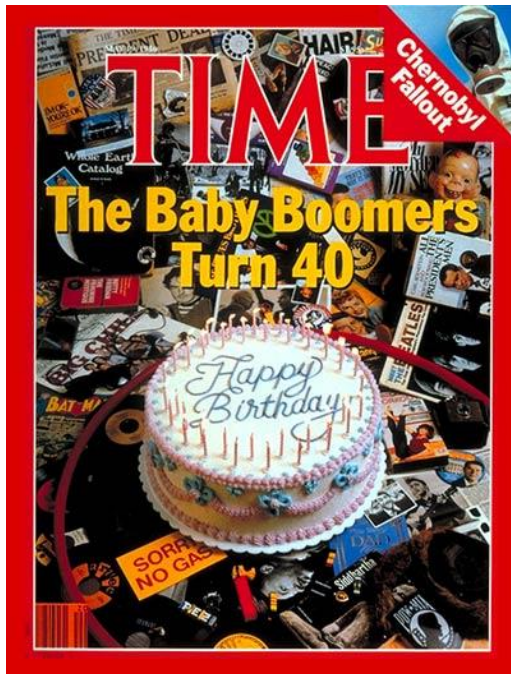
The TCP/IP model was created for the Internet, which was designed as a packet-switched network. The model has seven layers, as shown in Table 8-4. The layers are:

- **Application:** The layer where the user interacts with the network.
- **Transport:** The layer where data is sent from one computer to another.
- **Network:** The layer where data is sent from one network to another.
- **Data Link:** The layer where data is sent from one node to another.
- **Physical:** The layer where data is sent from one device to another.

Table 8-4
Wireless Ethernet Standards

Standard	Bandwidth	Frequency	Range	Interference
IEEE 802.11a	1 Gbps	5-GHz band	150 ft (45.7 m)	None
IEEE 802.11b	11 Mbps	2.4-GHz band	300 ft (91 m)	None
IEEE 802.11g	54 Mbps	2.4-GHz band	300 ft (91 m)	None
IEEE 802.11n	600 Mbps	2.4-GHz or 5-GHz band	300 ft (91 m)	None
IEEE 802.11ac	6.9 Gbps	5-GHz band	300 ft (91 m)	None

BABY BOOMERS



GENERATION X



MILLENNIALS



GENERATION Z





WHO ARE THEY?

MILLENNIALS VS GEN Z – THE BASICS

MILLENNIALS

Social Media: Facebook

2 Screens

3D

12-Second Attention Span

Risk Takers

Public

Optimistic

GEN Z

Social Media: Snapchat/Stories

5 Screens

4D

8-Second Attention Span

Risk Averse

Private

Realistic

MILLENNIALS VS GEN Z – AT WORK

MILLENNIALS

Idealistic

Teamwork

Collaborative Workspace

“multitask”

Go with the Tide

Email & Slack

Catered To

Work to Live

GEN Z

Pragmatic

Competition

Independent Space

Actually multitask

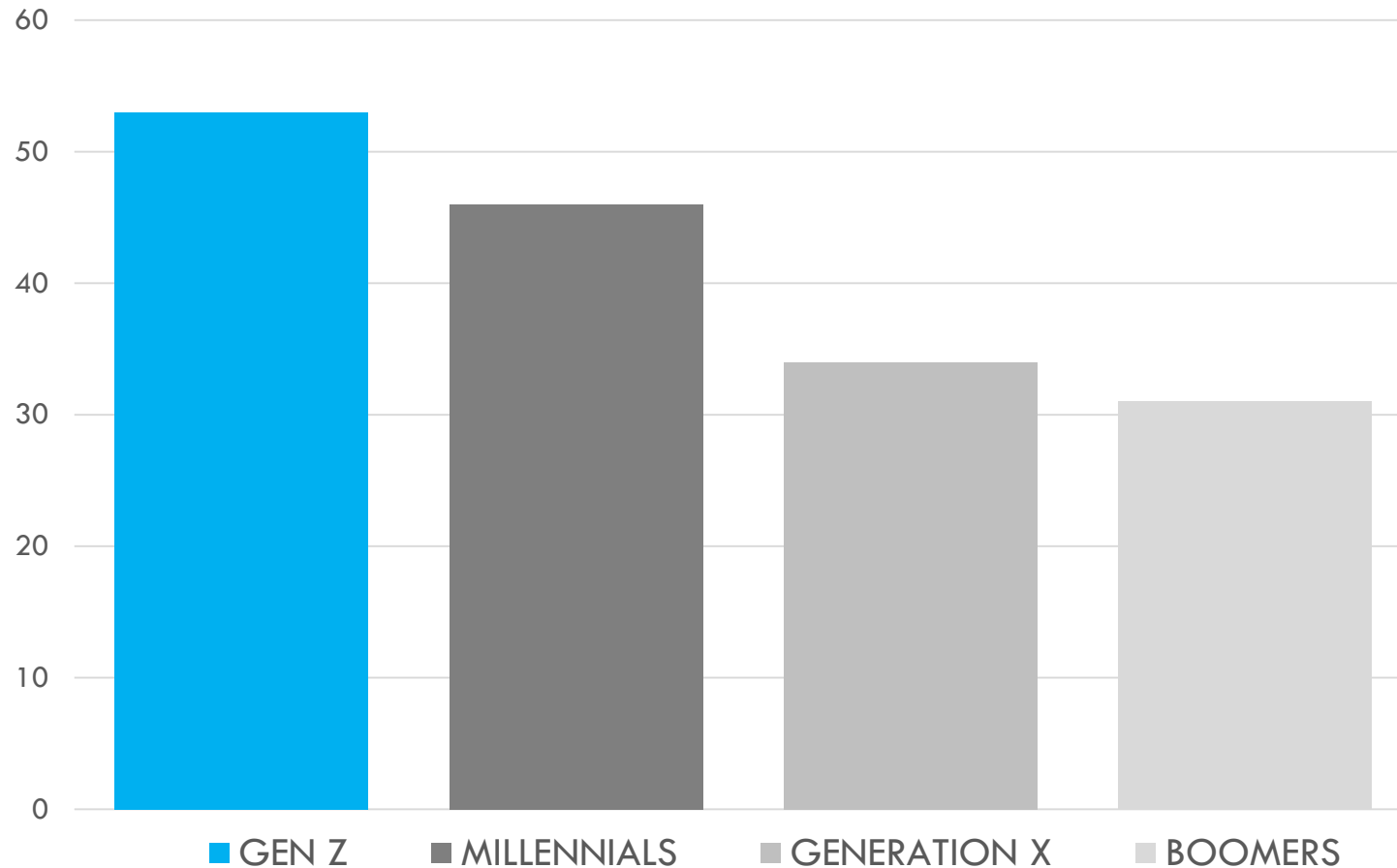
Entrepreneurs

Face-to-Face

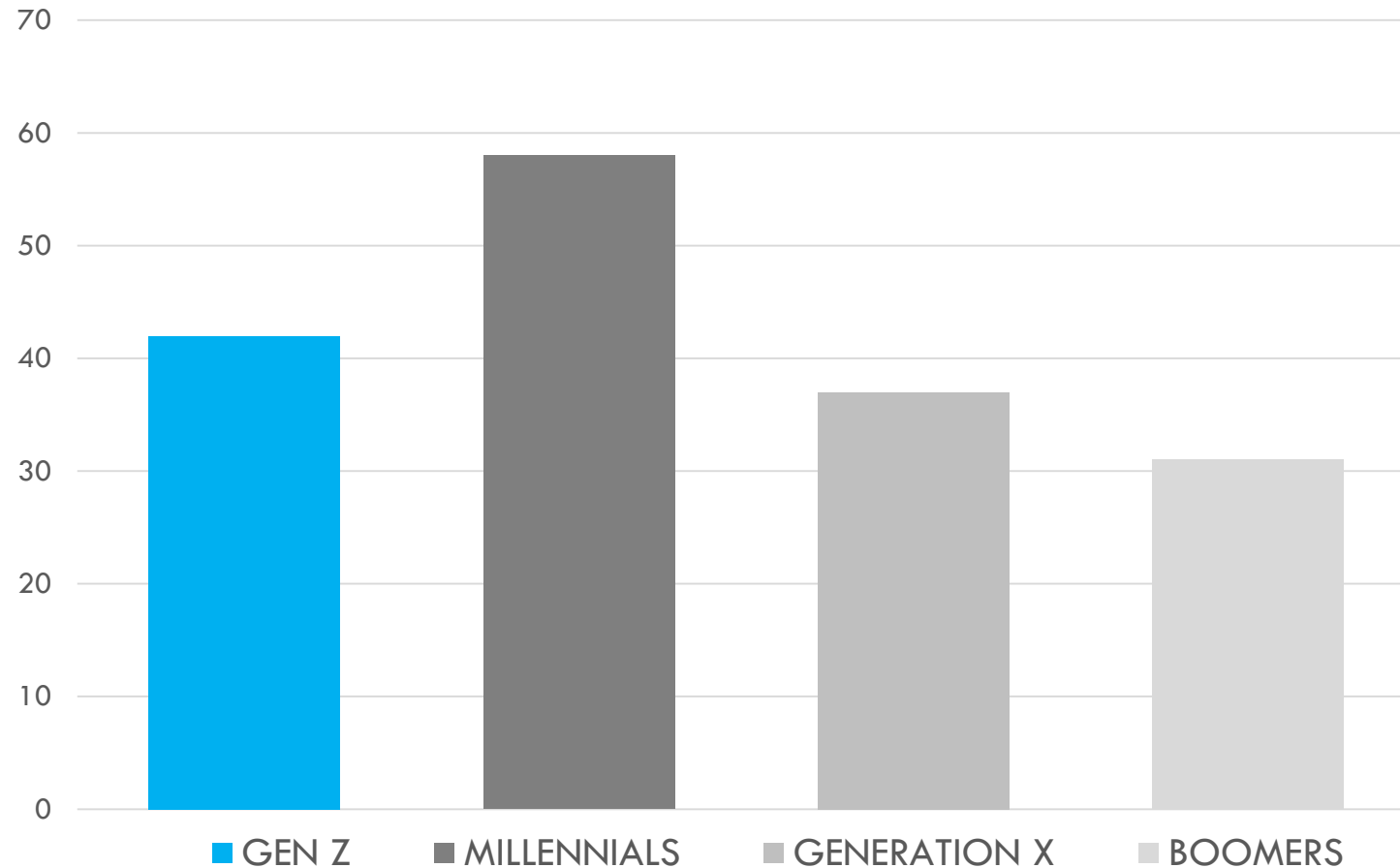
Catered To

Live to Work

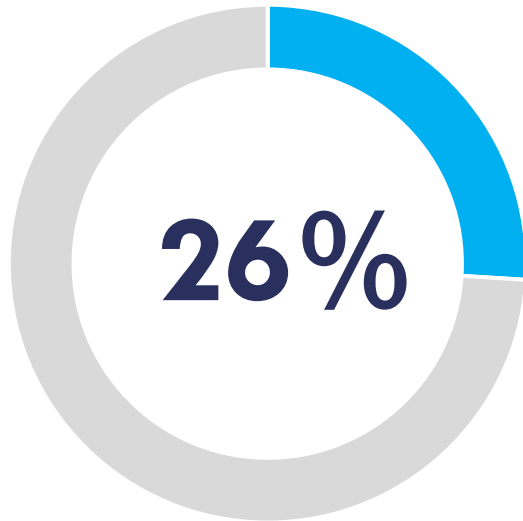
Personal success is the most important thing in life



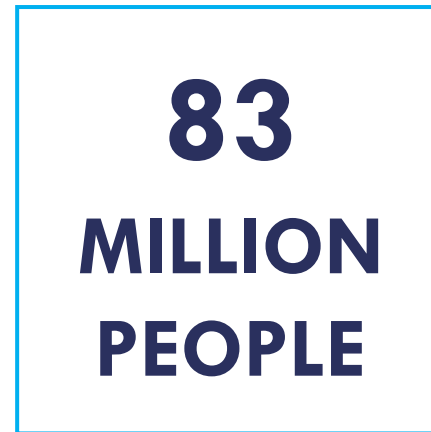
I would like to try everything from opera to rock-climbing



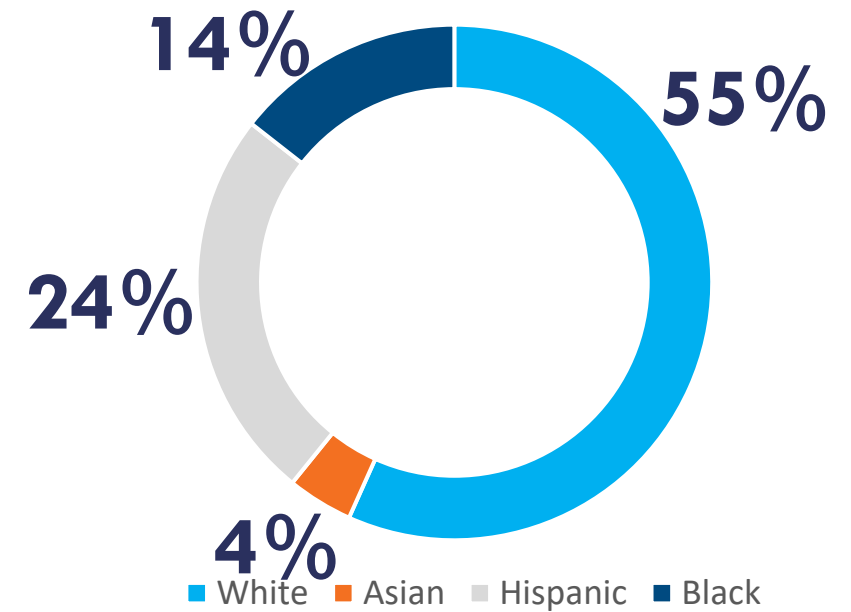
Gen Z makes up more than 26% of the entire U.S. population



...which translates to approximately



...broken down to the following demographics



DUELING MINDSET (GEN Z)



TRADITIONAL

Conservative behaviors

Focus on personal success

Considers having a family a priority

Values education

Financially savvy and aware

NONCONFORMIST

Liberal views

Driven by power in numbers

Desire to not conform to traditional

Entrepreneurial & skill oriented

Thinks globally, not just locally

IN THEIR FEELINGS AND IN THEIR VALUES

72%

Racial
Equality

64%

Gender
Equality

48%

Sexual
Orientation
Equality

1

Gen Z wants to earn their success, not be discovered.

2

They believe that equality is a non-negotiable.

3

They care about:

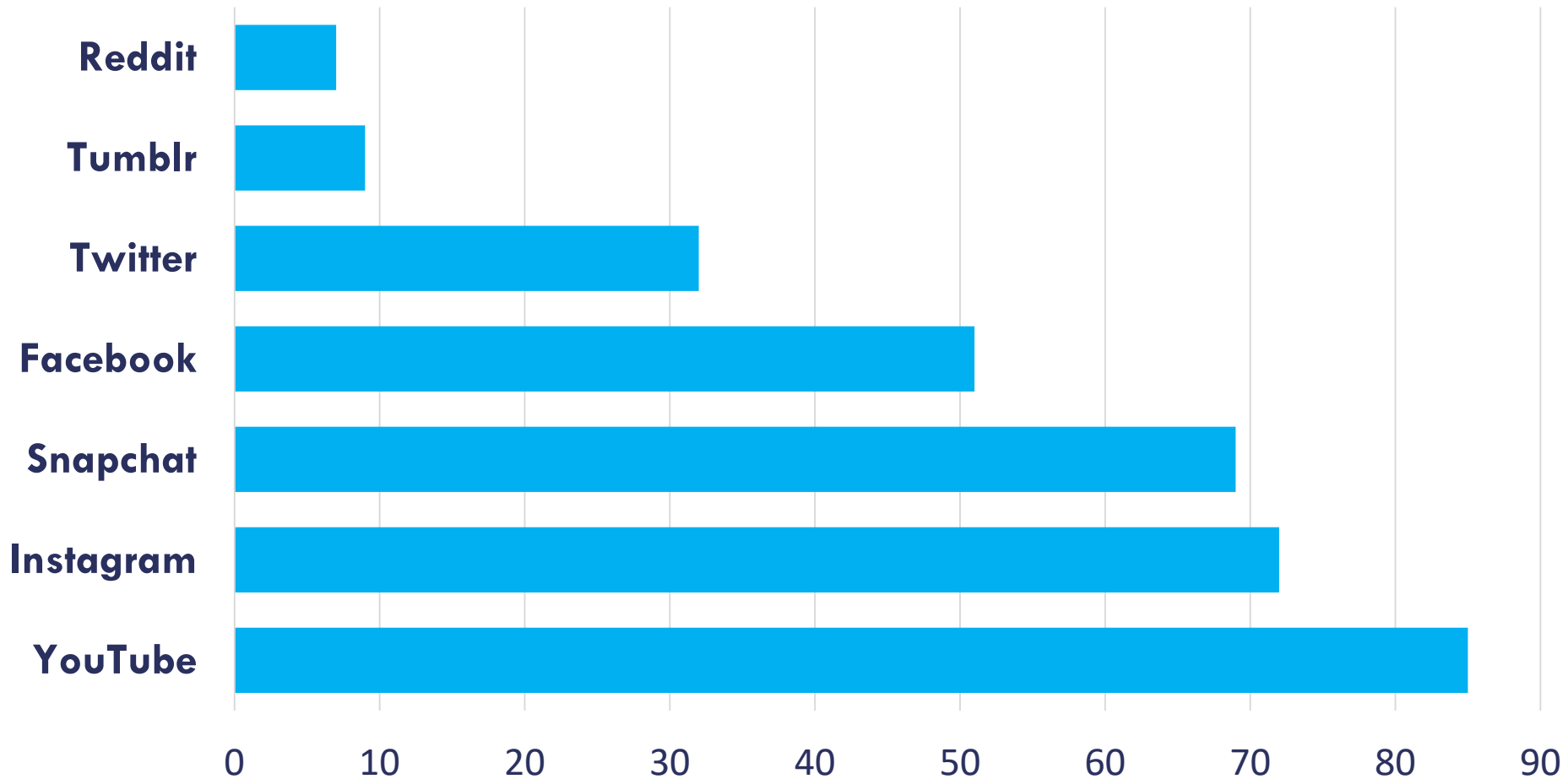
- Family
- Finances
- Privacy
- Technology
- Education
- Identity
- Social Issues
- Entertainment
- Outlook
- Health

4

They want brands to be real so they can be unique.

BABY, THEY WERE BORN TO SWIPE

74% - Time spent online outside of work or school



40%

of Generation Z say working
WI-FI is more important to them
than working bathrooms.





**THE END
IS NEAR**

A view of Earth from space, showing the blue and white clouds of the planet against the blackness of space filled with stars. A bright sun flare is visible on the right side, creating a lens flare effect. The text "HOPE IS NOT LOST!" is overlaid in the center in a bold, white, sans-serif font.

HOPE IS NOT LOST!

Term Coined by Dr. Megan Gerhardt Miami University

- Build a relationship and connect with other generations
- Pass down experiences
- Opportunity rather than threat
- About being emotionally intelligent

“Hi, I’m Tom Brady!”



APPROACHING TODAY'S MARKET

1

BUILD TRUST

2

BE TRANSPARENT

3

REMAIN AUTHENTIC

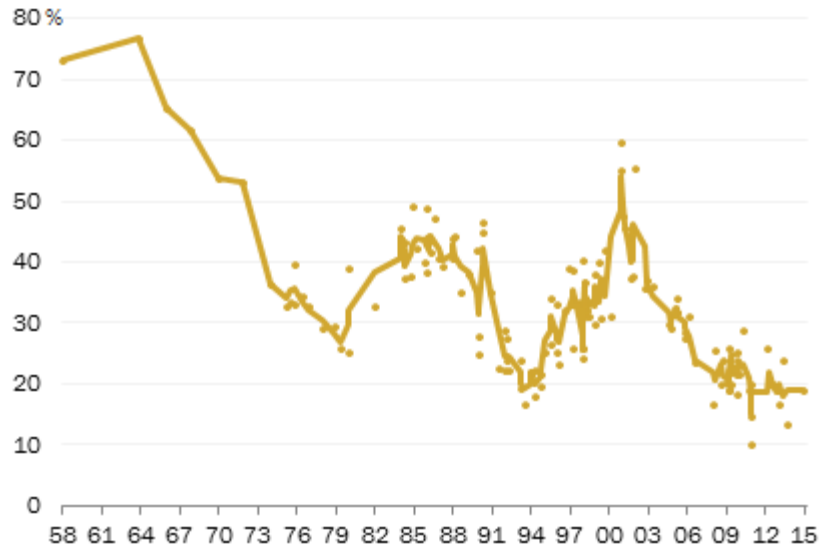
4

MAKE THEM MATTER

TRUST IS THE NAME OF THE GAME

Public trust in government: 1958-2015

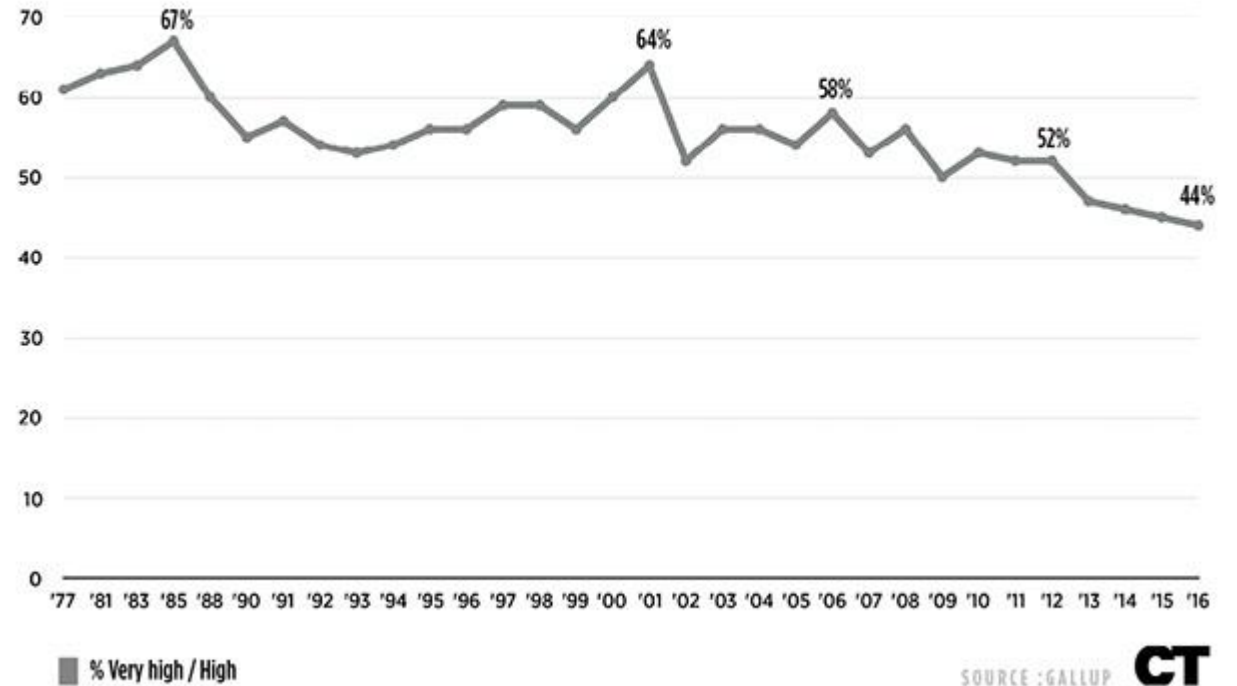
Trust the federal government to do what is right just about always/most of the time ...



Survey conducted Aug. 27-Oct. 4, 2015. Q15. Trend sources: Pew Research Center, National Election Studies, Gallup, ABC/Washington Post, CBS/New York Times, and CNN Polls. From 1976-2014 the trend line represents a three-survey moving average.

PEW RESEARCH CENTER

AMERICAN'S RATINGS OF HONESTY AND ETHICAL STANDARDS OF CLERGY



■ % Very high / High

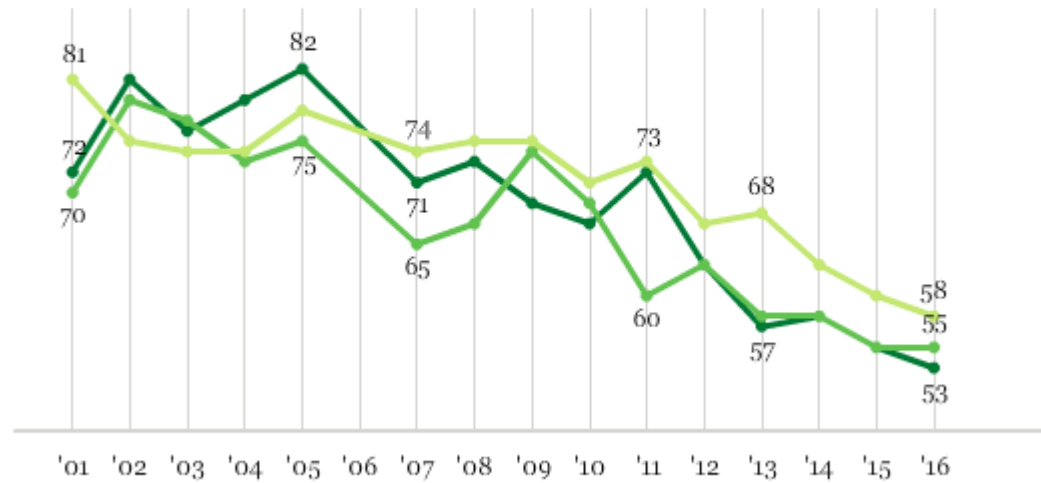
SOURCE : GALLUP



Trust in American People, by Political Party (Recent Trend)

% Great deal/Fair amount of trust

■ Republicans ■ Independents ■ Democrats

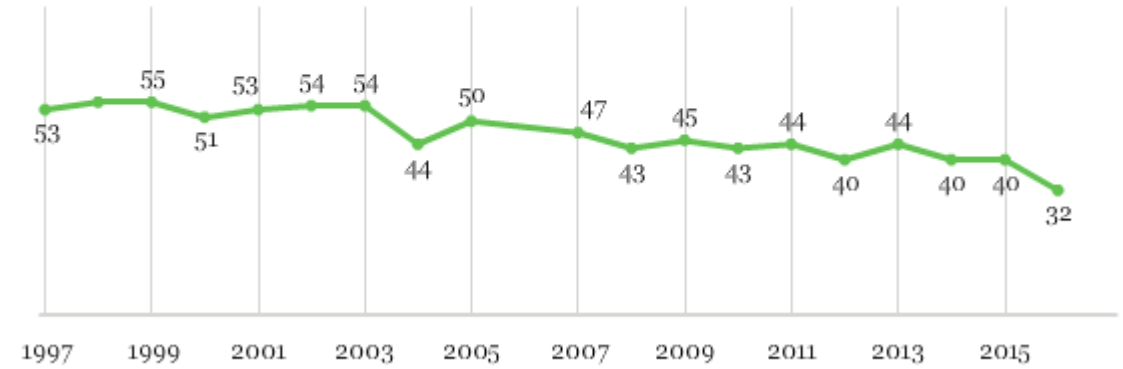


GALLUP®

Americans' Trust in the Mass Media

In general, how much trust and confidence do you have in the mass media -- such as newspapers, TV and radio -- when it comes to reporting the news fully, accurately and fairly -- a great deal, a fair amount, not very much or none at all?

■ % Great deal/Fair amount



GALLUP®



Most - and Least - Trusted Companies in the US

based on Temkin Trust Ratings, derived from a January 2015 survey of 10,000 US consumers

March 2015

Rank	Company	Industry	Temkin Trust Rating*	Rank	Company	Industry	Temkin Trust Rating*
1	H-E-B	Supermarket	80%	293	Comcast	TV service	19%
1	A credit union	Bank	80%	291	Comcast	Internet service	22%
3	USAA	Bank	78%	291	Charter Comm.	TV service	22%
4	USAA	Insurance	77%	290	Coventry Health Care	Health plan	23%
4	Publix	Supermarket	77%	289	Time Warner	Internet service	24%
6	USAA	Credit cards	76%	288	Time Warner Cable	TV service	25%
7	Chick-fil-A	Fast food	75%	286	Consolidated Edison of New York	Utility	27%
7	Trader Joe's	Supermarket	75%	286	Cox Comm.	TV service	28%
7	Costco	Retailer	75%	285	Spirit Airlines	Airline	29%
10	Hy-Vee	Supermarket	73%	281	Charter Comm.	TV service	31%
10	Amazon.com	Retailer	73%	281	Frontier	Airline	31%
				281	Health Net	Internet service	31%
				281	Cox Comm.	Internet service	31%

* "The Temkin Trust Ratings are based on asking consumers the following question about companies with whom they've interacted during the previous 60 days: "To what degree do you TRUST that these companies will take care of your needs?" Potential responses range from 1= "do not trust at all" to 7= "completely trust." Temkin Trust Rating for a company is calculated by taking the percentages of consumers who respond with a 6 or 7 and subtracting the percentage who responded with 1, 2, or 3."

Tips Offered by Jon Gordon

1. Say what you are going to do and then do what you say!
2. Communicate, communicate, communicate.
3. Value long term relationships more than short term success.
4. Sell without selling out.
5. Show people you care about them.

TRANSPARENT: LET ME BE CLEAR



TRANSPARENT: CRYSTAL CLEAR



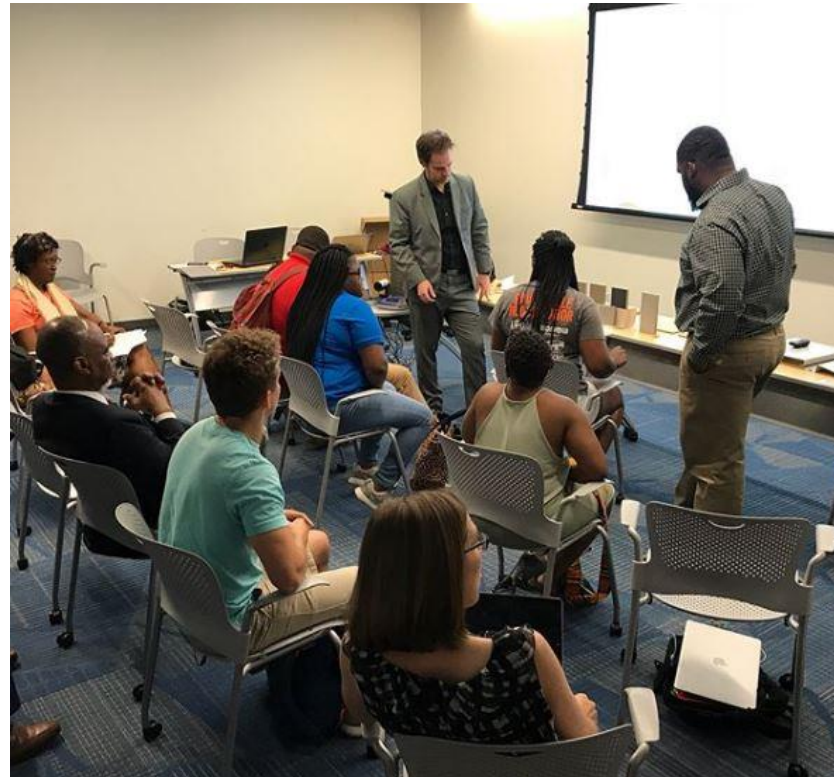
willatkinsuf • Follow
UF College of the Arts

willatkinsuf Today, our team met with colleagues from UF's College of the Arts to share an overview of our department. It was a productive space to think about ways we can collaborate and share some of the great opportunities and resources that are available at UF. We appreciate their invitation and hospitality. #UFMCDA



124 likes

MARCH 15



willatkinsuf • Follow
UF Multicultural & Diversity Affairs

willatkinsuf Yesterday's meeting for The Institutes Project focused on exterior materials and design updates. Stop by the Black Enrichment Center on the 2nd Floor of the Reitz Union to share your input on the options presented. Meeting minutes, presentation slides, and an audio recording of yesterday's meeting are available at: <https://institutes.multicultural.ufl.edu/about/update-dashboard/> #UFMCDA #UF22 #UF21 #UF20 #UF19 #UF18

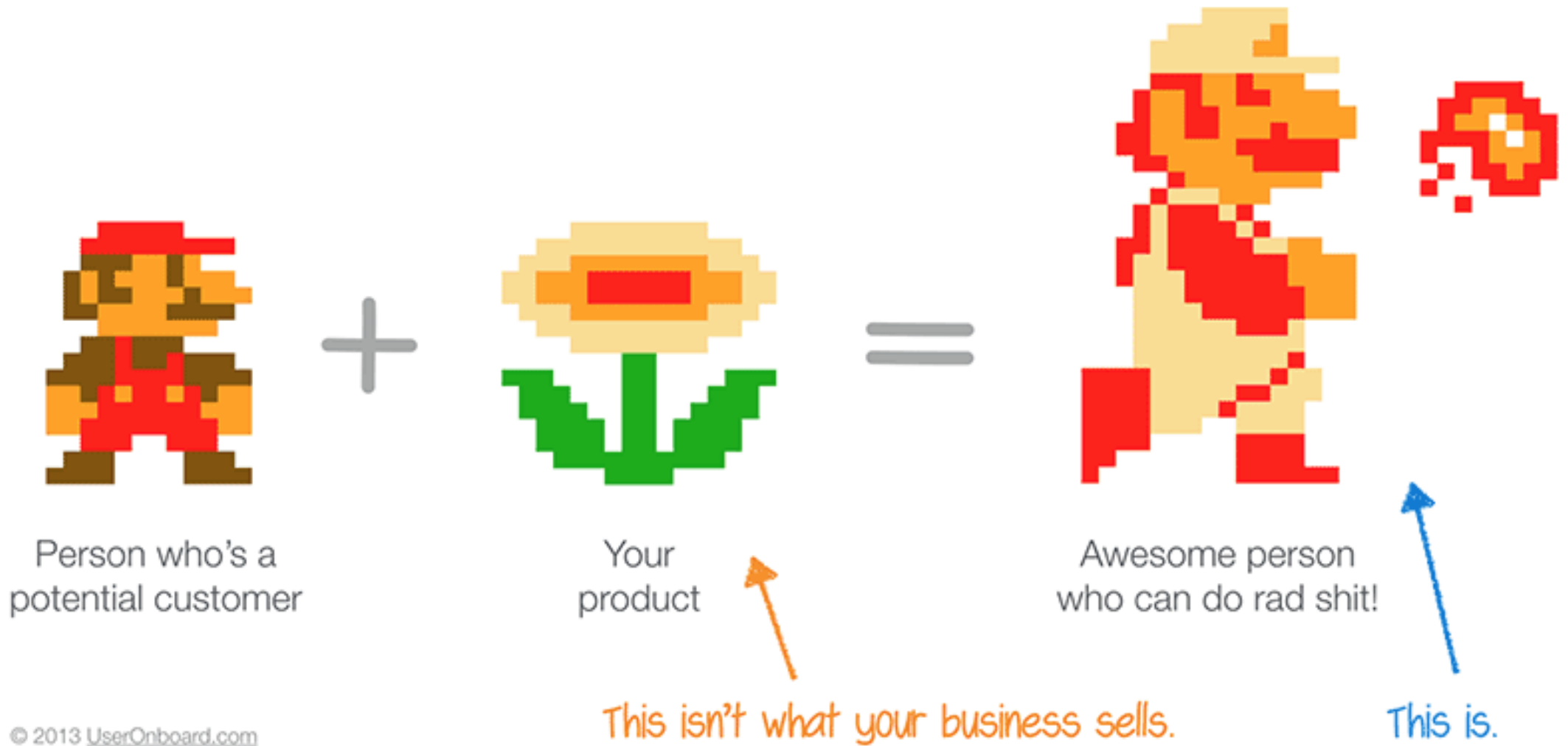


108 likes

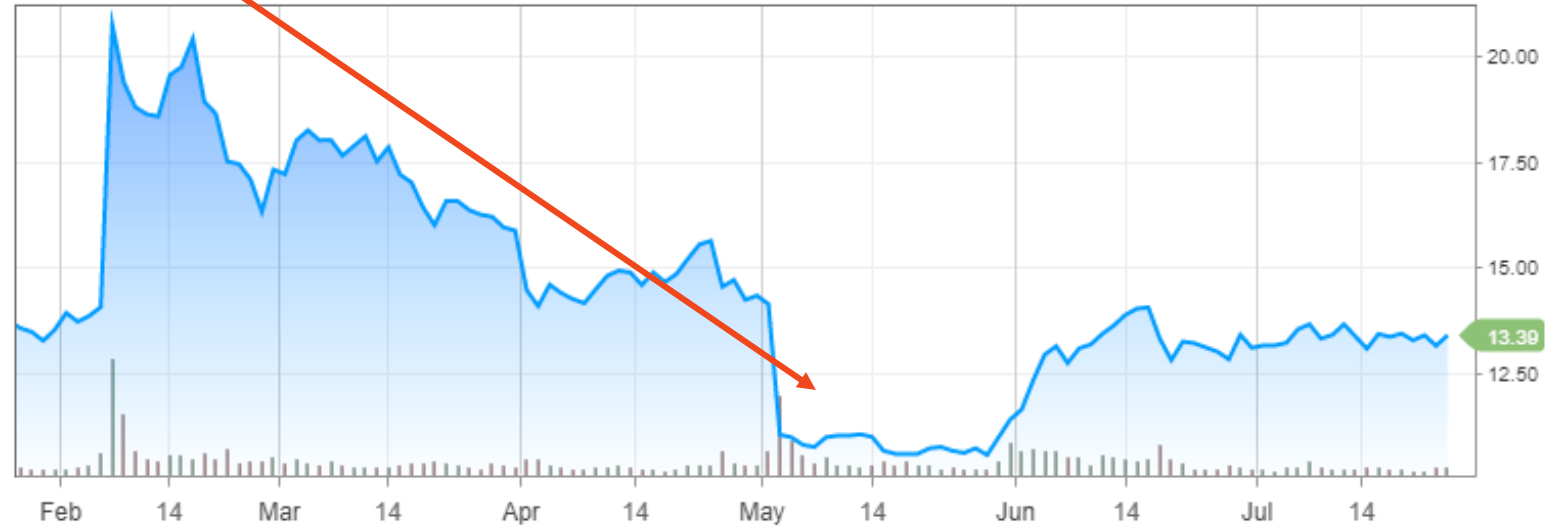
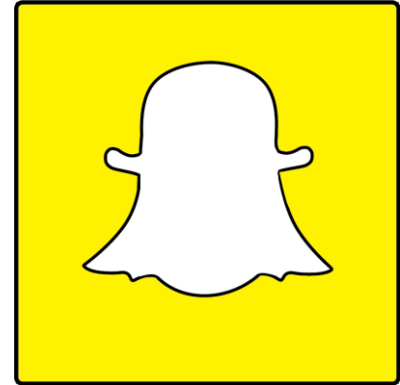
JUNE 5



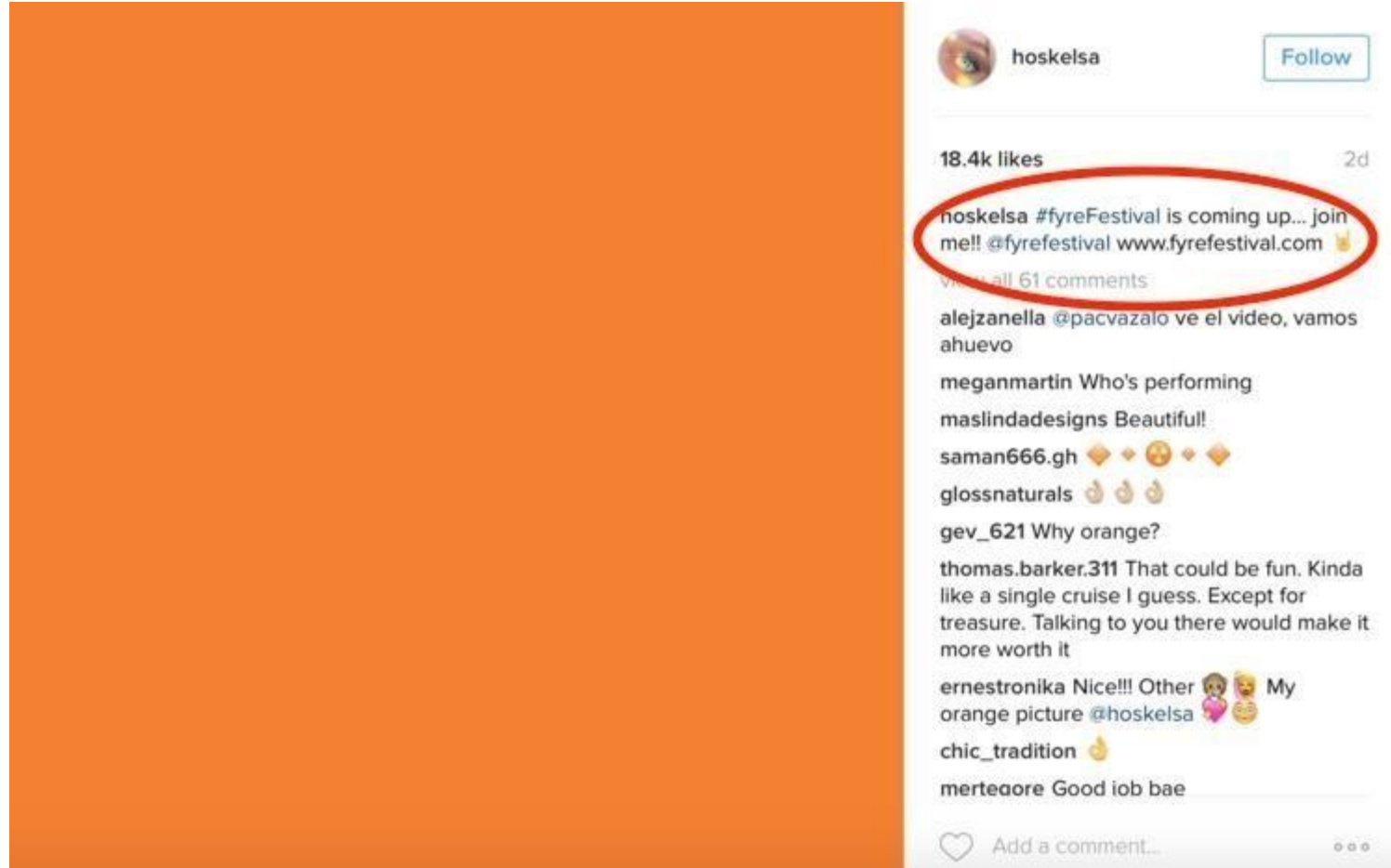
AUTHENTICITY MATTERS



AUTHENTICITY: ROLE OF INFLUENCERS



AUTHENTICITY: ROLE OF INFLUENCERS



A Day in the Life of Robyn

- Using the Internet to shed light on what life with cerebral palsy is all about and making a difference, one reader at a time. -



CEREBRAL PALSY, FLORIDA GATORS, THOUGHTS

Where Gators Live



Dr. Nancy Scholssberg's Theory of Marginality and Mattering

- **Attention** – the feeling that a person has the interest of another.
- **Importance** – the feeling that others care about what you want, think, and do.
- **Ego-Extension** – the feeling that others will be proud of your successes and/ or saddened by your failures.
- **Dependence** – the feeling that a person can depend on someone else.



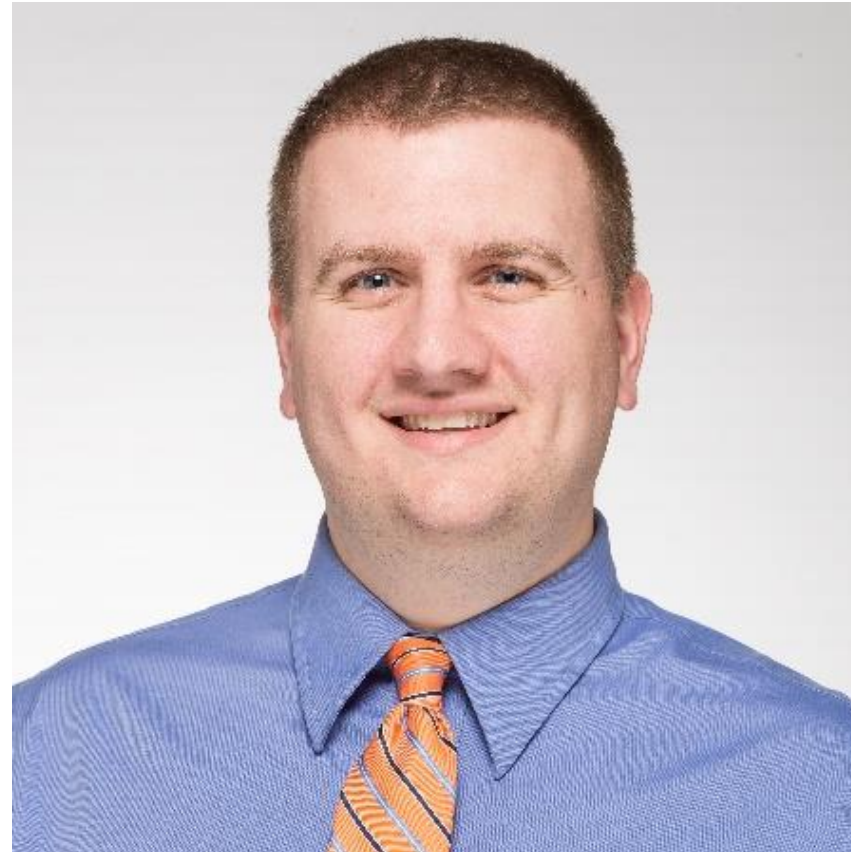
MATTERING: SEEING YOURSELF



MATTERING: TODAY'S NEED



- 1 BUILD TRUST
- 2 BE TRANSPARENT
- 3 REMAIN AUTHENTIC
- 4 MAKE THEM MATTER



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- <https://www.gmac.com/market-intelligence-and-research/research-library/admissions-and-application-trends/meet-the-segments.aspx?fromsearch=1>
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