

Gen Z and Higher Education

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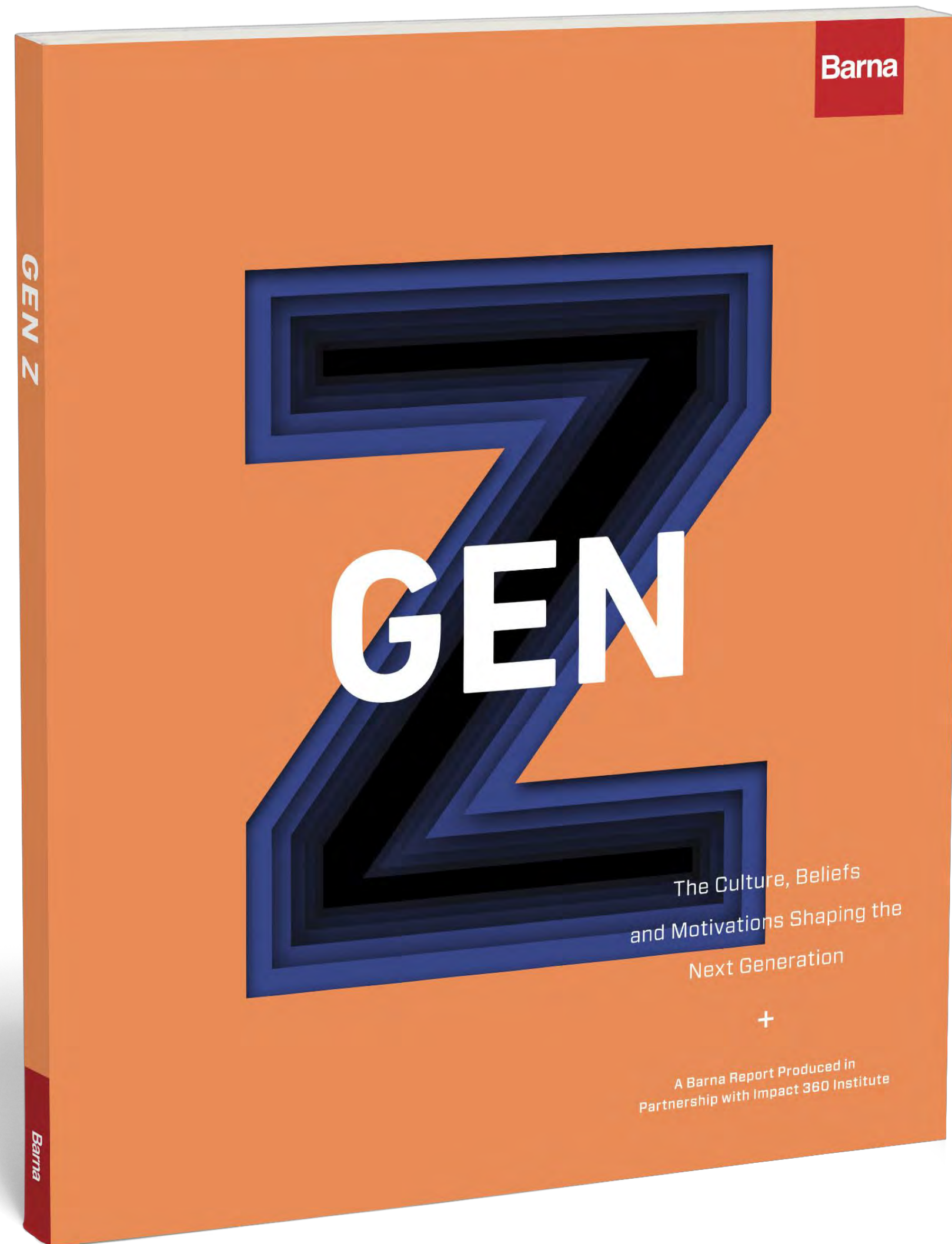
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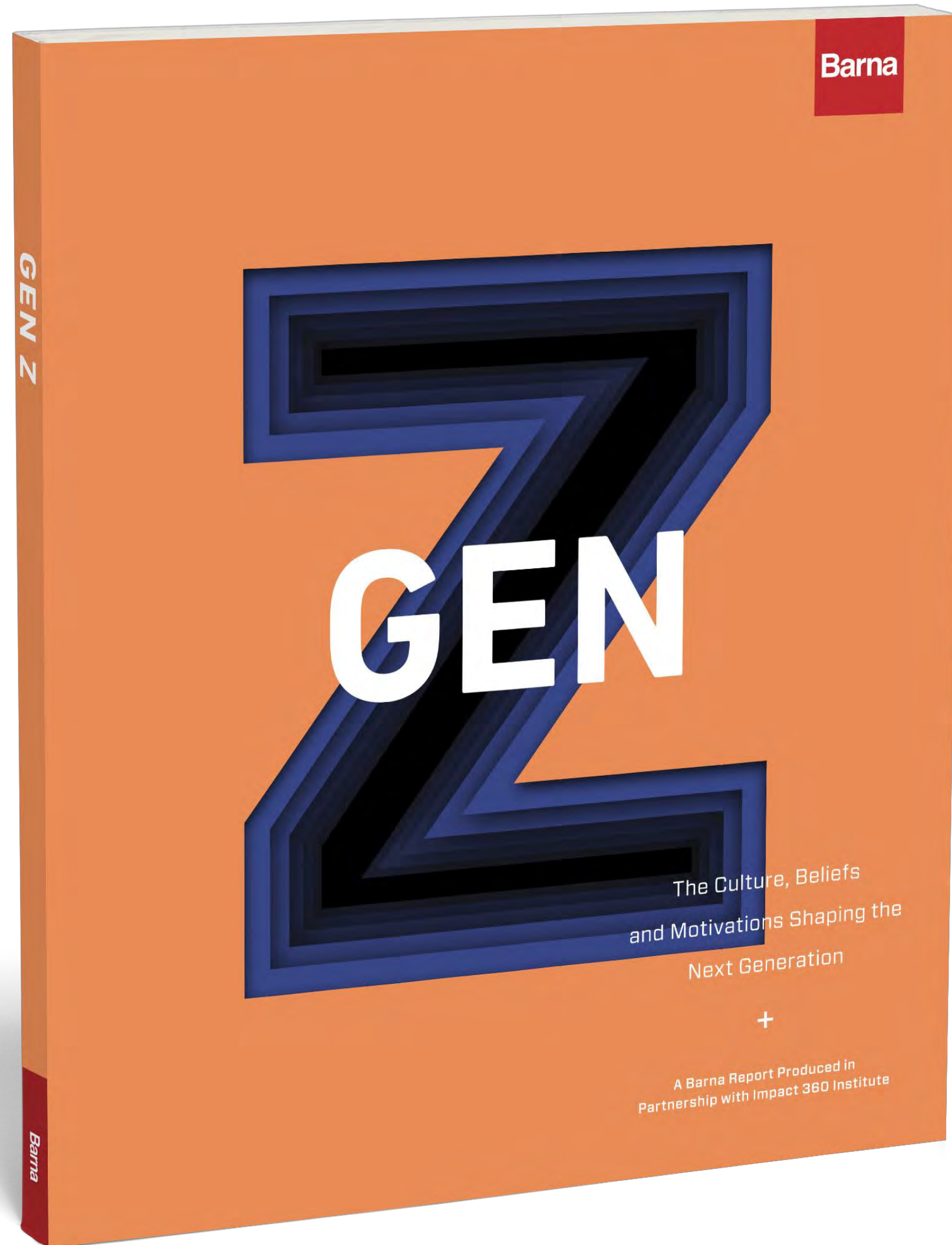


Who is Gen Z?



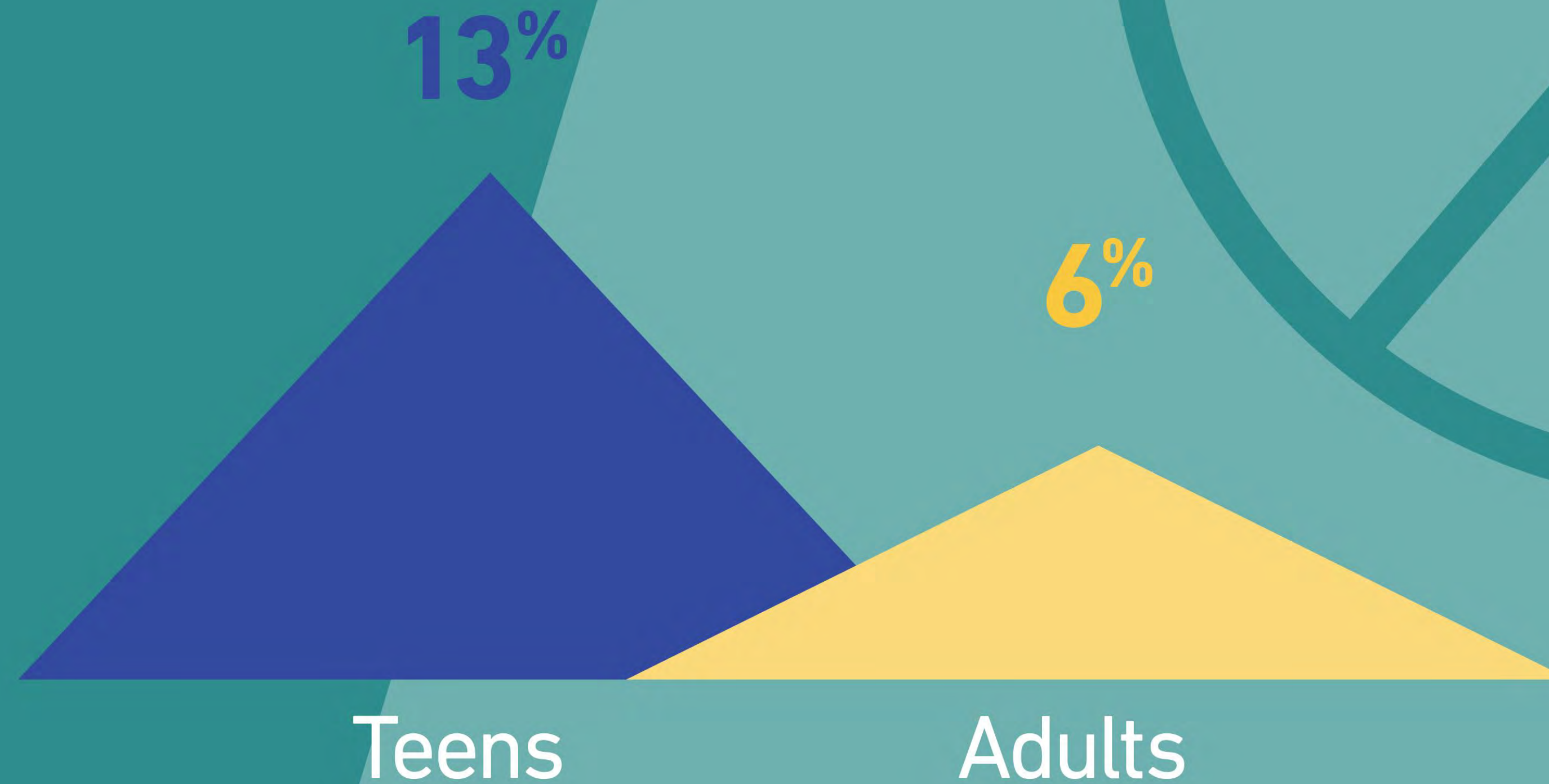
- *Born Between 1999-2015*
- *Largest & Most Diverse U.S. Generation*

But WHO are Gen Z?



- *They are “screenagers.”*
- *Averse to offending others.*
- *Feel true security is out of their control.*
- *Over-parented and under-protected.*
- *Worldview is post-Christian.*

Teens 13 to 18 years old are **twice as likely** as adults to say they are atheist (13% vs 6%)



#whoisgenz



Life After High School

| **Half of teens** agree that “happiness is my ultimate goal in life”

51%

GENZ

#whoisgenz

Gen Z and College Demographics

- Male college population is dropping as compared to female.
- Overall, universities and colleges saw 1.5 million fewer students compared to five years ago.
- According to the WSJ men accounted for 71 percent of the enrollment drop.

Gen Z Perspectives

- Focused on their view of money and personal success.
- Majority say want a degree and a solid career.
- Gen Z aren't convinced education will get them a good job or info they need later.



- David Kinnaman -
Barna Research

“Is it possible that many churches are preparing young Christians to face a world that no longer exists?”



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Challenge of the "Nones"

- Smaller overall population interested in historically Christian colleges.
- Those made to go will be less engaged or antagonistic toward historic Christian messages.

Fear of Debt

- Seen how it has crippled parents or family members.
- They are pragmatic and overprotected, if risks outweigh rewards they will not do it.

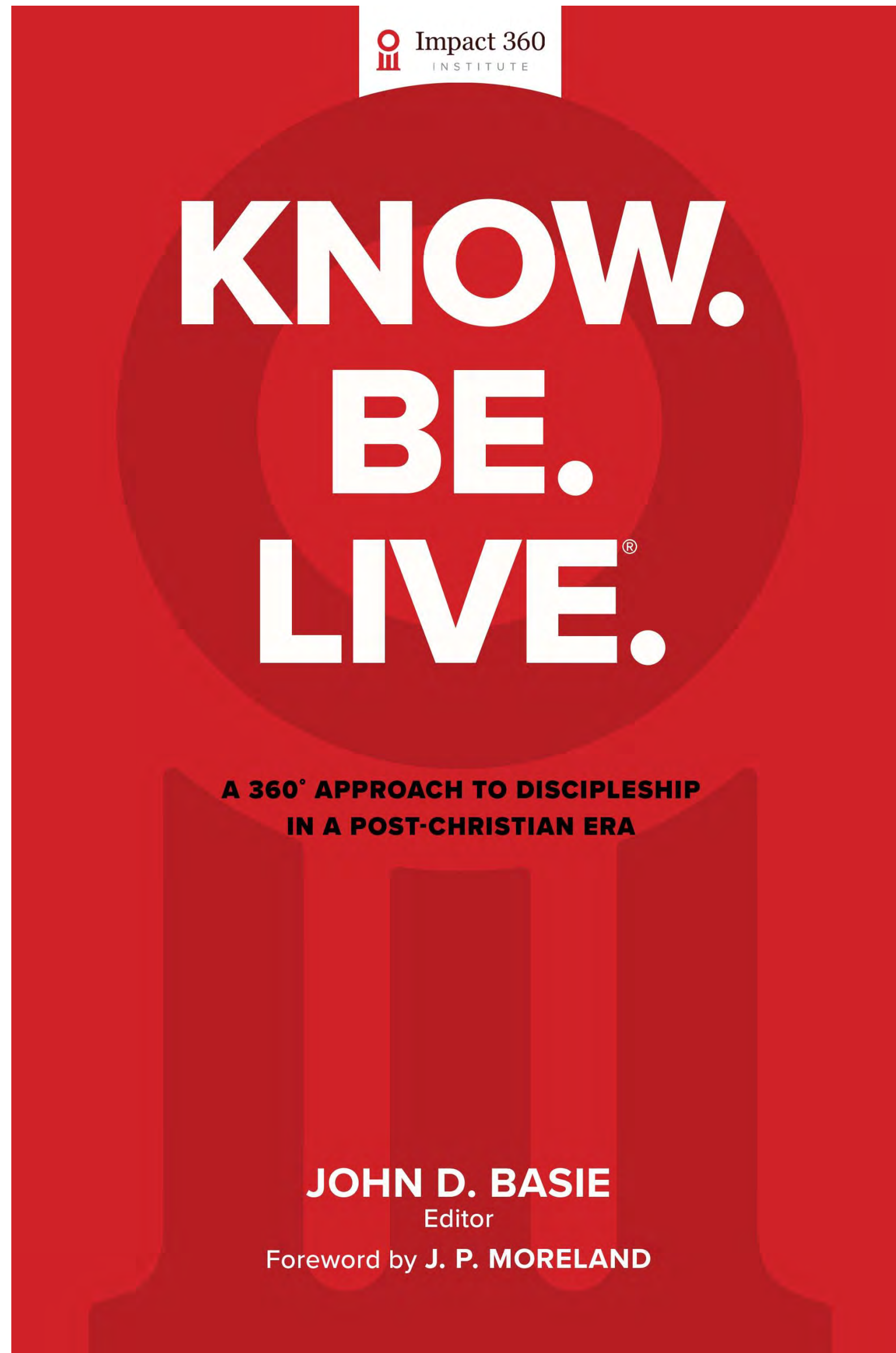
Challenge of the Disappearing Male

- Men without college degrees are more likely to live “haphazard” lives detached from family, community, work and faith.
- Females with college degrees tend to marry men with college degrees.

Is There Hope?

- 60% of Gen Z who are engaged Christians and 42% of all other Gen Z report that educational and career success are very important to them.
- Christian institutions can leverage this value in ways that benefit the entire educational ethos.
- Intentional messaging around purpose, vocation and calling to attract.
- Strategic use of desperate partners.
- Coordinated campus strategy on same to retain.

Vocation: A Gen Z Need and an Institutional Value Proposition

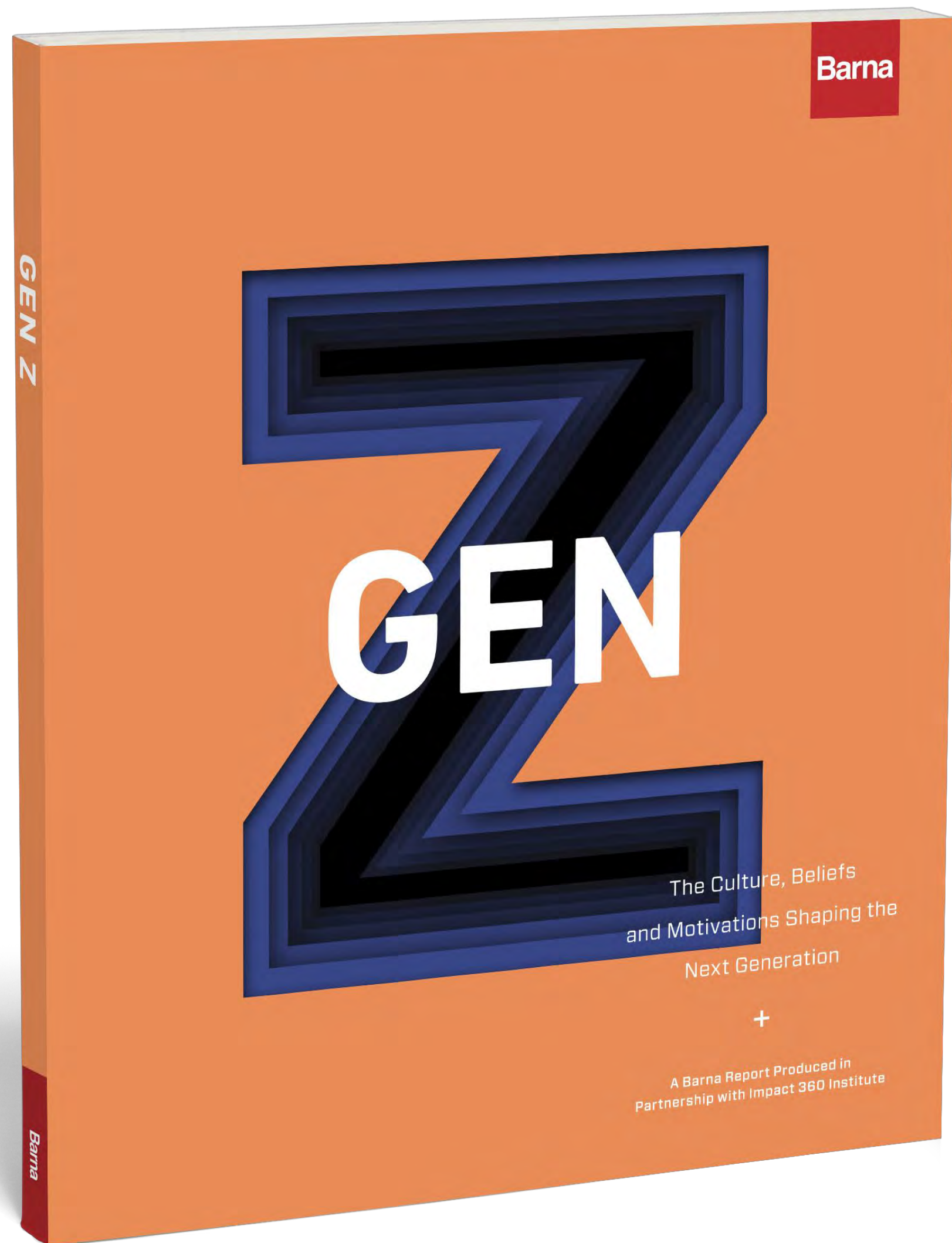


- Gen Z'ers WANT to be challenged to grow according to their design. They need a compelling vision for higher education. Finishing a degree for the sake of a job isn't enough.
- Faculty and key institutional leaders are in a strategic position to help Gen Z'ers understand their deepest "why" for their time in college.
- Simply put, their deepest "why" for pursuing a college-level Christ-centered education is to grow holistically as image bearers of God. Know (intellectual discipleship), Be (character/spiritual formation), and Live (vocational discipleship) are the key components.
- Intentional vocational discipleship must go beyond relying solely on the career office. The deepest kind of vocational discipleship is possible only in rich Christ-centered community. This means cultivating a holistic ethos of vocational stewardship.

Cultivating an ethos of Vocational Stewardship: What we have learned at Impact 360 Institute

- What we mean by *vocation*: a station of service that is grounded in the great commandment—love of God and love of neighbor (Matt 22).
- The holistic Know, Be, Live model of learning and growth is a prerequisite.
- We can summarize what we've learned about vocation and Gen Z at Impact 360 Institute in three words:





- Discern:
 - Identifying gifts/strengths; encouragement to embrace a God-sized vision for their work
 - Increasing self-awareness of God's design and the implications of fallenness and redemption on the motivation to work
 - Identifying obstacles to forward movement
 - Deep Christian community is essential
- Develop
 - Gift/strength cultivation; disciplined practice
 - Building resilience by making failure a friend
 - Proactively strengthen desire for the work by *valuing the dignity of the work itself* over how it feels to do the work.
- Direct
 - Increased intentionality on saying "yes" only to opportunities that are in alignment with the student's God-given design.

Tips for Helping Gen Z'ers Discern, Develop, and Direct their Vocations in Christian higher ed. environments

- Take stock of what your current academic advising model can and cannot do. Consider investing in faculty and staff getting trained in ICF-accredited coaching that they can integrate into their advising sessions. Moving beyond traditional major advising to question-based coaching will serve students better in the long run by helping them better understand their unique design and better prepare for the workplace of the future (Rice University/Doerr Institute; Maryville University; IWU, and others).
- Select student life and career services professionals who are natural people developers to get certified in key personality and career assessments. These are invaluable tools. Ensure student access to these resources is low-barrier.

Tips, continued

- Assess the extent to which faculty and relevant staff have a sufficiently robust theological understanding of vocation. How proactively do your physicists, historians, and business management professors weave this into the fabric of every course? What would it take to strengthen this aspect of the learning environment?
- Coaches are key to athletics; athletics are more important than ever in attracting male students. How can coaches be developed intentionally such that the relationships between them and their athletes translates to a deeper understanding of vocation? What can coaches and faculty learn from each other for the sake of creating a more robust and holistic learning environment?
- Leverage Gen Z's innate desire for career success to help them see the value of going deeper into authentic vocational discipleship. "Aim at heaven and get earth thrown in; aim at earth and get neither." -C.S. Lewis.

Tips, continued

- Study Gen Z! Cultivate a curiosity-based mindset when speaking with them. Take relevant research into account.
- Spend time with them. Our 2020 research with Barna shows that 75% of Gen Z believe authority figures have their best interests in mind, and the same proportion say they welcome positive criticism from older generations. See genzlab.com for free resources!
- Ephesians 2:10 (NLT): "For we are God's masterpiece. He has created us anew in Christ Jesus, so we can do the good things he planned for us long ago."



Your Guide to Leading the Next Generation in a Post-Christian Culture

[ENTER GEN Z LAB](#)

Gen Z Is Living In A Different World

Today's teens are living in a different world, a world with new rules. Do you know what Gen Z is facing? Do you want to know