Appealing to the Snapchat Generation

Using Technology to Break Through Students' Eight-Second Information Filters

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PULL OUT THOSE PHONES

KAHOOTS.IT

PIN: XXXX
Re-occurring cycles of generations

20

2-3

year segments with characteristics defined by global phenomenon and major technological advancement

year micro-generations
WHO ARE THEY?

“SMARTER THAN BOOMERS AND WAY MORE AMBITIOUS THAN MILLENNIALS”

INUNDATED WITH MORE INFORMATION THAN EVER BEFORE

8-SECOND FILTER FOR PRIORITIZATION OF INFORMATION

ENTREPRENEURIAL AND INNOVATIVE
DIFFERENCES

BETWEEN MILLENNIALS AND GEN Z

MILLENNIALS
- idealist
- freedom and flexibility
- education as an investment
- text & email
- global
- digital natives
- helicopter parents

GEN Z
- pragmatic
- security and stability
- caution with spending
- face to face & text
- diverse
- intuitive technology
- stealth fighter parents
ENGAGING WITH GEN Z

- HYPER-AWARE OF THEIR IMAGE
- CURATED DIGITAL FOOTPRINT
- DIGITALLY PROFICIENT
- DRAWN TO AESTHETIC PRODUCTS
UNDERSTANDING THEIR PARENTS

INVOLVED WHEN WARRANTED

SKEPTICAL AND PRICE CONSCIOUS

DIGITALLY LITERATE RESEARCHERS

WILLING TO BYPASS SYSTEM

CCG
GEN Z AND HIGHER ED

CONNECT DIGITAL ENGAGEMENT WITH STUDENT EXPERIENCE

CO-CREATE AND INVOLVED STUDENTS IN LEARNING DESIGN

MOTIVATE BY FOCUSING ON CAREER OUTCOMES

FOCUS ON COST EFFECTIVE OPTIONS: ONLINE CLASSES, BOOT CAMPS AND CERTIFICATIONS PROGRAMS
GEN Z, HIGHER ED AND TECH

- Social Learning Environments with Hands-On Learning
- On Demand with Low Barriers to Access
- Expect Digital Tools to Be Deeply Integrated into Education
- Learning Isn’t Limited to the Classroom - Make Use of Smartphones
THE GOOD
FACEBOOK
INSTAGRAM
INDIVIDUAL EMAILS
PEER ADVISING
ONE-ON-ONE ADVISING

THE DIFFICULT
VALUE OF STUDY ABROAD CENTRAL TO DECISION MAKING PROCESS
STATE SCHOLARSHIP INCREASING INTEREST
DIFFICULT TO TAILOR MESSAGES AS UNIVERSITY STUDENT POPULATION INCREASING

THE CHANGES
SHORTER EMAILS
SMALLER EVENTS (COLLEGE SPECIFIC, MINI-FAIRS, ETC.)
TAILORED COMMUNICATION BY MAJOR
GOING TO THEM
THE UNIVERSITY of TULSA

SMALL PRIVATE

TULSA, OKLAHOMA

250 STUDENTS ABROAD ANNUALLY

THE GOOD

- Facebook
- Snapchat
- LinkedIn
- Peer Advising
- Query Watches and Individual Emails
- Pre-Departure Info in TDS

THE DIFFICULT

- Greater focus on diversity and first generation student needs
- Students struggling with discernment and critical thinking

THE CHANGES

- More frequent touchpoints through email
- Tailored communication rather than mass communication
- Utilizing Snapchat more
- Personalized video thank views

THE UNIVERSITY of TULSA
<table>
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<tr>
<th>THE GOOD</th>
<th>THE DIFFICULT</th>
<th>THE CHANGES</th>
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<tr>
<td>All the social medias- more recently Snapchat</td>
<td>Hard to get them to answer the phone</td>
<td>Enabling text communication</td>
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<td>Text and virtual advising</td>
<td>Overwhelmed by content</td>
<td>Condensing content in email, app and forms</td>
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<td>Multi-media emails timed to specific touch points</td>
<td>Parents heavily involved</td>
<td>Simplified app</td>
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<td>Bite-sized information available pre-departure</td>
<td>Difficulty prioritizing important deadlines</td>
<td>More video resources</td>
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<td>LMS for streamlined communication on-site</td>
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<td>Make it easy and accessible</td>
<td>Communicate concisely</td>
<td>Focus on what is necessary</td>
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<td>Be thoughtful what is said and when</td>
<td>Re-introduce important points</td>
<td>Break up long apps &amp; set deadlines</td>
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<td>Provide a guide or assistance</td>
<td>Tailor information to specific milestones</td>
<td>A few tips</td>
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LMS APPS

ENGAGE WHERE THEY ARE

Learning content uploaded to app
Real-time cultural engagement
Assessment through gamified badges
Centralize communication with students
Scheduling and push notifications
Health and safety check-ins
CHALLENGES USING LMS ABROAD FOR UNIVERSITIES

ASYNCHRONOUS STUDENT PROGRAMS, ITINERARIES AND TIME ZONES

GENERALITY MIXED WITH SPECIFICITY - DIFFICULT CUSTOMIZING TO EVERY STUDENT EXPERIENCE

MAY BE EASIER TO ROLL OUT FOR ONE PROGRAM TYPE RATHER THAN ALL (I.E. FACULTY-LED OR EXCHANGE)

TEND TO DISCONNECT WITH UNIVERSITY EMAIL AND COMMUNICATION CHANNELS WHILE ABROAD

DIFFICULT IF USING MULTIPLE CHANNELS FOR COMMUNICATION BECAUSE STUDENTS MIGHT SEE IT AS DUPLICATING COMMUNICATION
BLUEPRINT FOR SUCCESS

- Simplify
- Bite-size
- Timely
- Concise
- Streamline
- Graphic
- Virtual
- Tailored
- Gamified App
- LMS
- Digital Resources
- Refine Portfolio
- Integrate
- Curriculum
- Family Guide

ALL
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