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# Appealing to the Snapchat Generation

**USING TECHNOLOGY TO BREAK THROUGH  
STUDENTS' EIGHT-SECOND INFORMATION FILTERS**



# PULL OUT THOSE PHONES



**KAHOOTS.IT**

**PIN: XXXX**

The background of the slide is a light blue vertical rectangle centered over a blurred image of a spiral notebook and graph paper. The notebook is on the left, and the graph paper is on the right.

# OUTLINE

BACKGROUND

RESEARCH

CASE STUDIES

IN PRACTICE

# GENERATION THEORY

4

Re-occurring  
cycles of  
generations

20

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

2-3

year micro-  
generations



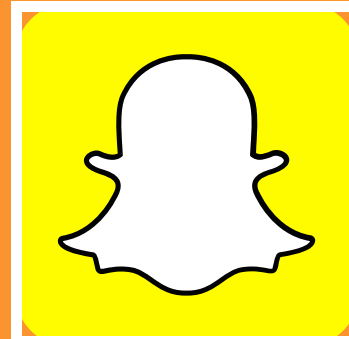
# WHO ARE THEY?



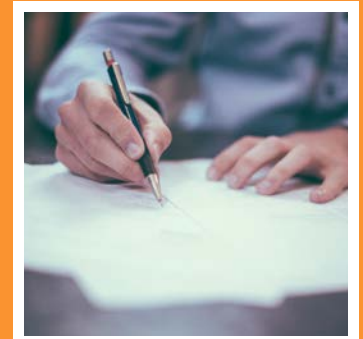
"SMARTER THAN BOOMERS AND WAY MORE AMBITIOUS THAN MILLENNIALS"



INUNDATED WITH MORE INFORMATION THAN EVER BEFORE



8-SECOND FILTER FOR PRIORITIZATION OF INFORMATION



ENTREPRENEURIAL AND INNOVATIVE

# DIFFERENCES

CKLL

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

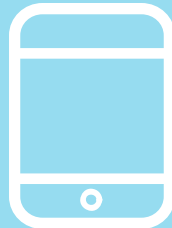
CKLL



**HYPER-AWARE OF  
THEIR IMAGE**



**CURATED DIGITAL  
FOOTPRINT**



**DIGITALLY  
PROFICIENT**



**DRAWN TO  
AESTHETIC  
PRODUCTS**

# UNDERSTANDING THEIR PARENTS

CCG



INVOLVED WHEN  
WARRANTED



SKEPTICAL AND PRICE  
CONSCIOUS



DIGITALLY LITERATE  
RESEARCHERS



WILLING TO BYPASS  
SYSTEM

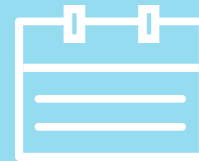
# GEN Z AND HIGHER ED



**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 CNI



**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**

# LARGE PUBLIC

GAINESVILLE, FLORIDA **CCG**

2300 STUDENTS ABROAD ANNUALLY

## 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



# SMALL PRIVATE

TULSA, OKLAHOMA **CKLL**  
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 TOUCH-  
POINTS THROUGH EMAIL

TAILORED  
COMMUNICATION RATHER  
THAN MASS  
COMMUNICATION

UTILIZING SNAPCHAT  
MORE

PERSONALIZED VIDEO  
THANK VIEWS

# LARGE PROVIDER

AUSTIN, TEXAS

CNI

THOUSANDS OF STUDENTS ABROAD  
ANNUALLY

## THE GOOD

ALL THE SOCIAL MEDIAS-  
MORE RECENTLY  
SNAPCHAT

TEXT AND VIRTUAL  
ADVISING

MULTI-MEDIA EMAILS  
TIMED TO SPECIFIC  
TOUCH POINTS

BITE-SIZED INFORMATION  
AVAILABLE PRE-  
DEPARTURE

## THE DIFFICULT

HARD TO GET THEM TO  
ANSWER THE PHONE

OVERWHELMED BY  
CONTENT

PARENTS HEAVILY  
INVOLVED

DIFFICULTY PRIORITIZING  
IMPORTANT DEADLINES

## THE CHANGES

ENABLING TEXT  
COMMUNICATION

CONDENSING CONTENT IN  
EMAIL, APP AND FORMS

SIMPLIFIED APP

MORE VIDEO RESOURCES

LMS FOR STREAMLINED  
COMMUNICATION ON-SITE

**MAKE IT EASY  
AND  
ACCESSIBLE**

**COMMUNICATE  
CONCISELY**

**FOCUS ON<sup>CNI</sup>  
WHAT IS  
NECESSARY**

**BE THOUGHTFUL  
WHAT IS SAID  
AND WHEN**

**A FEW  
TIPS**

**RE-INTRODUCE  
IMPORTANT  
POINTS**

**PROVIDE A  
GUIDE OR  
ASSISTANCE**

**TAILOR  
INFORMATION TO  
SPECIFIC  
MILESTONES**

**BREAK UP LONG  
APPS & SET  
DEADLINES**



# 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

# SCHOODOLOGY

CNI

All **isa** Programs  
now **Enhanced** with

 **schoology**

0:03 / 1:36

▶ ⏩ 🔊 ⚙️ 📺 🗉

The image shows a video player interface. The main content is a blue background with the text 'All isa Programs now Enhanced with' and a white box containing the Schoology logo and name. The video player controls at the bottom include a play button, a skip forward button, a volume icon, a progress bar showing 0:03 / 1:36, a settings gear icon, a full screen icon, and a refresh icon.

# CHALLENGES USING LMS ABROAD FOR UNIVERSITIES

CCG  
&  
CKLL

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

ALL

25%

SIMPLIFY  
BITE-SIZE  
TIMELY  
CONCISE

50%

STREAMLINE  
GRAPHIC  
VIRTUAL  
TAILORED

75%

GAMIFIED APP  
LMS  
DIGITAL  
RESOURCES

100%

REFINE PORTFOLIO  
INTEGRATE  
CURRICULUM  
FAMILY GUIDE

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