Generation Z: Advising Across the Generations

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KAREN HAUSCHILD
DIRECTOR, ACADEMIC ADVISING AND PLANNING CENTER
COLLEGE OF CHARLESTON
Of What Generation Are You?

- Traditionalists (1922-1946)
- Baby Boomers (1947-1964)
- Generation X (1965-1977)
- Generation Z (1995- )
Traditionalists (1922-1946)

- War made an impression
- Strong nuclear families
- Parenting=discipline
- Commitment to family, community, country
- Great Depression
- Work is a privilege
Baby Boomers (1947-1964)

• Impressed by the moon landing
• Civil Rights Movement
• Vietnam
• Women’s Lib
• Strong work ethic motivated by wealth, rank, prestige
• Team players who do not go against peers
Generation X (1965-1977)

- Impressed by energy crisis
- Fall of the Berlin Wall
- AIDS epidemic
- Working mothers
- Children of divorce
- Experienced independence
- Thrive on change
- Independent, flexible, adaptable
- Thrive on change
- Relatively tech savvy
- First generation to have less than their parents
Generation Y (1978-1994)

• Shaped by 911 and Oklahoma City terrorist attacks and Columbine school shooting
• Digital natives (internet, email, etc.)
• Shapes how they search for information, solve problems and communicate
• Most educated, most diverse
• Crave constant feedback and praise
• Top priority is stability
• Hard workers, good students
• Love their parents
• Hates conflict; consensus builders
Meet Generation Z (1995-)

• More than 25% of America’s population belongs to Gen Z (~19 years old); 40% of the US Population by 2020
• Growing up in Post 9/11 world during a recession; worry about the economy
• Mainstreaming and classroom diversity is part of the educational process
• Everybody wins
• 50% increase in multiracial youth since 2000.
• Gender roles and norms are blurring making in hard for Gen Zers to find mates and maintain households when they’re adults
• Grandparents and slingshot siblings moving in/back. (Gen Z share many of the same values of the Great Generation)

Source: sparksandhoney/generation-z-final-june-17/1
sparks & honey Cultural Forecast, Gen Z 2025: The Final Generation
Generation Z (1995- )
a.k.a. The Education Generation

• Value giving back more than making money
• Value experience over education; high home school rate/self-directed learning
• Virtually all working hours connected to a computer; overly reliant on devices
• Out-communicate previous generation, mostly via video.
• Entrepreneurial
• Their lives have been documented (video/camera) by their parents
• The generation of reality
• Food is their main vice
• 75% of teens say colleges should let students design their own courses/major
• 65% say they’re worried about the future
• 60% say they’ll have multiple careers by the time they’re 30.
• 58% of 13-17 year olds say they’re already saving money
• 55% say parents are pressuring them to work during high school
• 42% say they intend to work for themselves
• 15% prefer to interact with friends online

Source: sparks & honey, Cultural Forecast, Gen Z 2025: The Final Generation
Advising Implications

• Netweaving: “Gen Z will work a portfolio lifestyle, working many jobs simultaneously and using relationships they dip into for professional expertise and resources...Gen Z will collaborate and create with a vast network of contacts, dipping in and out of relationships for the greater good of their careers” (sparks & honey, slide 23)

• No such thing as an appointment

• “Self-effacing is the new authenticity” (Trunk, P., Leadership)

• Future job is finding their careers

• Out-communicating translates to workplace confidence
What do you think?

Talk with your group members for a few minutes about the obstacles or challenges you face in working or communicating with members of other generational groups.
The Conflict

• Baby Boomers see Millennials and Generation X as lacking discipline and focus.

• Generation X sees Baby Boomers as resistant to change, dogmatic in their thinking, sexist, defensive and lacking in creativity. They also see Millennials as arrogant.

• Millennials see Generation X as having poor problem-solving skills and being slow to respond. They also see Baby Boomers as resistant to change, dogmatic in their thinking, sexist, defensive, and lacking in creativity.

• How do we see Generation Z?
What Has Changed Our Culture?

• Less manufacturing, agriculture. More knowledge, service
• Global workforce
• Shifts in technology
• More automated work
• Access to communication tools
• Dual-income families
• Expectations for diversity
• Expectations for social responsibility
• Stringent legal/ethical environment
• Access to technology to air concerns, capture bad behavior, etc.
SHARE An Experience
What Can We Do?
Crossing the Generational Divide Workshop, April 2015, Carrie Messal, PhD., Associate Professor of Management and Marketing, College of Charleston School of Business.

The real deal about Gen Y: they’re inherently conservative by Penelope Trunk

Generation Z will revolutionize education, Trunk, P. March 30, 2011
http://blog.penelopetrunk.com/2011/03/30/generation-z-will-revolutionize-education/

How the next generation will surpass Gen Y, Trunk P. Dec. 21, 2012
http://blog.penelopetrunk.com/2012/12/21/why-the-next-generation-will-hate-gen-y/

What Leadership will look like when Generation Z takes over (and I hope Pope Francis), P Trunk

Meet Generation Z: Forget Everything You Learned about Millennials,
http://www.slideshare.net/sparksandhoney/generation-z-final-june-17/1

sparks & honey Cultural forecast, Gen Z 2025: The Final Generation,
http://www.slideshare.net/sparksandhoney/gen-z-2025-the-final-generation-preview
Other Resources of Interest


How I Did It...The U.S. Chairman of PWC on Keeping Millennials Engaged by Bob Moritz, 2014.


Stanley McChrystal: Listen, learn...then lead (Ted Talk), [https://www.youtube.com/watch?v=FmpIMt95ndU](https://www.youtube.com/watch?v=FmpIMt95ndU)