gnfmarketing

GMASS WEBINAR

Is your school brand ready for Gen Z?

Graduate Management Admission Council®

15 years with GMAC – Product Management

Previous: Marketing, Customer Care, and Risk Management

Work with schools and candidates to help them find each other

Specializes in how to maximize leads, product improvements and marketing consulting

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GRADUATE MANAGEMENT ADMISSION GMASS SEARCH SERVICE

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Today's Schedule

- A glimpse into what Gen Z is thinking about GME
- Who is Gen Z?
- What impacts them and makes them unique?
- What are the key attributes of this group?
- Are you ready for them?
- Takeaways
- Q&A

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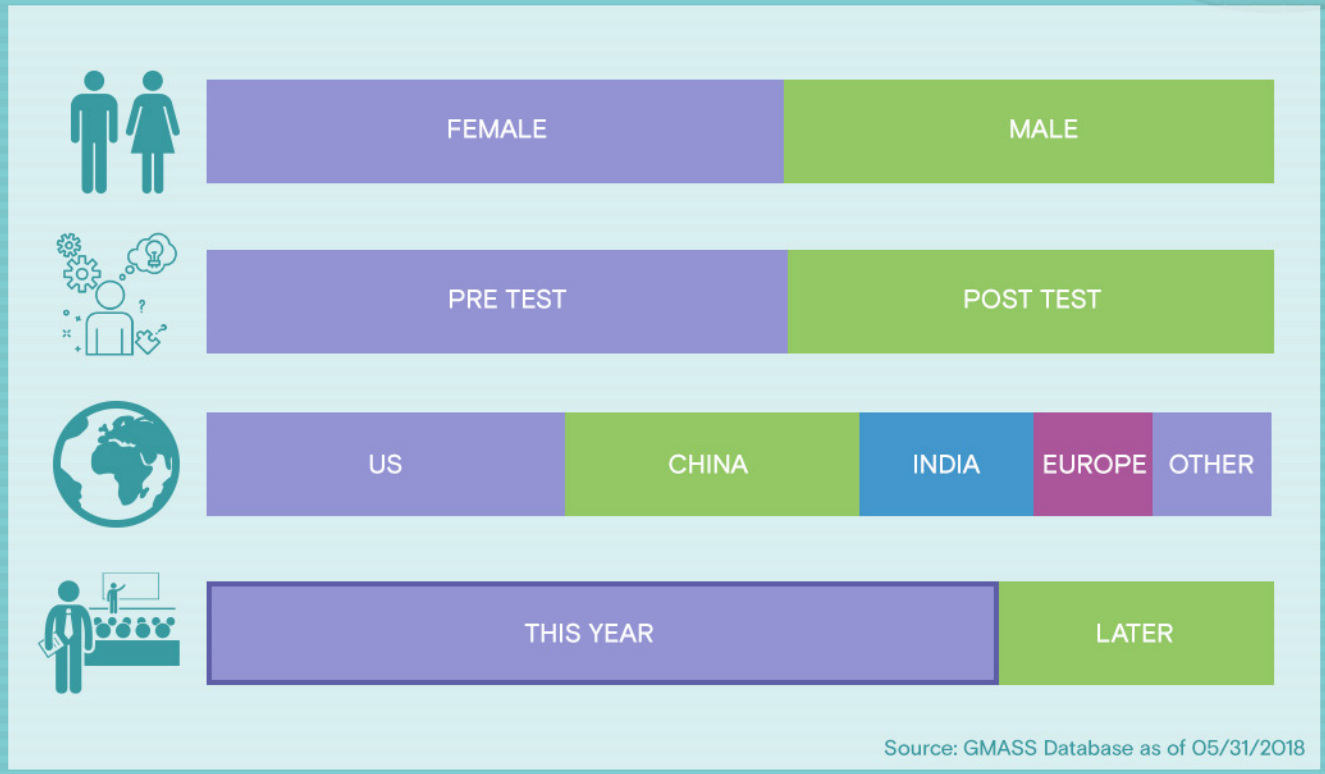
There are currently 122,000+ Gen Z candidates in the GMASS database



Source: GMASS Database as of 05/31/2018

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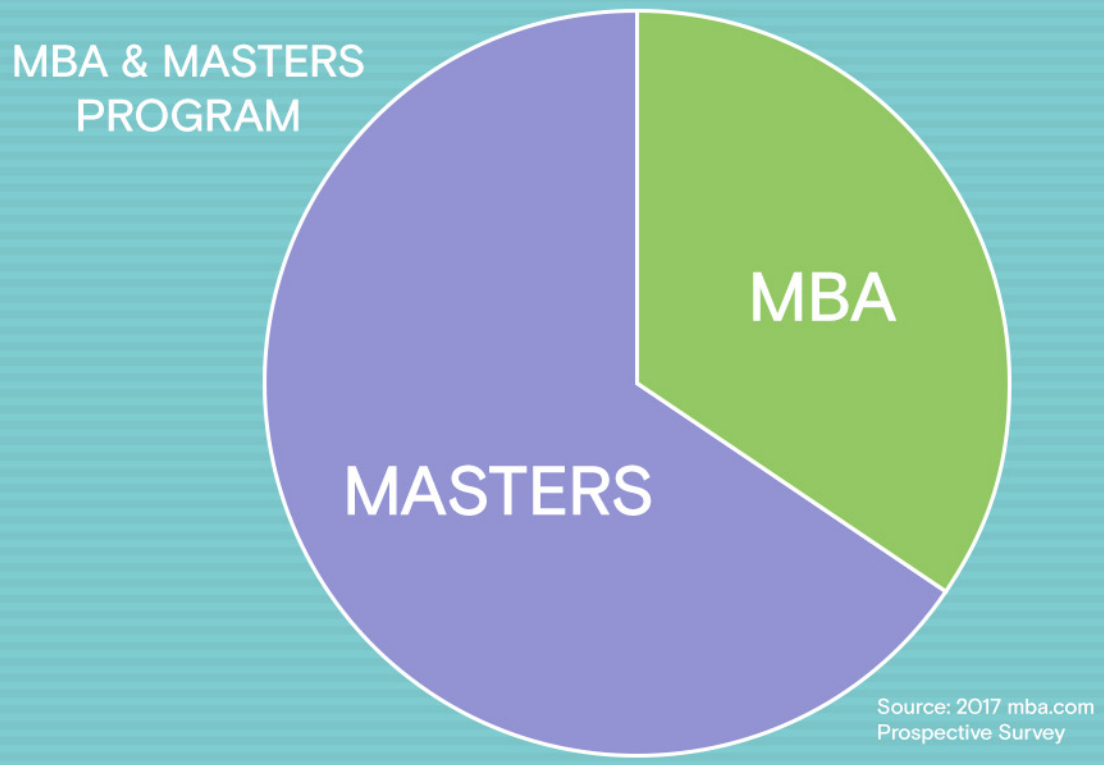
91% of all Gen Z - prefer a full-time program



Source: 2017 mba.com Prospective Survey

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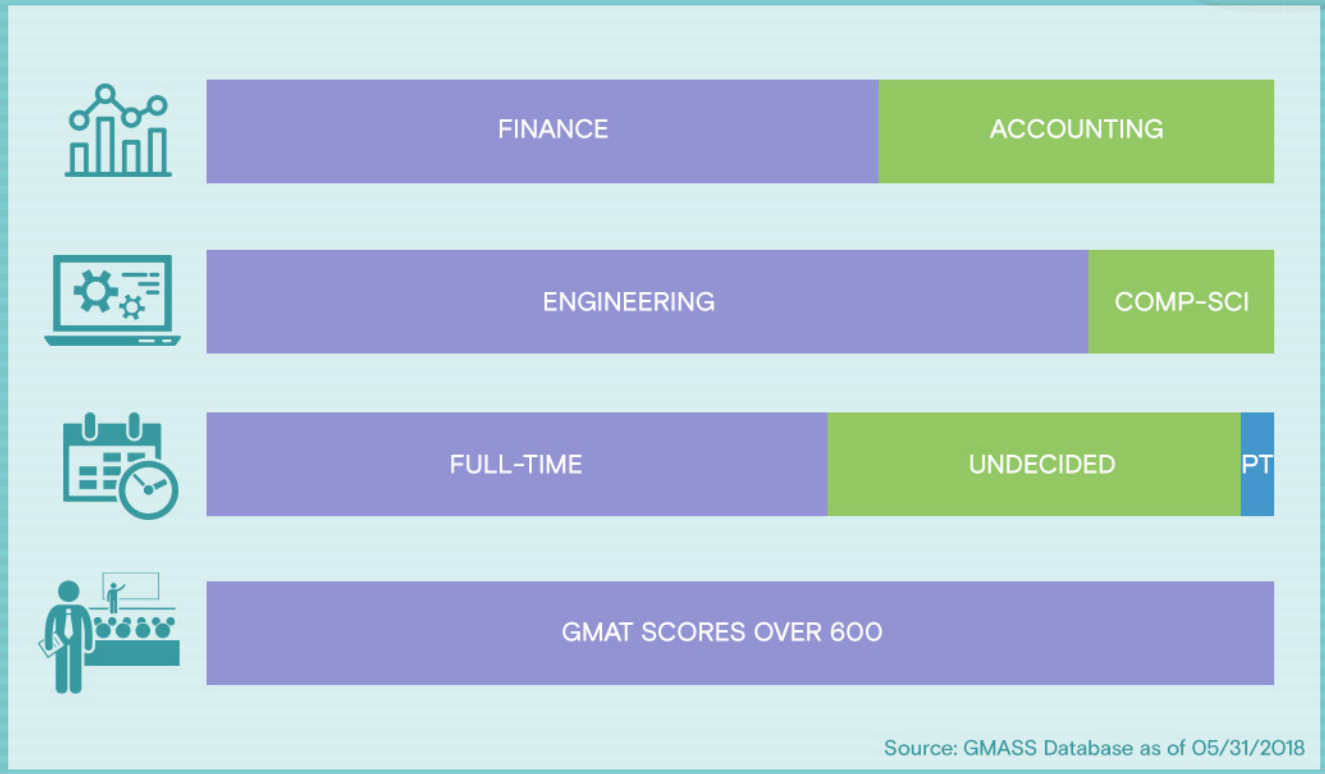
Almost half of the Gen Z candidates in the GMASS database have an undergrad degree in Engineering or Computer Science



Source: GMASS Database as of 05/31/2018

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Did you know that GMAC has an "On Campus Presence (OCP)" initiative?

40% of undergrads plan to apply to b school before or immediately after graduation

65% plan to get an MBA

OCP IS WORKING!

Students on long-term OCP campuses think junior year is the best time to take a standardized admissions test.

Short-term OCP campuses think senior year is best.

Long-term = 4+ semesters
Short-term = 2 or fewer semester

Source: GMASS Database as of 05/31/2018

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STEVE GOLD

CCO of GNF Marketing
Professor at Baruch College

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Hey mister...
Hey kid...
Do not hold doors
Do not hold doors
L6
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Our focus today is on Generation Z

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GEN Z IS OFF TO GRAD SCHOOL

Are you prepared to talk to them?

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While every generation before them has said:

When the going gets tough, the tough get going.

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While every generation before them has said:

When the going gets tough, the tough get going.

They say:

When the going gets tough, maybe we should try a different route.

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GNF

While we all said:

If at first you don't succeed, try, try again.

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While we all said:

If at first you don't succeed, try, try again.

They say:

If at first you don't succeed, maybe you shouldn't be there.

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GNF

realistic
pragmatic
rather serious
goal oriented
little patience
Gen Z will flood the workplace and Grad School by 2020
socially aware
rapid decision making
always connected
multi-cultural
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Brace yourself for the Generation Z culture shift
Graduate
Management
Admission
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PART 1

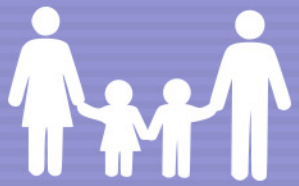
Who is Gen Z?

60 MILLION STRONG

22% OF TOTAL U.S. POPULATION

40% OF ALL CONSUMERS BY YEAR 2020

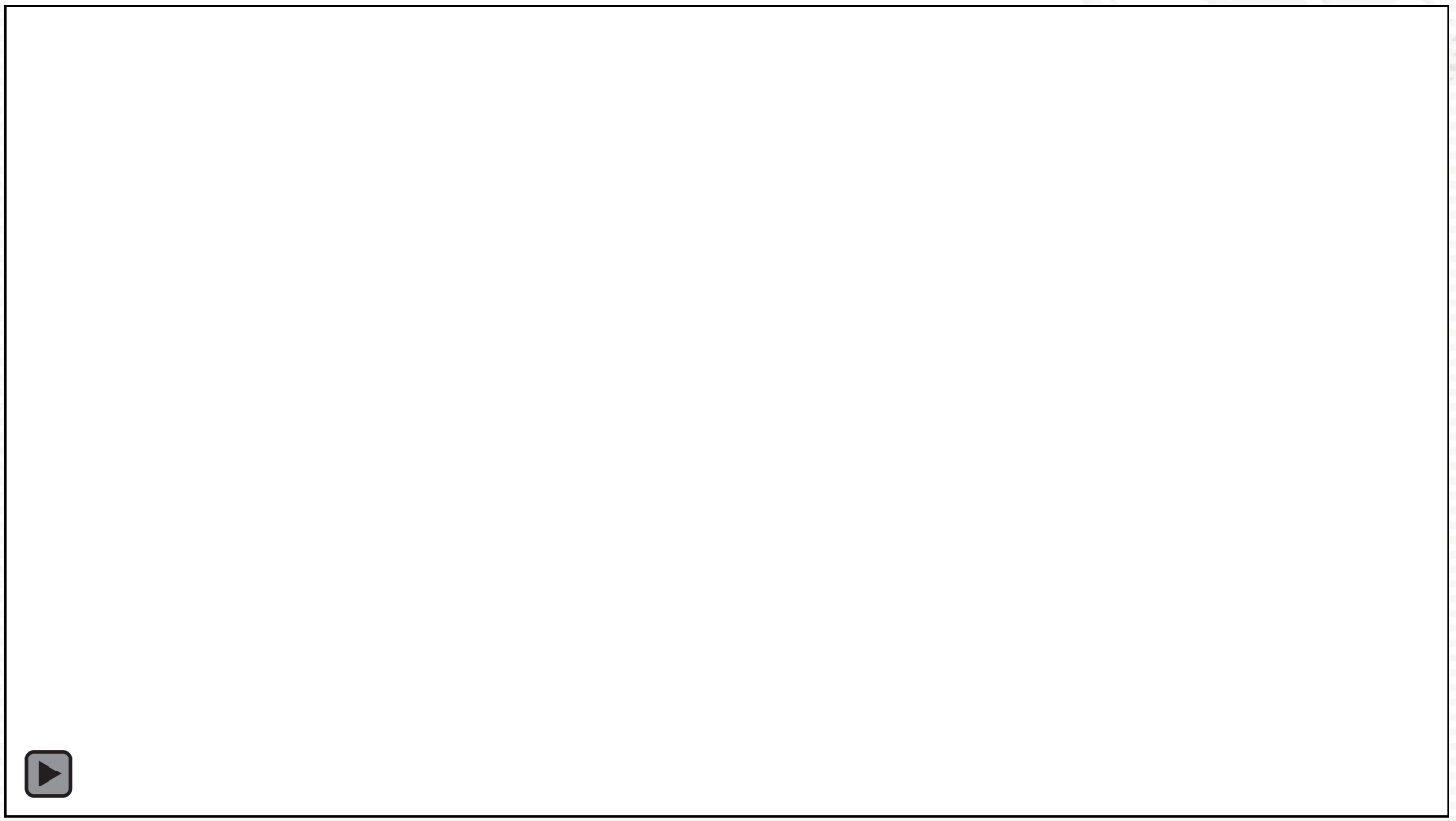
The most ethnically diverse. Last generation where Caucasians are the majority.



They view marriage as less important, but parenting as more important.

They are the "genre-less" generation and see things very differently than every generation before them.

The Boy Scouts in the News



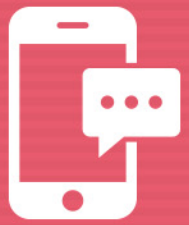
PART 2

What They Do

70% watch YouTube every day (2 hours)

8-9 hours a day connected to at least one form of media

2/3rds have constant internet access



They send, on average, 50 text messages a day.

And emailing?
Well, that's so yesterday.

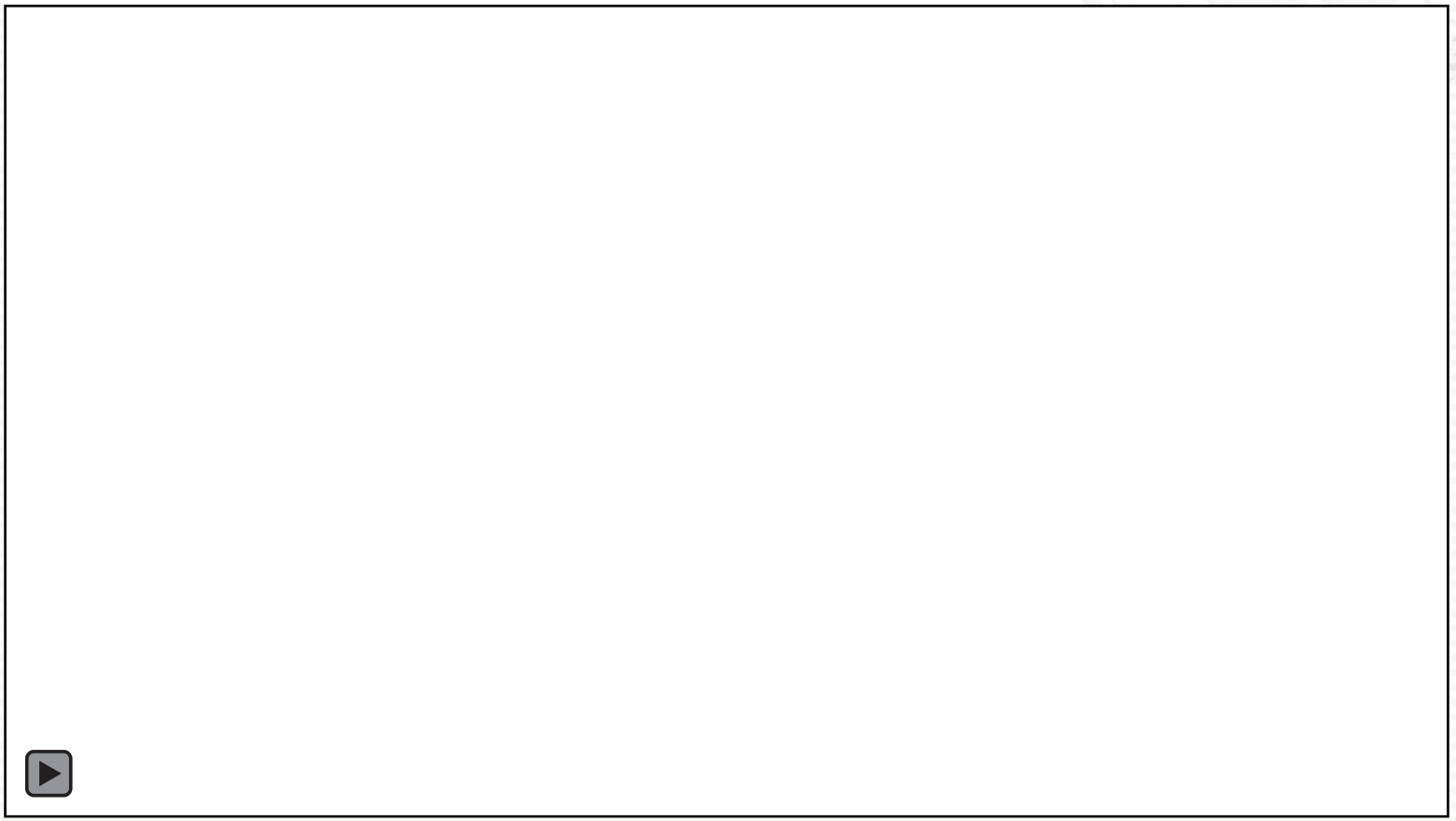
THEIR BUYING POWER

An average of $16.90 per week in earnings represents $44 billion in buying power.

Characteristics

- Attention span of 8 seconds
- An amazing nose for BS
- The most independent generation
- Want to work for social change
- "Serious Minded Strivers"

Parkland, FL High Schoolers



So, what is success to them?

70% say a high salary

69% say being happy

69% say being in good physical condition

60% say enjoying their career

56% say graduating from a reputable college

Let's compare them to Millennials

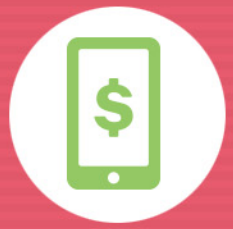
Gen Z	Millennials
Tech-innate: 5 screens	2 screens
Think in 4D	Think in 3D
Judiciously share	Radically transparent (share all)
Active volunteer	Slactivists
Togetherness	Tolerance
Mature	Immature
Communicate with images	Communicate with text
Make stuff	Share stuff
Have humility	Have low confidence
Future-focused	Now-focused
Realists	Optimists
Want to work for success	Want to be discovered
Collective conscious	Team-oriented

What has impacted this group and what makes them unique?

42% of recent grads prefer in-person meetings

More prefer to give up food rather than connectivity

The recession is the defining moment of their lives



72% keep an eye on their personal finances at all times

Views on education and life
33% watch lessons online
20% read text books online
32% work with classmates online
64% consider getting an advanced degree as one of their lifetime goals

They now have AADD...

They now have AADD...

Classroom attention span of 7-10 minutes.

... and their brains are structured differently.

Gen Z and Careers

78% will complete internship or apprenticeship

84% expect employer will provide formal training

Preference for working for a large company is increasing

Expect to work for the first employer 3-5 years.

77% think they'll have to work harder than the prior generation to have satisfying professional lives.

PART 3

So, what are the key attributes of this group that will inform those trying to reach them in the coming years?

AUTHENTIC

AUTHEN

ENTREPRENEURIAL

AUTHENTIC

ENTREPRENEURIAL

AUTHENTIC

PRAGMATIC

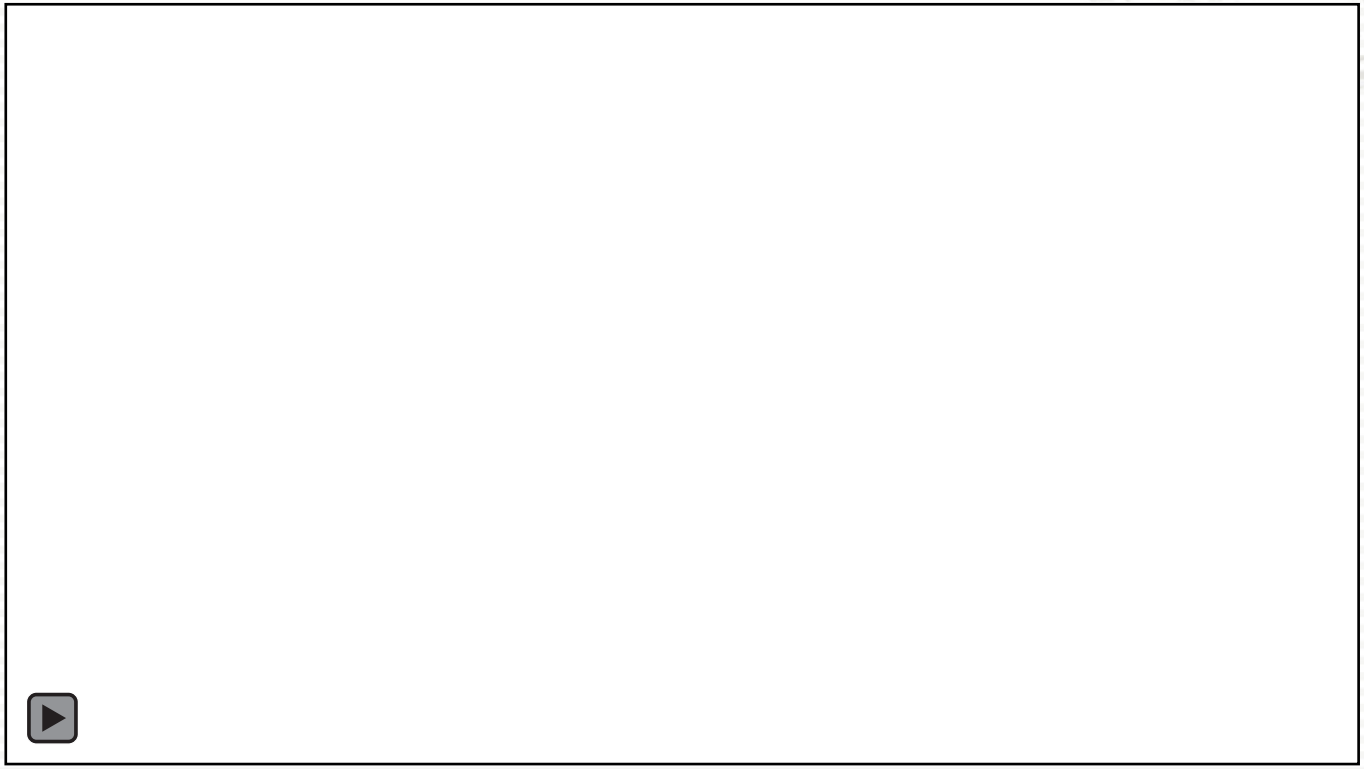
ENTREPRENEURIAL

AUTHENTIC

PRAGMATIC

DIGITALLY CONNECTED

Epiduo Acne Rx Spot



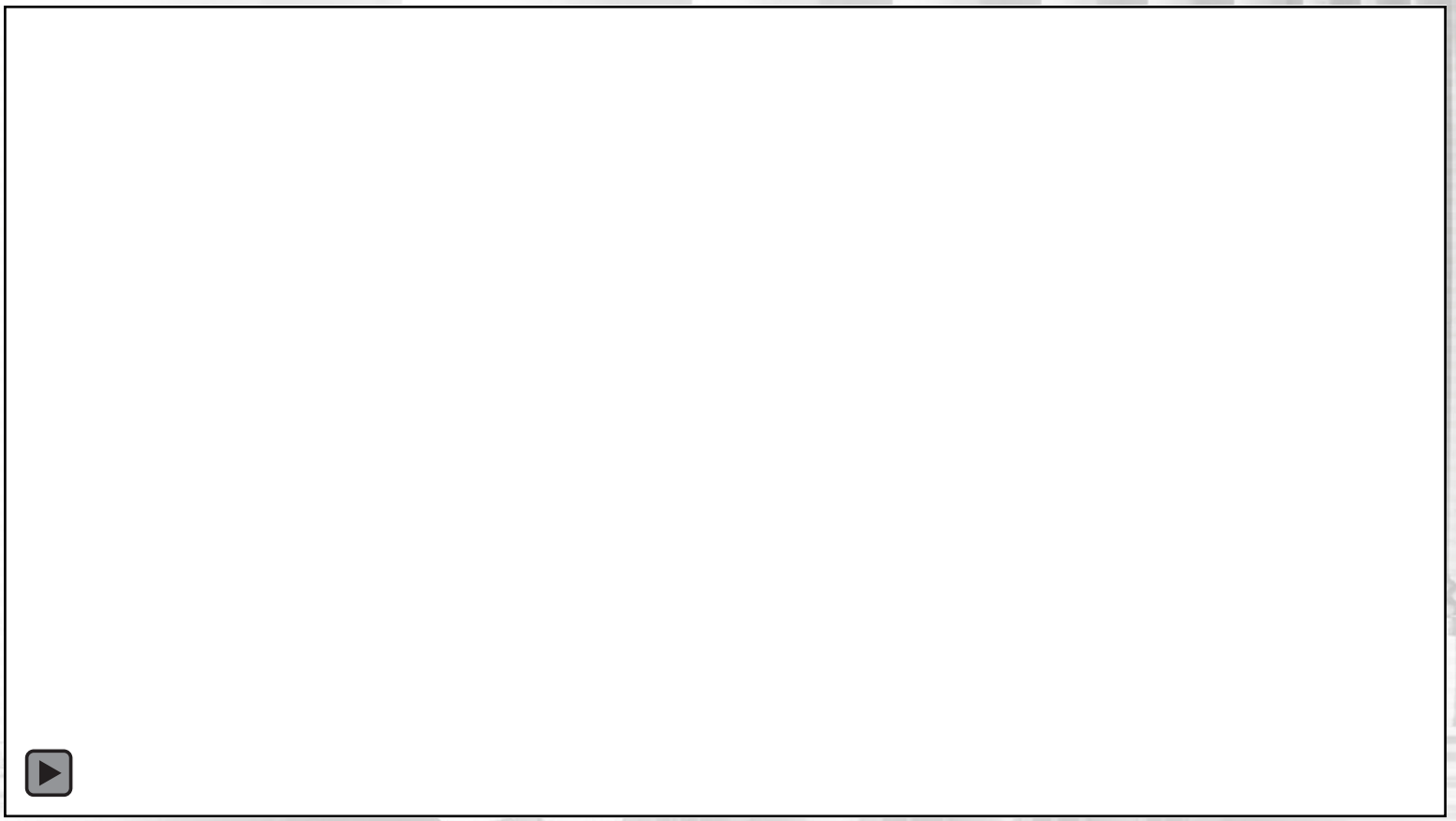
PART 4

Is your college a brand that is positioned to attract them?

1

Tell your story and recruit with FACTS. Not fairy tales.

University of Washington Spot



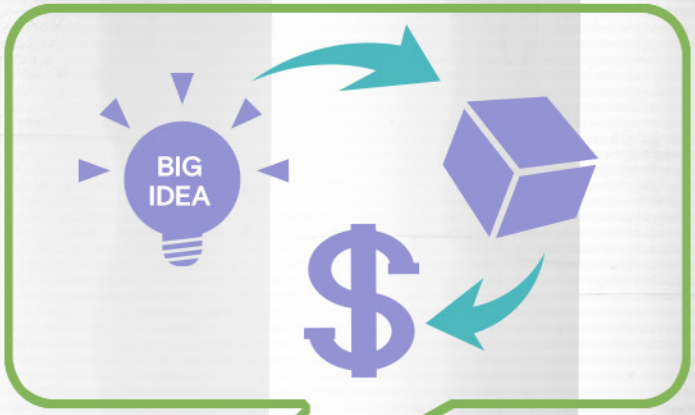
Sydney University Spot

#2

Promote how you can satisfy their preference for collaboration.

#3

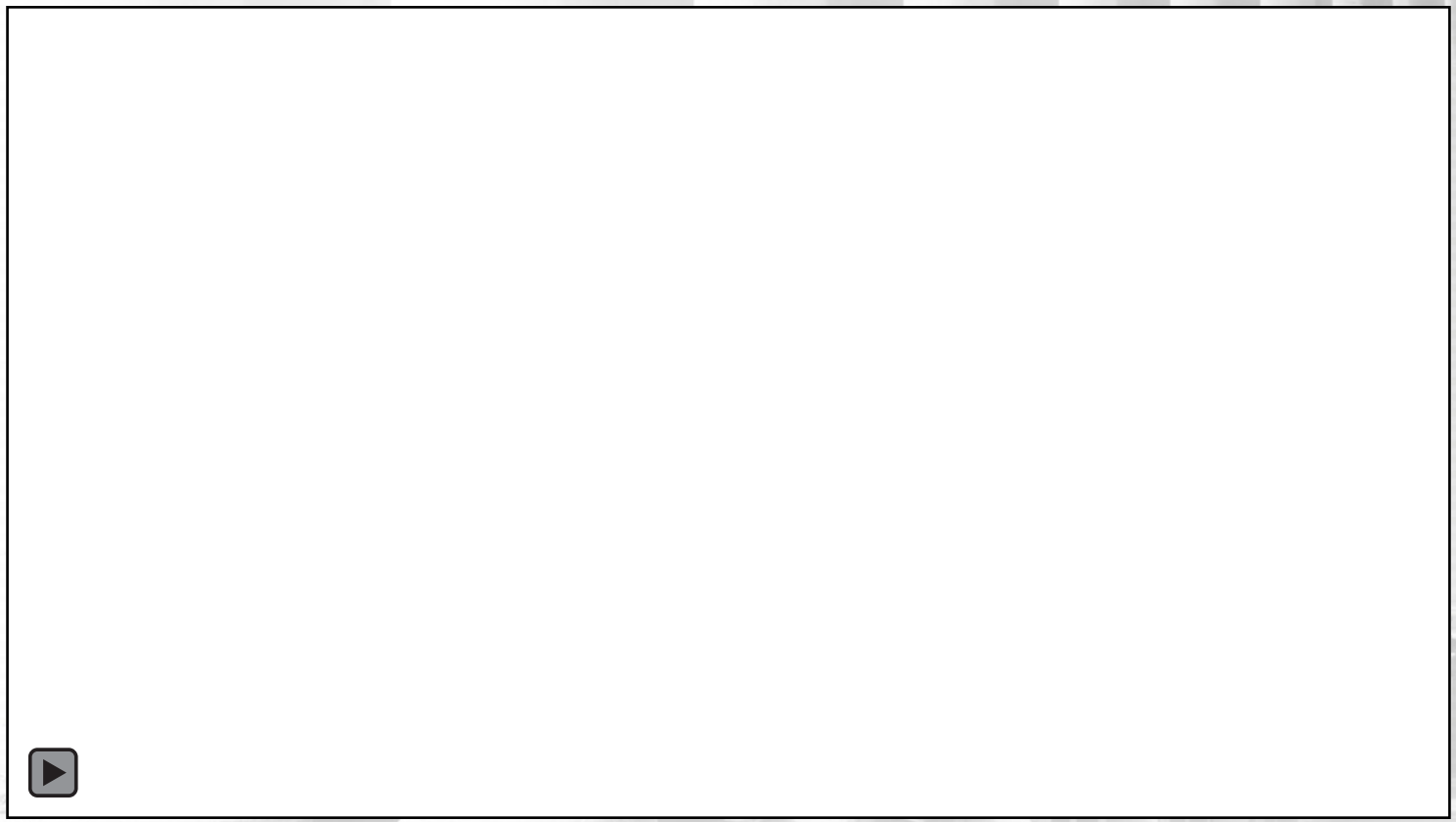
Leverage your alumni networks and the power of the influencers.



#4 Feed their need to be entrepreneurs.

#5
Explain what your college stands for.

University of Phoenix Spot



#6
Provide more concrete data on industries/companies/salaries.

#7

Foster their creativity.

PART 5

TAKEAWAYS

There are key “kicking of the tires” you can do to assess how they would see your message.

Does your college messaging seem authentic?

Do you speak to them in tangible terms, vis-à-vis their future?

Technology has changed eveything for

GENERATION Z

Those who adapt to
this change will succeed

Q&A

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