Values and Drivers

• Support from family and friends is incredibly important.

• American Gen Zers prioritize mental as well as physical wellness. They are preoccupied with their mental health and that of their peers.

• They hope for work/life balance but are not sure they will get it.

• Inclusion and equity are especially valued.

GME Hopes and Dreams

• American Gen Zers want to tailor studies to their needs, with opportunities for both broad and specialist GME content.

• They are looking for real-world experience, networking, and career direction from GME.

• They are seeking to advance to leadership roles—a mix of corporate leaders and team leaders. For some, ambition is more modest than others.

• Business school location is important—some cited wanting to stay near their home city and others wanted to move.

How To Reach Them

• Alumni experience is especially valuable, and many look to current university/future program faculty and staff for ‘formal’ advice.

• Many are focused on how to finance their studies.

• Social media can be an important tool to bring the GME experience to life and make it relevant.

• Top 3 social networks for researching education, learning, skills: LinkedIn, YouTube, Facebook

Access the full summary report at gmac.com/genz