



WHAT IT'S LIKE BEING GEN Z

**Kevyn Glanton
AJ Nelson
Richie Harris**

CoPHPR Summit, 2/18/2020



Target Learning Outcomes

To gain an understanding of the obstacles and challenges faced by today's youth relative to health and wellness

To learn some of the root causes of health disparities that are prevalent amongst today's youth residing in low-income neighborhoods

To interact with members of Gen Z and to forge thoughts and ideas of how they are both similar and different to other

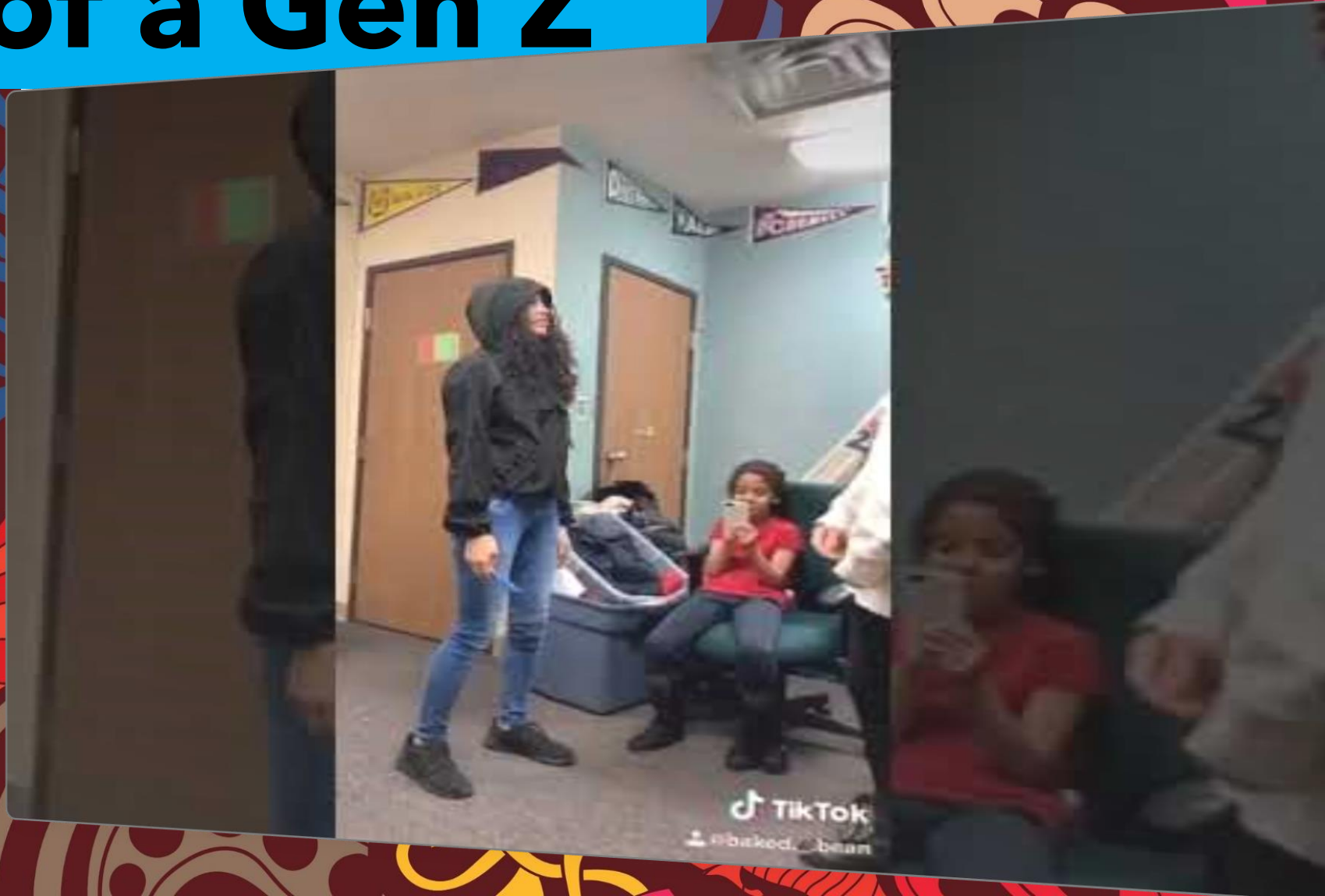
9th To receive first-hand accounts of the significant role that technology plays within the daily lives of today's teenagers



MEET THE PANEL

Kevyn Glanton
AJ Nelson
Richie Harris

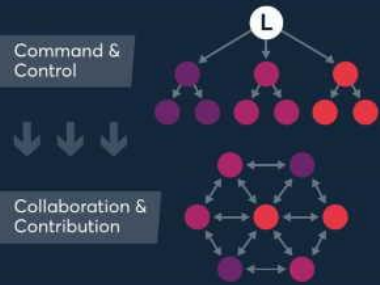
Typical Day of a Gen Z



EFFECTIVE ENGAGEMENT

X	Verbal	Visual	Z
Sit & listen	Try & see		
Teacher	Facilitator		
Job security	Flexibility		
Authoritarian	Participative		
Curriculum centred	Learner centric		
Closed book exams	Open book world		
Books & paper	Glass & devices		
Doer	Co-creator		

LEADERSHIP CHANGE



UNI DEGREES



TOP EMOJIS



MOBILITY



CHANGING GENERATIONS



2,800,000 Gen Alphas born globally each week

CHARACTERISTICS

- Global
- Digital
- Social
- Mobile
- Visual

TOP BABY NAMES

Oliver	1	Charlotte
Jack	2	Olivia
William	3	Ava
Noah	4	Amelia
Henry	5	Mia

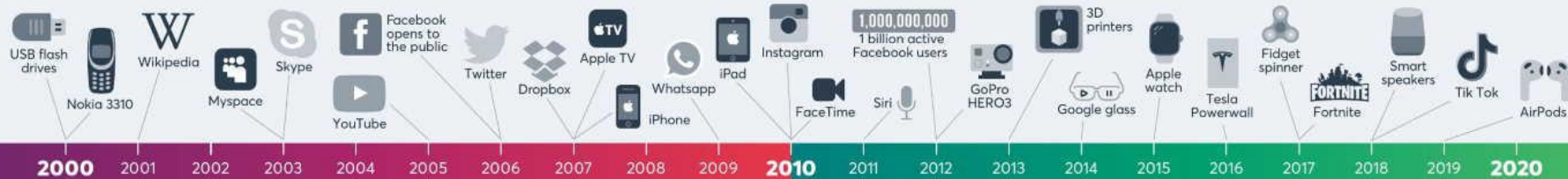
WORKFORCE OF 2030

X 23%

Y 32%

Z 34%

α 11%



MEME OF THE YEAR

- Badger video, Charlie the unicorn, Chuck Norris facts, Potter puppet pals, Charlie bit my finger, David after dentist, JK wedding dance, Photo-bombing, Planking, Gangnam Style, The Fox, Icebucket Challenge, Blue & black/white & gold, Bottle flip, The dab, Floss dance, 10 year challenge

WORD OF THE YEAR

- Blog, Texting, Emo, Podcast, Peeps, Bailout, Unfriend, App, Cloud, Hashtag, Selfie, YOLO, Post-truth, Fake news, Toxic, Yeet

NEW JOBS

- Sustainability officers, Digital records manager, Data visualisation designer, Blogger, Big data analyst, App developer, Social media marketer, Autonomous vehicle technician, Medical nanotechnologist, UX manager, Cyber security professional, Blockchain developer, Robotics technician, UAV operator, Workplace concierge, Wellbeing manager, Professional organiser

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*Future forecast
Source: ABS, McCrindle | © 2019 McCrindle

MEET GENERATION Z

Generation Z is your cradle-to-college ministry, and they need us now. Currently ages 2-22, the next generation is the responsibility of the whole church, and if we are going reach them as well as the whole world with the whole gospel, we must first care enough to understand them.

Take a moment to understand who Gen Z is, what they care about, what makes them lose sleep, and why they need to know biblical truths now more than ever.

By Angie Richey

Angie Richey, M.A., M.Ed., is the vice president of enrollment at Life Pacific College. She is also a licensed marriage and family therapist.



TECH SAVVY

They are living online, surrounded by five screens. YouTube is king, and the new preference for social media is anonymity. It may be no surprise that this generation has an attention span of 8 seconds.

MONEY TO SPEND, MONEY TO GIVE

Gen Z has \$44 billion a year in spending power, preferring to shop online. But they aren't just buying trendy shoes. Twenty-six percent have raised money for a cause, 32 percent have donated their own money, and 26 percent of 16- to 19-year-olds volunteer on a regular basis.



* Hackschooling is a term coined by the homeschooling family of Logan LaPlante. During his 2013 TED Talk, Logan explained that education can be hacked, or improved, by incorporating practical, fun learning with classroom instruction.



SPIRITUAL, NOT RELIGIOUS

Gen Z is the first post-Christian generation in U.S. history. They lack biblical literacy and prefer to be identified as spiritual, not religious, with a desire for a faith that is socially relevant, integrating cultural issues and the cosmos.

DIVERSE AND INCLUSIVE

They are growing up in multigenerational homes and diverse classrooms. Gen Z is inclusive, collaborative and values equal opportunities. Their neighborhoods are diverse and include the stranger, the immigrant and the refugee.



RESOURCEFUL

As a post-9/11 generation, Gen Z feels the world is less secure than it used to be, but that's led to resourcefulness. They are career-driven and entrepreneurial, challenging traditional school with hackschooling* or non-paid internships for hands-on experience.

MENTAL HEALTH CRISIS

Though Gen Z is driven and more responsible, an unstable family life, trauma and the rise of the smartphone have made way for vulnerabilities. The CDC reports that 1 in 4 girls and 1 in 6 boys experience sexual trauma before the age of 18. Connected but lonelier and sleeping less than other generations, Gen Z is primed for a mental health crisis.

Learn how to serve Gen Z in practical ways. *continued on next page*

Research Attribution: Barna Research Group (2018). "Gen Z: The Culture, Beliefs and Motivations Shaping the Next Generation" Forbes (2017). "How Generation Z is shaping the change in education" National Council for Behavioral Health (2018). "Health Mental Health First Aid" Sparks and Honey (2014). "Meet Generation Z: Forget Everything You Learned about Millennials" Jean Twenge (2017). "Have Smartphones Destroyed a Generation?" (The Atlantic) James E White (2017). "Meet Generation Z: Understanding and Reaching the New Post Christian World" Women's Marketing (2018). "Where to find Generation Z (Social Media NonProfit Hub)"



Typical day in the life of a Gen Z




**How do you
communicat
e?**



**What are
your sources
of
wayfinding?**



**How do you use
social
networking
platforms?**



Word
Association
**What first comes
to mind when
you hear...**



High School



Teacher

s



Getting your driver's license



Religion



Shoppin g Mall



Bike Riding



Politician

s



Food



Parents



Final Thoughts

**What do you
want the
audience to**

know, take away



Q&A