



***Student Trek***

***The Next Generation***

# NextGen Career Services

Everything from Zed to Alpha



***Student Trek***

***The Next Generation***



COLLEGE of  
CHARLESTON

SCHOOL OF BUSINESS  
STUDENT SUCCESS CENTER

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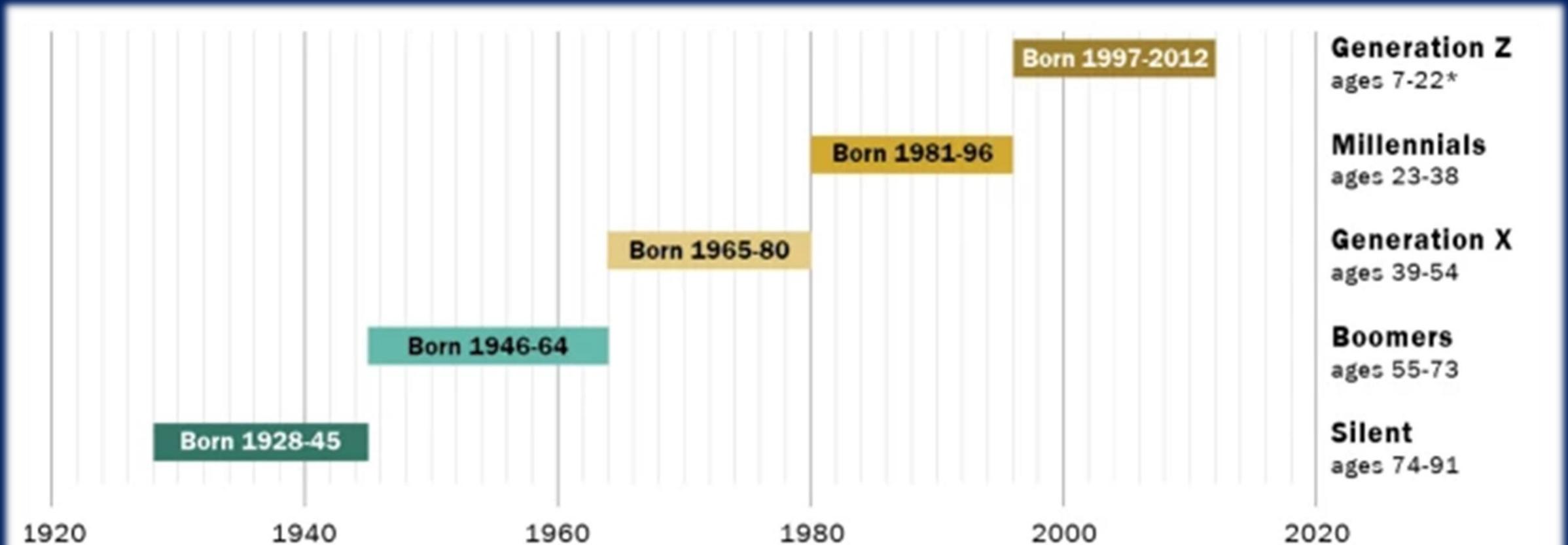
# Summary

**“Career services for GenZ? I’m still trying to figure out these Millennials!”**

**To paraphrase Winston Churchill, the solution to customizing career services to generational differences and preferences is a riddle wrapped in a mystery inside an enigma.**

**And it’s not going to get any easier because the tides they are a-changin’ - Get ready to navigate the next wave: Gen Alpha.**

# The Generations Defined (Generation age in 2019)



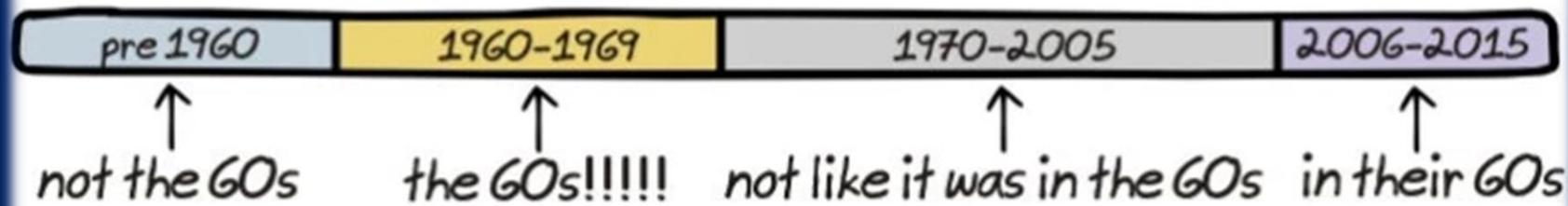
\*No chronological endpoint has been set for this group. For this analysis, Generation Z is defined as those ages 7 to 22 in 2019.

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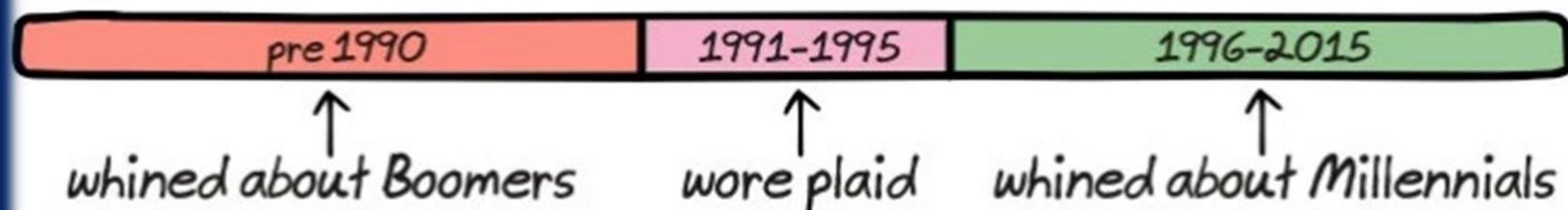
# anatomy of generations

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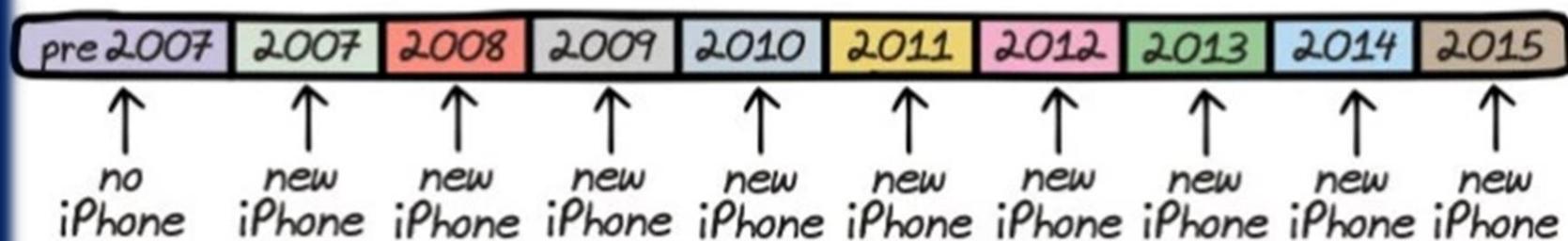
## Boomers



## Gen Xers



## Millennials



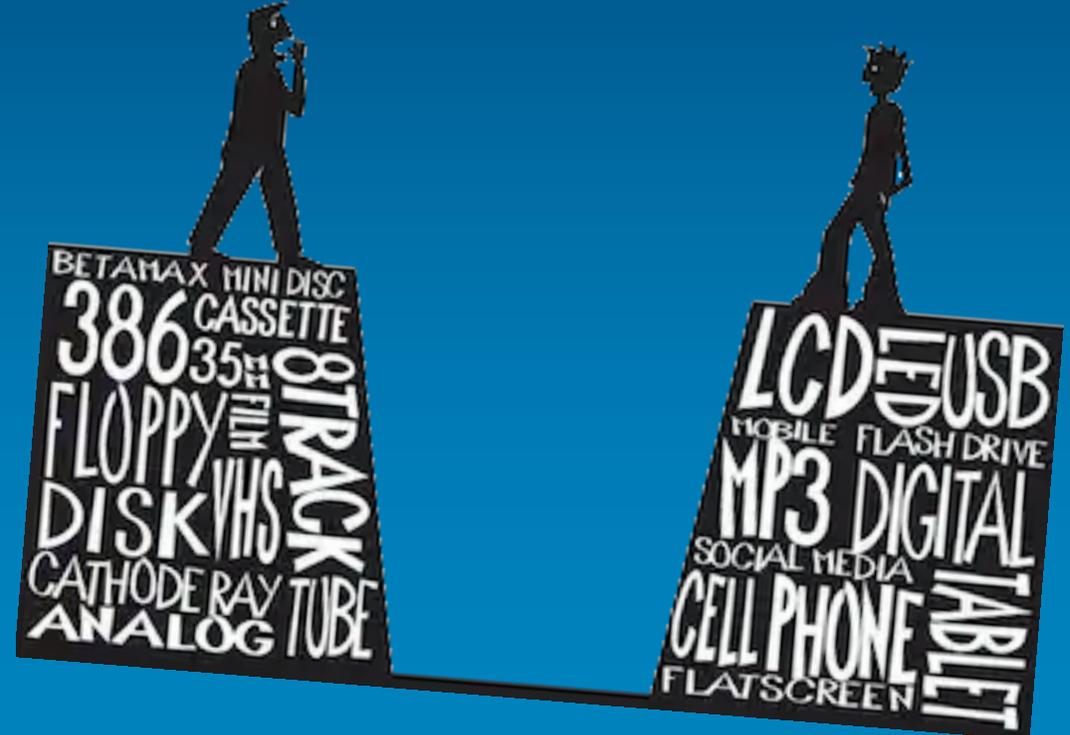
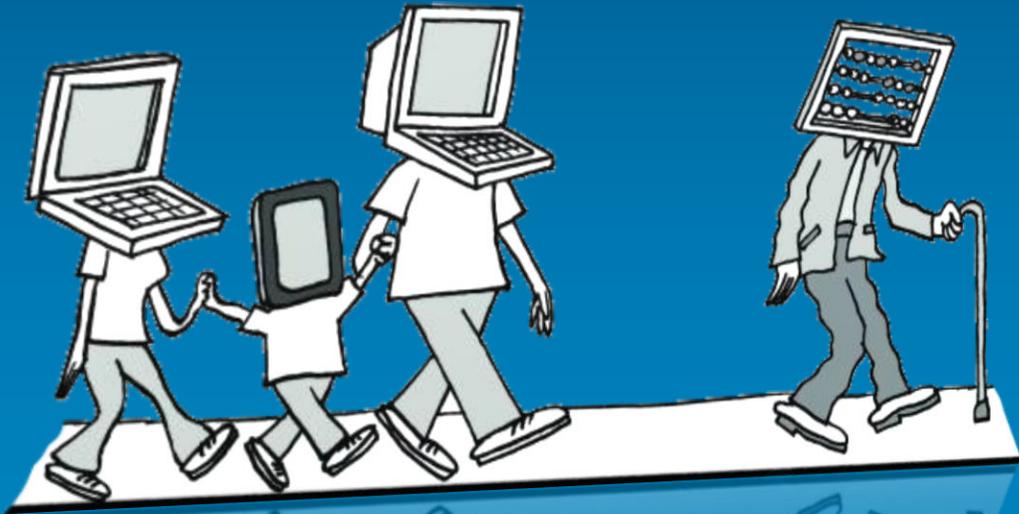
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# Generational Differences:

We've Been Here Before...



BETAMAX MINI DISC  
386 CASSETTE  
FLOPPY 35mm FILM  
DISK VHS  
CATHODE RAY TUBE  
ANALOG

8 TRACK

LCDE USB  
MOBILE FLASH DRIVE  
MP3 DIGITAL  
SOCIAL MEDIA  
CELL PHONE  
FLATSCREEN  
TABLET

## WEEKLY TV USAGE

(average hours/week)



Advertisers, desperate to reach Millennials and Gen Z, are shifting dollars to other channels, like social media. But younger viewers are on multiple platforms daily, making it harder to reach them.



## TOP SOCIAL MEDIA SITES USED DAILY

By At Least One-In-Five:

### GEN Z



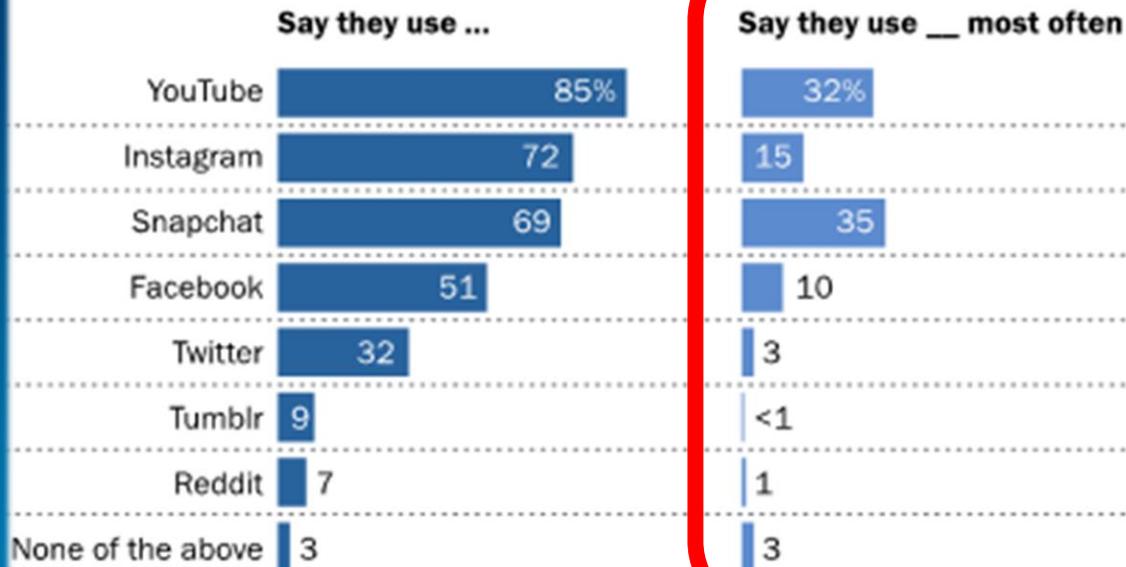
### MILLENNIALS



# Gens Z and Alpha – Climate of Connectivity

## YouTube, Instagram and Snapchat are the most popular online platforms among teens

% of U.S. teens who ...



Note: Figures in first column add to more than 100% because multiple responses were allowed. Question about most-used site was asked only of respondents who use multiple sites; results have been recalculated to include those who use only one site. Respondents who did not give an answer are not shown.

Source: Survey conducted March 7-April 10, 2018.

"Teens, Social Media & Technology 2018"

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- **What social media platforms are you using to promote your programs, products, or services?**
- **How often do you post/update?**

# **Gen Z and Gen Alpha: Different than others...**

- **First truly digital and global generation.**
- **Fully immersed in constant connectivity.**
- **Expectations of entrepreneurship.**
- **Purposeful career opportunities – seeking companies and organizations that share similar values and beliefs.**
- **Proficient in technology for communication but prefer face-to-face, particularly small groups.**



# Who is Generation Alpha?

- **Goldman Sachs: “Just as, if not more, influential” as Millennials.**
- **“Glass Generation” – glass-fronted devices will be the main medium of communication and information.**
- **“Digital Natives” long before they can comprehend the term.**
- **Tremendous *individual* power through immersive digital communication and social media.**



# Customizing Career Services

- **Individual passion/motivation – what drives career decisions?**
- **Determine organizations with similar values/culture matching this passion/motivation.**
- **Focus on entrepreneurial aspects of career decisions.**
- **Seek opportunities to network with entrepreneurs, and find focused internships related to entrepreneurial ventures.**

**Customize**



# Customizing Career Services

- **Identify critical skills and abilities required for occupations of interest.**
- **Expand the use of social media channels to communicate with students.**
- **Develop student advisory committees to assist with programming and messaging.**
- **Be prepared for constant, and rapid, changes in expectations from both students and employers.**

**Customize**



# Best Practices for Customizing Career Services

- **Personalize everything.**



- **Connect via social media and mobile device whenever possible.**
- **Use meaningful, creative, regularly updated content specific to your career services.**
- **Consider automated services using behavioral analytics and machine learning to help with personalization.**

# Prepare for Gens Z and Alpha in the Workplace

## Avoid assumptions

**Don't try to compare to previous generations** or rely on current stereotypes.

## Connectivity

With no knowledge of pre-Internet days, they'll seek **mobile-friendly** job applications and **flexible** working arrangements versus commuting to an office.

# Prepare for Gens Z and Alpha in the Workplace

## Stability

With memories of economic recession, Gen Z is interested in **job stability**. Research indicates they're **highly competitive** and more willing to start at the bottom and **work their way up** in a company.

## Mentorship and challenges

Gen Z values **work-life balance**, but are driven to **pursue their dream jobs**. Surround them with **mentors** who spur conversation and let them see the broader impact of their work.

# Prepare for Gens Z and Alpha in the Workplace

## Unique and independent

Gen Z will look for more **independence in their career** than Gen X and Millennials. They will seek opportunities to take ownership of their positions and **be their own boss**. Many are **self-starters with an entrepreneurial spirit**, so being **unique** is a key factor in their career choice.

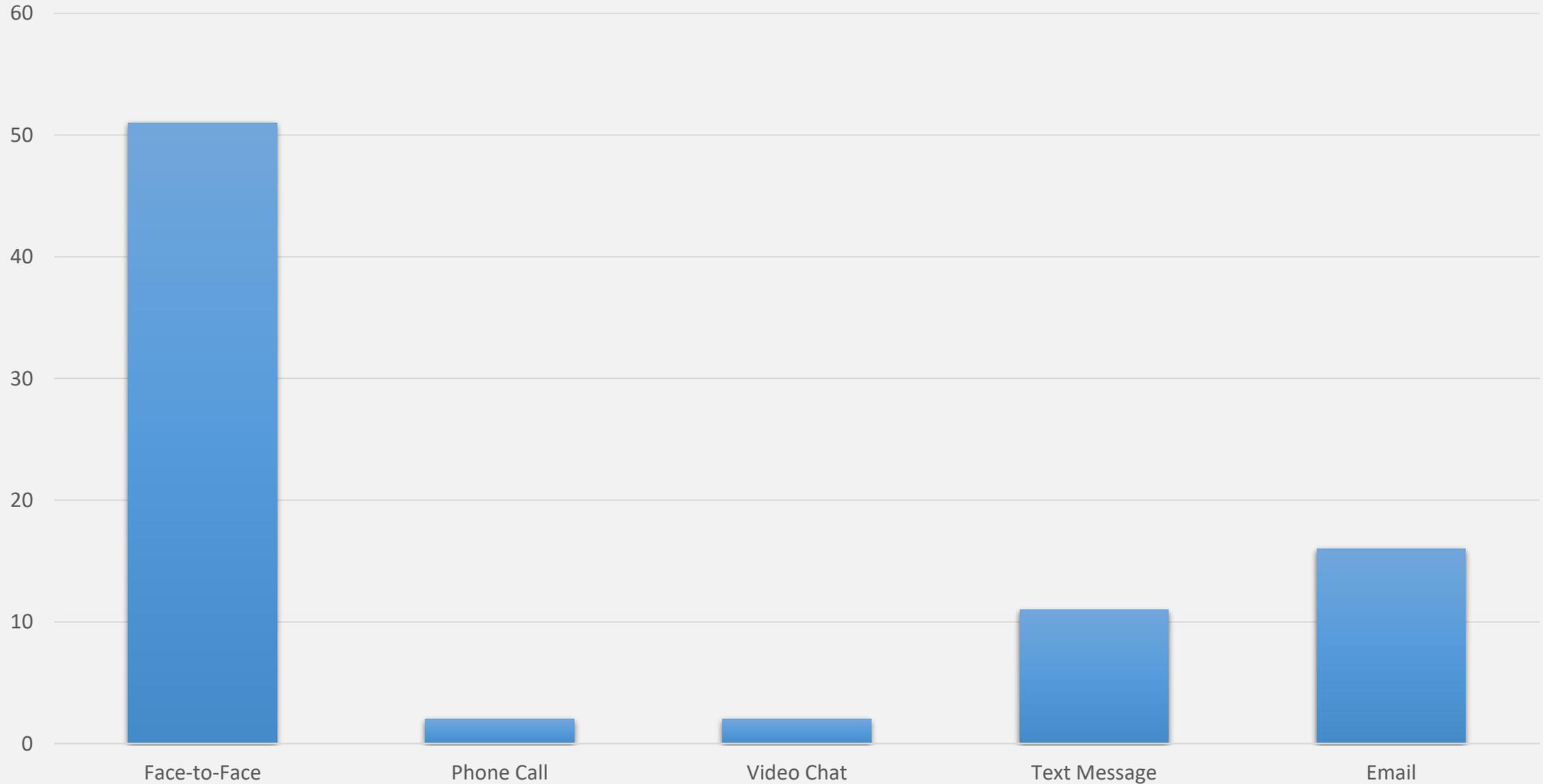
# Prepare for Gens Z and Alpha in the Workplace

A different generation (but just like everyone else)

Gen X, Y and Z employees all have the same sentiments about what they want from work: **stability and work-life balance.**

They want to work on projects that will **change the way a company thinks.** And they want to have **time to enjoy life with family and friends.**

# Gen Z's Preferred Method of Communication at Work



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