



The demographic cohort after Millennials, born between 1995-2010, ages 9-24.

What is Gen Z?

Generation Z was raised on the internet and social media, with some of the oldest finishing college by 2020 and entering the workforce.

Gen Z students:

- Are digital natives: from earliest youth have had access to the internet, social networks and mobile systems
- Value individual expression
- Mobilize themselves for a variety of causes
- Make decisions and relate to institutions in a highly analytical and pragmatic way



Quick Stats

- By 2020, will make up 20% of total workforce
- 77% expect to work harder than previous generations
- \$46,799 is the mean salary expectation per year for their first job after college
- 4 is the average number of organizations they expect to work for throughout their careers



As a volunteer, know these students:

- Typically communicate via images (photos, memes, gifs) versus text
- Prefer to communicate face-to-face in a work situation
- Multitask - part of being brought up as a digital native
- Learn by doing (51%); very few learn by listening (12%)
- Are more likely to use a phone to make a purchase than computer or buying in-store



Gen Z and BestPrep

BestPrep works with Generation Z in all 7 of its programs: Classroom Plus, Cloud Coach, eMentors, Financial Matters, Minnesota Business Venture, the Stock Market Game and the Technology Integration Workshop.