



THE OHIO STATE UNIVERSITY

**WE'RE JUST LIKE YOU,
BUT XYZ YEARS YOUNGER**

Engaging Millennials and Gen Z



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Agenda

Defining Characteristics

Trends

Best Practices

In Real Life





Who our moms think we are.





Who the internet thinks we are.





Who we think we are.



1946-1964

they care about
health, wealth, quality

BABY BOOMER



1965-1980

they are anti,
busy and cynical

GEN X



1980-1996

they've grown up
with technology

**GEN Y
(MILLENNIAL)**



1997-2015

they are
born digital

GEN Z



X-ennials

aka, the Oregon Trail Generation

1965-1980

Parents and mid career professionals





Gen Y

More fondly referred to as Millennials

1980-1995

Young parents and young professionals





Gen Z

~1996-2015

Current students & most recent alumni





Bridging the Gap

we have a lot in common





**Let's talk
about trends.**



Best Practices

everyone loves tacos





Planning Team





Value



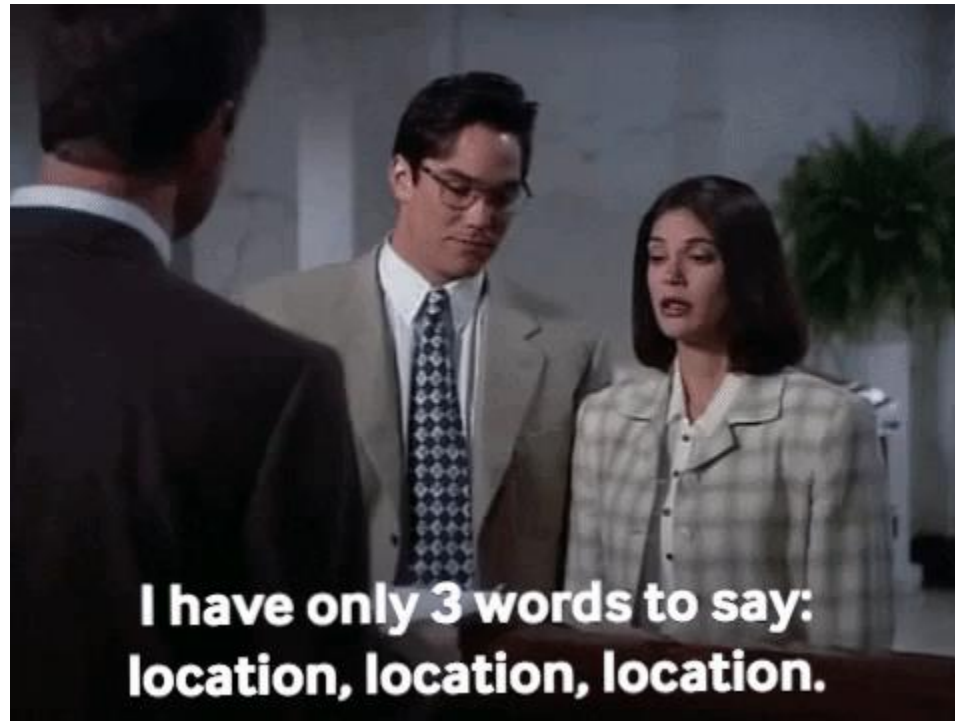


Tech Etiquette





Venue & Time





Social Interaction





Follow Up





In Real Life

- 1) Think about an upcoming club or society event.**
- 2) Incorporate the best practices discussed.**
- 3) Share with those around you.**



Resources

General information about Generations:

Allusionist podcast: Generation What? (15 mins –additional resources at the page)

<https://www.theallusionist.org/allusionist/generation-what>

Strauss-Howe Generational Theory Basics

https://en.wikipedia.org/wiki/Strauss%E2%80%93Howe_generational_theory

Generational overview

<https://www.lifecourse.com/about/method/generational-archetypes.html>

Engaging Millennials:

<https://www.eventmanagerblog.com/how-to-attract-millennials-for-event>

<https://www.socialtables.com/blog/attendee-engagement/millennial-expectations/>

<https://www.eventbrite.com/blog/millennials-event-trends-ds00/>

<https://www.inc.com/ryan-jenkins/5-ways-to-engage-millennials-generation-z-at-conferences.html>

<https://www.businessinsider.com/what-successful-20-somethings-do-in-their-spare-time-2016-3#-1>

[https://blog.westaf.org/2019/06/millennials-are-no-different-than-rest.html?utm_source=feedburner&utm_medium=email&utm_campaign=Feed:+BarrysBlog+\(Barry%27s+Blog\)](https://blog.westaf.org/2019/06/millennials-are-no-different-than-rest.html?utm_source=feedburner&utm_medium=email&utm_campaign=Feed:+BarrysBlog+(Barry%27s+Blog))



Resources

Engaging Gen Z:

<https://www.mckinsey.com/industries/consumer-packaged-goods/our-insights/true-generation-z-and-its-implications-for-companies>

<https://qz.com/work/1410722/here-is-exactly-what-gen-z-wants-according-to-all-of-the-surveys/>

<https://www.marketingcharts.com/industries/media-and-entertainment-63064>

<https://www.theguardian.com/society/2018/jul/21/generation-z-has-different-attitudes-says-a-new-report>

Millennial Giving:

<https://www.forbes.com/sites/forbestechcouncil/2019/06/13/the-future-of-fundraising-millennials-are-givers-after-all/#373481794bbb>

<https://www.philanthropy.com/article/Why-College-Fundraisers-Should/246549?key=UbAu7M4YBIsCe0PTT56bzldKiRdLY-43HI5D-ANGv-Pxe7VRL8zICqcDM7ZJmWv4T0JrMXZzTGpDNnox3BRTko1LTF3UkZDUVdteml3aVJS S3ZvSXJfMExIWQ>