#NACACreads with Meghan Grace

On Nov. 29, #NACACreads participants discussed “Generation Z Goes to College” with author Meghan Grace.

Tonight we'll be discussing “Generation Z Goes to College” by Meghan Grace and Corey Seemiller. #NACACreads @genzcollege pic.twitter.com/pWOv5iHCsN
It’s 9 p.m. ET, and time to kick off the #NACACreads book chat. Thanks for joining us!
pic.twitter.com/fc5wFdCfyk

We’re lucky to have one of the authors, @MeghanMGrace, with us tonight. Welcome, Meghan!
#NACACreads

We’ll get rolling soon. But first, #NACACreads participants: Take some time to introduce yourselves.
Even if you're just lurking, say howdy! Tell us your name and the institution/org where you work.
#NACACreads pic.twitter.com/5TEyTN88KL

@NACAC · A YEAR AGO

Just got home from class and I'm read for the #NACACreads book club!
pic.twitter.com/RFKQf8Fnc6

@COUNSELORTOBE · A YEAR AGO
Beth White--I worked as an admissions rep but this year I'm finishing my master's in school counseling. #NACACreads twitter.com/nacac/status/8...

NACAC@NACAC
@CounselortoBe welcome! #nacacreads

Gil Rogers@gilrogers
HI all! I'm Gil Rogers. Enrollment Marketing Director for @Chegg @socialadmission ... Looking forward to it! #NACACReads

dananabanana09Dayna@dananabanana09
@gilrogers Nice to see another #emchat person at #nacacreads!

Dayna@dananabanana09
Hi #nacacreads, I'm Dayna from @SimmonsCollege, I work in undergrad admission w/ HS, transfer, and adult students.

NACAC@NACAC
@dananabanana09 welcome Dayna! #nacacreads
"#NACACreads is my jam!" —Everyone  
[link](https://pic.twitter.com/LmfG1oeb5i)

[SARAH COX](https://twitter.com/SARAHSCOXATHOME) @SARAHSCOXATHOME  A YEAR AGO

Mapinme Coaching  
@mapinme

newbie to #NACACReads

[Mapinme Coaching](https://twitter.com/mapinme) @mapinme  A YEAR AGO

Mapinme Coaching  
@mapinme

I have worked with teens for over 15 yrs and now have a colg frshmn of my own. Launching career coaching biz that helps teens #NACACReads

[Mapinme Coaching](https://twitter.com/mapinme) @mapinme  A YEAR AGO

NACAC  
@NACAC

@mapinme welcome! #nacacreads

[NACAC](https://twitter.com/NACAC) @NACAC  A YEAR AGO
NACAC
@NACAC

A YEAR AGO

New to Twitter chats? Check out this handy guide — ow.ly/XevhT — and remember to tag ALL your tweets w/ #NACACreads.

Tom Milburn
@MilburnTmilburn

A YEAR AGO

Hi, I’m in university counseling at @LakefieldCS in Lakefield, Ontario, Canada, and I’m new to #NACACreads but very interested in the topic!

NACAC
@NACAC

@MilburnTmilburn @LakefieldCS welcome! #nacacreads

A YEAR AGO

Sarah Cox
@SarahSCoxatHome

A YEAR AGO

Sarah Cox, NACAC communications team. We’re so glad you joined #NACACreads!
Shout out to the NACAC Communications Committee. I see @charliehunger4d & @sohmernyc in the house... anyone else? #nacacJCA #NACACreads pic.twitter.com/JExQmqrhZc

Sarah Cox
@SarahSCoxatHome

Anyone from the affiliate communications counterparts group here with #NACACreads? We hope you enjoy the chat!

Bob Bardwell
@bardwellr

Bob Bardwell school counselor and director of school counseling Monson High School MA 24 year veteran in the field @bardwellr #NACACreads

Bob Bardwell
@bardwellr

Loved the latest NACAC book So interesting to understand the next gen - the students with whom we are working with now #NACACreads
@bardwellr Welcome Bob! Glad you liked the book selection! #nacacreads

Twitter is for creeping, right? #casesmc earlier & #nacacreads tonight (I admit I’ve not yet read the book). Cheers to #highered convos.

@themarkdelong welcome! #nacacreads

@themarkdelong it appears long, but goes quickly... I read it all over my dinners during #travelseason. #nacacreads

@themarkdelong I’m about to go live reading it on facebook if that helps. Not out loud. U just get 2 watch me read #NACACreads

@gilrogers Yeah, but can't you just snapchat me? #feelingallgenz #nacacreads
Mark DeLong
@themarkdelong
@danabananana09 I'll make it a weekend read... one of these days! Always love insights into the next gen of students #nacacreads

A YEAR AGO

Gil Rogers
@gilrogers
@themarkdelong True story: I don't do snapchat. Crazy but true. #NACACReads

A YEAR AGO

Gil Rogers
@gilrogers
Crazy to think we’re talking about a generation that was born after @google #NACACreads

A YEAR AGO

Lisa Sohmer
@sohmernyc
This is my first #nacacreads and my first Twitter chat. I’m with Garden School in NYC and working independently in Los Angeles.

A YEAR AGO

NACAC
@NACAC
@sohmernyc Welcome! Good too see you! #nacacreads

A YEAR AGO

Bob Bardwell
@bardwellr
Hey Lisa Welcome. these are great ways to engage with members. You will love it. #NACACreads

A YEAR AGO

dazeedee
@dazeedee
Daisy Kinard, also with NACAC communications team :) #nacacreads

A YEAR AGO
 Didn't read the book so I'm lurking 😚 #NACACreads pic.twitter.com/XeeMJq4vOu

@YOLANDA NORMAN 🎓 @FIRSTGENCOLLEGE - A YEAR AGO

@NACAC

@FirstGenCollege no worries. glad you are here! #nacacreads

A YEAR AGO

@NACAC

While we’re getting acquainted, let’s kick things off with a question for our #NACACreads guest.

A YEAR AGO

@NACAC

@genzcollege uses original research to delve into the motivations & learning styles of students born b/t 1995 & 2010. #NACACreads

A YEAR AGO

@NACAC

.@MeghanMGrace: What made you want to explore this topic? #NACACreads

A YEAR AGO
@MeghanMGrace I wouldn't miss #NACACreads for the world. Love an industry focused on supporting the next gen's success.

A YEAR AGO

We started talking about Gen Z @ our staff retreat & had a lot of questions and craved answers. (1/3) #nacacreads

A YEAR AGO

We started with A LOT of google searches, found quite a bit of youth & market research. Knew we needed more for higher ed. (2/3) #nacacreads

A YEAR AGO

We still had a great deal of curiosity which lead to our study in 2014. (3/3) #nacacreads

A YEAR AGO

And you can read all about their intriguing findings in @genzcollege --- a great read! #NACACreads twitter.com/MeghanMGrace/s...

A YEAR AGO

@MeghanMGrace Would love to share some findings with you offline after #NACACreads if you have time. #totalsidebar

A YEAR AGO
Thanks to all for joining tonight’s chat — let’s jump into Q1. #NACACreads

Q1: (1 of 2) Today’s students share some similarities w/ millennials, but there are also key differences. #NACACreads

Q1: (2 of 2) IYO, what factors set #GenZ students apart from past generations? #NACACreads

A1: I’m seeing a lot more true passion/ interest in social justice rather than just doing it to meet a requirement. #nacacreads

Interesting observation --- and it goes along with what Meghan found when researching @genzcollege! #NACACreads twitter.com/dananabanana09...

A1 How digital savvy they are. Born after google. Only ever used a smart phone. (1 in 5 ever use a landline) #NACACReads
@gilrogers: It's a brave new world! :) #NACACreads twitter.com/gilrogers/stat...

There is a clear emergence of an entrepreneurial spirit in GenZ unlike the Milz #nacacreads

If millennials are the "made to order" gen, Gen Z is the "on demand" generation #NACACReads

I found the z gen focus on changing the world and social justice refreshing I certainly see some of that in my current students #NACACreads

@NACAC it’s definitely showing up w/ the increase of campus protests/ activism we’ve been seeing the past few years. (1/2) #nacacreads

As well as the ease they feel w/ social media helps them to organize better. (2/2) #nacacreads

I really do hope Gen Z is the gen to change the world. #fingerscrossed #NACACReads
MilZ were looking for paths GenZ are creating them and want the tools to do so more efficiently 
#nacacreads

Gil Rogers
@gilrogers
@mapinme I feel like that’s out of necessity. Pendulum of self reliance swinging back in their direction #NACACReads

Beth White
@CounselortoBe
Gen Z can be more risk-averse than Millennials. I thought it was interesting the #NACACreads study found GenZ is more fiscally conservative.

Mary Stegmeir
@marystegmeir
Agreed, @CounselortoBe. We always think of youth as being risk-takers, but #GenZ students are actually pretty pragmatic. #NACACreads

Dayna
@dananabanana09
.@CounselortoBe Makes sense, after seeing the generation before them having to delay property ownership + starting families. #nacacreads

Beth White
@CounselortoBe
True! Especially w/ the housing market crash in ’08 and an increased focus on debt/college ROI-it’s no wonder they’re cautious. #NACACreads twitter.com/dananabanana09...
We’re off to a great start w/ @MeghanMGrace — a co-author of @genzcollege. #NACACreads

Rolling into Q2 soon, and it’s another two-parter! #NACACreads

Q2: (1 of 2) Research shows that although #GenZ students aren’t heavy email users, they send an average of 100 text msgs a day. #NACACreads pic.twitter.com/6ps1S3IFEZ

Q2: (2 of 2) How has the use of social media and other technologies impacted the college search and admission process? #NACACreads
I always look at things through the lense of how students look to access info. Khan Academy was introduced to them in 1st grade! #NACACreads

@gilrogers --- Crazy to think about. Factoids like these help put #GenZ into perspective! #NACACreads twitter.com/gilrogers/stat...

@gilrogers lol I didn’t learn about Khan Academy until grad school. #nacacreads

A2: WE did some research on the topic of social media and college research w/friends at @targetx. go.edu.chegg.com/socadm16-white... #NACACreads

texting stat doesn’t surprise me my son will text me from his room when he wants something too lazy to get off his butt & talk #NACACreads
Just joining in? Say hello — we’re talking about “Generation Z Goes to College” w/@MeghanMGrace. #NACACreads pic.twitter.com/asdlp7HXT9

Kristina Dooley @KristinaDooley
Kristina, IEC at @EstrelaConsult in OH - I heart #nacacreads :)

NACAC @NACAC
@KristinaDooley @EstrelaConsult welcome! #nacacreads. We <3 our fans!

Stacy Soricelli @hhcounselor
Late to the party, sorry. #NACACreads
@hhcounselor better late than never! glad to have you! #nacacreads :)  

@mariaadams311 My first #nacacreads...loved the #GenZ book!  

@mariaadams311 welcome! Glad to have you! #nacacreads  

Q2 (2): Well, there's this: college.usatoday.com/2015/02/16/how... #nacacreads  

Great find from @KristinaDooley. See how one student used Twitter to figure out which college was right for her. #NACACReads twitter.com/KristinaDooley...  

A2: My perspective on social and college research is avoid chasing shiny toys. Balance old with new. #NACACReads  

A2: College search sites are also so fragmented. Each serves a different need. Each student is unique. #NACACReads
Perhaps social med is threatening their likelihood to attend colg as they bump into other options and criticism of coll 4 all #nacacreads

I just referenced the Social Admission Report to a colleague! Really liked the addition of messaging apps. #socadm16 #NACACreads twitter.com/socialadmissio...

@NACAC A2: Students know SM is public. May see but not interact with posts... until they want something. Hello, on-demand gen! #nacacreads

Gen Z asks more questions about internships, study abroad, self-designed majors #nacacreads

@sohmernyc: Are they also thinking about college earlier? Or just more certain about the opps they want earlier in the process? #NACACreads twitter.com/sohmernyc/stat...

I'm seeing this more - internships, co-ops are a big draw. And study abroad is always on this list @NACAC @sohmernyc #NACACreads
Gil Rogers
@gilrogers

A2: goes back to my comment about "on demand" generation. College info is not just ".edu" anymore. #NACACReads

A YEAR AGO

Stacy Soricelli
@hhcounselor

@gilrogers yes, exactly! #NACACreads

A YEAR AGO

Stacy Soricelli
@hhcounselor

About 3 years ago, I asked my Ss how they want the counseling dept to communicate - hands down, "Just tweet it!" #NACACreads

A YEAR AGO

Lisa Sohmer
@sohmernyc

Students love texting but many (most) high schools prohibit it for counselors. #nacacreads

A YEAR AGO

Yolanda Norman 🎓
@FirstGenCollege

Did you take their advice? #NACACReads twitter.com/hhcounselor/st...

A YEAR AGO

Stacy Soricelli
@hhcounselor

@FirstGenCollege Sure did! Check it out @HHGuidance #GenZ #NACACreads

A YEAR AGO

Stacy Soricelli
@hhcounselor

They aren’t reading boring newsletters and might glance at an email or two. Twitter is real time authentic and engaging #NACACreads

A YEAR AGO
Dayna
@dananabanana09

@themarkdelong @gilrogers it seems harder and harder for us to have work/life balance while dealing w/ the on-demand generation #nacacreads

A YEAR AGO

Gil Rogers
@gilrogers

@hhcounselor Instagram is actually outpacing Twitter for use for college info. #NACACReads #socadm16 go.edu.chegg.com/socadm16-white...

A YEAR AGO

Gil Rogers
@gilrogers

@dananabanana09 @themarkdelong Yup. And outside influencers like PPY and FLSA are going to finally force some changes #NACACReads

A YEAR AGO

Stacy Soricelli
@hhcounselor

@gilrogers yes, and keeping up with #GenZ isn't easy #NACACreads

A YEAR AGO

Gil Rogers
@gilrogers

@hhcounselor My position is that we need to evaluate the spinning our tires activities we do "because we always have". #NACACReads

A YEAR AGO

Yolanda Norman 🎓
@FirstGenCollege

Yes. What about @Snapchat? #NACACReads twitter.com/gilrogers/stat...

A YEAR AGO
Gil Rogers
@gilrogers

@FirstGenCollege Snapchat, too ... but then we talk distinction between engaging with people vs. brands and location vs. time. #NACACReads

A YEAR AGO

Kristina Dooley
@KristinaDooley

A2(2): We scare them away from social media spaces with these articles...that’s why they love @Snapchat! nytimes.com/2014/11/20/te... #nacacreads

A YEAR AGO

#RecruitSmarter
socialadmission

Don’t forget about #TeensTALK w/ our pals @Stamats Great insights on influencers & info students seek ow.ly/6TCN306EwLJ #NACACReads

A YEAR AGO

NACAC
@NACAC

.@MeghanMGrace (1/1) @genzcollege points out that #GenZ students lived through 9/11, a housing bubble, and the Great Recession. #NACACreads

A YEAR AGO

NACAC
@NACAC

.@MeghanMGrace (2/2) How has this affected their attitudes about college? #NACACreads

A YEAR AGO

Meghan Grace
@MeghanMGrace

@NACAC Gen Z sees college as a means to a stable financial future. They are concerned about the cost of education (1/3) #NACACreads

A YEAR AGO
financial stability & employment after graduation. We’ll likely see them preparing for their careers earlier in college #NACACreads. (2/3)

An important finding for college admission professionals to pay attention to...#NACACreads twitter.com/MeghanMGrace/s...

While highly concerned with the cost of higher ed, they still see the value in pursuing college. But they want ROI #NACACreads (3/3)

ROI rides again, and this time it’s not only the parents who want to see the numbers. It’s #GenZ students. #NACACreads twitter.com/MeghanMGrace/s...

Genz wants any education to = empowerment #nacacreads

Q3 is coming shortly. And please — feel free to toss out your own questions. #sharingiscaring #NACACreads
Q3: #GenZ students value family input in their decisions. How does this affect the college search & college-going process? #NACACreads

A3 I’m starting to see parents being more self-aware that their predecessors were overbearing... but I still get a lot of doozies #nacacreads

This is difficult for #firstgen students. Often family are unaware of the process. #NACACReads

twitter.com/nacac/status/8...

@FirstGenCollege --- An important consideration! Access to #highered requires outreach to all! #NACACreads twitter.com/FirstGenColleg...

@FirstGenCollege: What strategies have you found work when communicating with #GenZ? #NACACreads twitter.com/FirstGenColleg...
01.

**SELF-DIRECTED**

42% expect to work for themselves

63% say colleges should teach entrepreneurship

72% want to be able to design their own major

#nacacreads pic.twitter.com/TvJZZ6vikS

MAPINME COACHING @MAPINME · A YEAR AGO

NACAC @NACAC

Great insights about #GenZ from @mapinme. #NACACreads twitter.com/mapinme/status...· A YEAR AGO

Georgetown CEW @GeorgetownCEW

@NACAC Agreed. On average, college graduates earn $1M more than those with just a high school diploma. #NACACreads

· A YEAR AGO

NACAC @NACAC

Great data from @GeorgetownCEW. So important to share with students and parents. #NACACreads twitter.com/GeorgetownCEW/...

· A YEAR AGO
@mapinme I'd argue there are some aspects of "entrepreneurship" that may not be able to be "taught", but rather, "instilled" #NACACReads

A YEAR AGO

A3: For students, means people influencers continue to out-pace anything else. For recruiters it means distinct comm plans #NACACReads

A YEAR AGO

Larger work: "Meet GenZ" from Northern University. Great GenZ insights. northeastern.edu/innovationsurv... #nacacreads

A YEAR AGO

A3: Our research says they def want input from parents but what parents think of a school doesn't factor highly in decision. #nacacreads

A YEAR AGO

@CoachTiers my Ss still are guided by their Ps perceptions (sometime misperceptions) of certain colleges #NACACReads

A YEAR AGO

@hhcounselor it's easy to say ... harder to do. Legacy activity is a tough trap to escape. #NACACReads

A YEAR AGO
Dayna
@danana09

I often stand next to a former women’s college that went co-ed in the 70s... parents STILL don’t know it’s co-ed! #nacacreads

Gil Rogers
@gilrogers

A3: Also important to remember is parents aren’t parents of old. They are digitally connected, too. #NACACReads

Yolanda Norman 🎓
@FirstGenCollege

Added you to my HS Counseling twitter list. Thanks! #NACACreads

MCinnovative EdTech
@mcinnovative

@gilrogers #NACACreads We have a new ACT test prep app to be finished mid Dec. Any advice /opinions about design /marketing /sales to genZ?

#RecruitSmarter
@socialadmission

Speaking of "edu", here’s some research coming next week w/our pals at @mStonerinc go.edu.chegg.com/mythbusting-we... #NACACReads

Gil Rogers
@gilrogers

This is going to be Yuge. #NACACReads twitter.com/socialadmission...
Questions for your colleagues or @MeghanMGrace? Send 'em to @NACAC. #NACACreads

@MeghanMGrace: (1/2) You write that #GenZ is “we-centric.” #NACACreads

@MeghanMGrace: (2/2) Can that attitude be harnessed to help students prep for #highered & find a right-fit college? #NACACreads

@MeghanMGrace Absolutely. They want to make a difference for others, but don’t plan to wait until after grad. to do so (1/4) #NACACreads

#GenZ will be looking for the best opportunities for their own development, to impact others, & will be cost efficient (2/4) #NACACreads

#GenZ recognizes issues in our world and feels compelled to make sustainable social change. (3/4) #NACACreads
Meghan Grace
@MeghanMGrace
A YEAR AGO

They will likely look for these opportunities as they college search and find their right-fit (4/4) #NACACreads

NACAC
@NACAC
A YEAR AGO

So exciting to know that these sorts of factors are becoming larger considerations in the college search! #NACACreads twitter.com/MeghanMGrace/s...

Mapinme Coaching
@mapinme
A YEAR AGO

Right-fit colleges can only truly exist if there are right-fit careers first. #nacacreads

Mapinme Coaching
@mapinme
A YEAR AGO

@meganmgrace will own development, impact others, & cost efficient cause them to increasingly seek out non-college paths? #nacacreads

Stacy Soricelli
@hhcounselor
A YEAR AGO

@mapinme do you think? I wonder if they or we even know what career opps await in just a few years. #NACACreads

Todd Earl
@tcoachearl
A YEAR AGO

@MeghanMGrace #nacacreads 'right fit' is a very important statement! Why parents and campus visits are such influencers.
@tcoachearl: Agreed! A great way for students to get a feel for campus life. #NACACreads
twitter.com/tcoachearl/sta...

Great conversation so far! #NACACreads.

Just remember, tag all your tweets with #NACACreads! Rolling into Q4.

Q4: #GenZ students are career-minded & leery of the cost of college. Will this change the search process? Has it already? #NACACreads

Big question for #highered: how do we help students bring about change (and not remain stuck in our ways)? #constantevolution #nacacreads twitter.com/meghanmgrace/s...

Teach them the power of their voice BEFORE they come on campus & repeat it often when they arrive. #nacacreads twitter.com/themarkdelong/...
Gil Rogers
@gilrogers
A YEAR AGO

A4 I feel like the recession in '08 planted the seeds for what we see now w/questions about cost/value #NACACReads

NACAC
@NACAC
A YEAR AGO

@MeghanMGrace talks abt this in @genzcollege. Students grew up in a post-911 world where budget cuts and job loss were common. #NACACreads twitter.com/gilrogers/stat...

Gil Rogers
@gilrogers
A YEAR AGO

A4: One can only hope we stop looking at rankings based on selectivity metrics and start looking at ones based on outcomes #NACACReads

Mark DeLong
@themarkdelong
A YEAR AGO

@gilrogers True, but we all need better ways to measure those highly valued outcomes. #nacacreads

Gil Rogers
@gilrogers
A YEAR AGO

@themarkdelong Easy as 1,2,3: 1- Stop lying to US News, 2- Stop touting meaningless rankings, 3- stop fluffing selectivity #NACACReads

Gil Rogers
@gilrogers
A YEAR AGO

@themarkdelong Easier said than done for sure ... but we have to start somewhere. #NACACReads
Dayna @dananabanana09

@themarkdelong a whole diff convo— but I work w/ transfer + nontrad students & am frustrated they are left out of these measures #nacacreads

Mark DeLong @themarkdelong

@dananabanana09 Their stories & outcomes matter as much as traditional students - and they're becoming a bigger part of the pop. #nacacreads

Mark DeLong @themarkdelong

@dananabanana09 And often the reasons they choose to attend an institution are more powerful than those of traditional students! #nacacreads

Kristina Dooley @KristinaDooley

@gilrogers Loren Pope who wrote @CTCLColleges said we should judge colleges like hospitals...

#nacacreads

Kristina Dooley @KristinaDooley

@gilrogers ...by how well they are when they LEAVE, not how sick they are when they ARRIVE. 
#micdrop #nacacreads

Gil Rogers @gilrogers

@KristinaDooley YUP! Always agree with that. Easy for the top 1% to say they are good. Bringing high achievers 2 begin with #NACACReads
@mapinme Coaching

@KristinaDooley Not disagreeing just wondering if you have studies to support that. They would be helpful to me =). Thx. #nacacreads

@KristinaDooley

@mapinme no studies but plenty of pieces like this that point to the effects of this pressure: npr.org/sections/ed/20... #nacacreads #anxiety

@Gil Rogers

@themarkdelong If we can build predictive models to figure out who to deny we can figure out how to comm outcomes. #priorities #NACACReads

@Gil Rogers

@KristinaDooley yes. But @CTCLColleges is a subset of colleges ... There are TONS of great options and ways to look at it. #NACACReads

@Gil Rogers

@KristinaDooley Issue is we overhype the 1% and make it seem that the rest of schools are that way. They aren’t. #NACACReads

@Mark DeLong

@gilrogers Communicating outcomes is easy - collecting (& standardizing across the board) is a little harder, but worthwhile. #nacacreads
@NACAC sorry for that sidebar tangent there. Back on topic #NACACReads

@themarkdelong If consultants can prioritize recruits by % probability of applying, we can figure out standard outcome metrics #NACACReads

Q4 - I see MOOCs playing a more significant role in what students search for. Hope I'm aloud to use that word here =). #nacacreads

Great webinar about outcomes vs. input rankings w/ @CollegeFactual #NACACReads edu.chegg.com/deconstructing...

A4: I'm not convinced #genz students are actually more career-minded but instead have been primed to think $$$ before happiness. #nacacreads

A4: Helping Ss find their passion helps them hone in on right fit-we need to give them space (ahem, Gap/service year) #NACACreads 1/2
Stacy Soricelli  
@hhcounselor

To find that while making a difference, as pointed out before. Ps are afraid of Gap years, but hope this changes #NACACreads

A YEAR AGO

Stacy Soricelli  
@hhcounselor

@NACAC I think so, if we start showing the data to support successful outcomes. #NACACReads

A YEAR AGO

Sarah Cox  
@SarahSCoxatHome

@KristinaDooley Check out the fall Journal for some methods counselors can use to help students cope: bit.ly/2eKPuNb #nacacreads

A YEAR AGO

NACAC  
@NACAC

@hhcounselor: Gotcha. #GenZ is pragmatic after all. :) #NACACreads twitter.com/hhcounselor/st...

A YEAR AGO

Bob Bardwell  
@bardwellr

I haven’t seen a significant change in college admission trends my students still make similar decisions as have previous ones #NACACreads

A YEAR AGO

NACAC  
@NACAC

Anyone else seeing a different trend? #NACACreads twitter.com/bardwellr/stat...

A YEAR AGO
Keep those comments coming! Q5 is up next. #NACACreads

Q5: (1/2) #GenZ students report wanting to use their careers to have a positive impact on the world. #NACACreads

"Instead of asking these students to select their future career field and then set goals, consider having them create destiny statements that help them do deep reflection on their values, passions, beliefs, and life calling."

- Generation Z Goes to College

Q5: (2/2) Could encouraging students to create "destiny statements" (as suggested in @genzcollege) assist in college planning? #NACACreads pic.twitter.com/JaojcZsiAq

Discover Your Design - Find Your Fit - Chart Your Course! #nacacreads
Absolutely, @NACAC. Focus on globalism and social justice. #nacacreads

@charliehunger4d not specifically on cost- but definitely more students thinking rules/requirements don’t apply to them. #nacacreads

@MeghanMGrace: What sort of opportunities (both in & out of the classroom) should colleges adopt to help #GenZ students thrive? #NACACreads

In the classroom- Gen Z wants to engage w/ the content, not just be taught at. Hands-on learning is critical for engagement (1/4) #NACACreads
They view tech. & social media as tools, not distractions. Something to consider in the classroom/educational settings (2/4) #NACACreads

Extracurr. opportunities that allow them to do all three will likely be a win for helping them grow and stay engaged (4/4) #NACACreads

Outside of class, Gen Z wants to connect with like-minded peers, make a difference, & work towards advancing their careers (3/4) #NACACreads

An interesting consideration for colleges... #GenZ students likely view tech in a far different light then their professors. #NACACreads twitter.com/MeghanMGrace/s...

@MeghanMGrace we keep saying genz is about advancing careers, but isn't the national average of student change major like 3 #nacacreads

@MeghanMGrace based on @Chegg research we know <10% of students complete HW by hand. You are absolutely correct. #NACACReads
@MeghanMGrace flipped classrooms are becoming the new normal slowly but surely. Seen amazing outcomes from this & I was skeptical at 1st

DYK: #GenZ students are hungry for opportunities to engage outside the classroom. Something to highlight when recruiting teens. #NACACreads twitter.com/MeghanMGrace/s...

@MeghanMGrace A fusion of theory & practice may serve them best, perhaps requiring a shift from the standard class experience #nacreads

Another reason to support the liberal arts! #nacreads twitter.com/tcoachearl/sta...

Q5 Destiny statements are THE KEY but they must be based on actual design & wiring not flighty emotionally based "passion" #nacreads

@mapinme Agreed! #NACACreads
@tcoachearl We have encountered this quite a bit and the common denominator is careerpath confusion at the start. #nacacreads

Dr. Lisa C. Carr
@carrl

Q5: #NACACreads #GenZ Thanks for the great info! I think students need more internship opportunities and free programs on college campuses.

NACAC
@NACAC

@carrl: Agreed -- information is power. And #GenZ seems poised to make a difference if given the right opportunities. #NACACreads twitter.com/carrl/status/8...

Gil Rogers
@gilrogers

@CoachTiers @KristinaDooley bringing in more students has always trumped graduating them #nacacreads

Mark DeLong
@themarkdelong

@gilrogers Entrepreneurial opportunity! Who wants to start this business with me (us?)? #nacacreads

Gil Rogers
@gilrogers

@themarkdelong gen Z is way more entrepreneurial than me. We covered that earlier. I’m just a millennial 😒#nacacreads
@gilrogers

Gil Rogers
@gilrogers

A YEAR AGO

@themarkdelong just added you on LinkedIn though. So who knows! #nacacreads

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NACAC
@NACAC

#NACACreads --- What a night! We laughed! We learned! And new businesses were born. :p
@themarkdelong @gilrogers twitter.com/themarkdelong/...

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KRISTINA DOOLEY
@KRISTINADOOLEY

A YEAR AGO

@gilrogers Maybe @themarkdelong can sponsor you? :) youtube.com/watch?v=RGvrml...
#nacacreads #millenials

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Gil Rogers
@gilrogers

@mapinme Good entrepreneurs running those camps :) #NACACReads

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A YEAR AGO
Head’s up: Q6 is coming shortly. It’ll be our last question of the night. #NACACreads

But first — thanks to everyone for taking part in #NACACreads! And a special thank you to @MeghanMGrace!

Thank you @NACAC and #NACACreads! This has been a blast! Such an awesome group to chat with! twitter.com/NACAC/status/8...

Thank YOU @MeghanMGrace & @NACAC! #NACACreads

@MeghanMGrace @NACAC Thanks for the conversation tonight! Great #nacacreads 🥂

You can learn more about #Gen Z (and the book) via this higheredlive interview: ow.ly/J8HU305TpjU. #NACACreads

So much to learn from @genzcollege. #NACACreads
NOW, our final #NACACreads question for the night....

Q6: What is one lesson you hope high schools and colleges take from this book as they work to better serve #GenZ students? #NACACreads

Gil Rogers
@gilrogers

A6 GenZ is different from every gen before it. By far. Their behaviors and our changing environment are forcing change. #NACACReads

Stacy Soricelli
@hhcounselor

A6: That we remember context; their normal/reality wasn't the same for many still active in highered - seek 2 understand 1/2 #NACACreads

Dayna
dananabanana09

A6: looking at all of that energy and passion and caring and helping these kids harness it for positive change #nacacreads

@danabanana09: We love this take-away. #GenZ is a special generation...Lots of opportunities ahead! #NACACreads twitter.com/dananabanana09...
Dayna @dananabanana09

@NACAC indeed! Each read day has many more reasons to be inspired... & also guilty that I haven’t accomplished as much as them ;-) #nacacreads

A YEAR AGO

Stacy Soricelli @hhcounselor

A6: and not to assume what motivates them - as counselors, we need to keep listening & adapting to their needs. #NACACreads 2/2

A YEAR AGO

NACAC @NACAC

#Truth from @hhcounselor. #NACACreads twitter.com/hhcounselor/st...

A YEAR AGO

Mark DeLong @themarkdelong

Listen & adapt - a great reminder for all in & around #highered as we work with people of any generation! #nacacreads twitter.com/hhcounselor/st...

A YEAR AGO

NACAC @NACAC

All right! That’s it for tonight! Thanks for a great discussion. A transcript will be posted soon. #NACACreads

A YEAR AGO

NACAC @NACAC

And make sure to keep the conversation going about #GenZ. Great stuff in the next #nacacJCA. #NACACreads twitter.com/SarahSCoxatHom...

A YEAR AGO
#NACACreads, want to know more about Gen Z? Watch for the Jan. issue of the #nacacJCA, featuring more from @MeghanMGrace and other experts! pic.twitter.com/uq8JC1ASZT

Please help us out and suggest books for future #NACACreads chats using this short survey: surveymonkey.com/r/2BMN92X. pic.twitter.com/WuuBkwDgUS
#NACACreads Thanks again for a great conversation! If you want to keep up w/our work, follow us @genzcollege & genzgoescollege.com