

# Gen Z in the pipeline: Explain why it's worth it

## Gen Z | China

### Values and Drivers

- Family is incredibly important—there are many only children, so there is also a sense of familial responsibility.
- Future happiness, meeting the right partner, and living in the right city are critical when they make plans.
- The stress of studying and working is anticipated but not much mitigated.
- There is a new shift to “making time for my own life” and introducing some work/life balance.

### GME Hopes and Dreams

- Many are aiming for elite schools and prepared to work hard to get there.
- COVID-19 has modified dreams for many, particular translating to less desire to study abroad.
- Chinese Gen Zers are targeting high salaries, CEO/CFO positions, high-status offices, and global corporates in their careers.
- Many view it as important to make the right, “better” contacts through GME for future success.
- They are looking for personal as well as professional skills to meet their ambitions.



### How To Reach Them

- Many are highly dependent on social media for education/career information.
- They are looking to alumni, peers, and older mentors to offer their real experiences.
- They are strongly focused on advice from their faculty advisor and program leaders for indication that they can and should apply to GME.
- There is a strong focus on ratings and rankings when weighing their options.
- Top 3 social networks for researching education, learning, skills: Red, Bilibili, Weibo