

Tips for engaging Gen Z

1 Speak about how your program can benefit all parts of their futures.

Gen Z associate GME with improved, concrete qualifications as well as more favorable perceived status from peers and employers, so there is opportunity to message around both themes. **Describe the holistic benefits of GME, including concrete examples of alumni's personal fulfillment as well as their professional outcomes, including steps alumni have taken.**

Though Gen Z define success beyond money, they view financial stability as an extremely important outcome of GME. But Gen Z's concern isn't just that they won't get a job or won't be as competitive as they hoped, but that they could get the job they want and still end up unhappy. **Explain if/how career services can provide personalized career coaching to help them meet their career goals.**



Actionable marketing tip: highlight the ROI of your program across a range of professional, financial, and emotional dimensions in all your marketing channels.

2 Make it personal. Be specific.

Gen Zers typically have a sense of what they want—from their education, their careers, their families—but need help taking the next step. They want specific information that speaks to their unique circumstances.

When recruiting them, stress real-world application of general business principles with opportunities to specialize in a particular sector

and gain internship or work experience. **Describe how your program can give Gen Zers multiple career options after they acquire transferrable skills and a competitive edge in the labor market.**



Actionable marketing tip: feature alumni's stories on your digital channels across different markets highlighting work after the degree.

Describe different work environments and how exposure to other cultures and perspectives helped them prepare for the workplace.

3 Incorporate wellness and flexibility.

Demonstrate how your program will care for Gen Z's wellness and mental health in addition to their professional growth. Describe how this balance can translate to their future workplaces, too. **Offer examples and connect students with both professional and peer resources.**

Though program delivery does not have to do everything for everyone, there is an expectation that even fully in-person programs offer ad hoc flexibility in program delivery (e.g., recorded lectures if a student is sick or working) to accommodate Gen Zers' personal circumstances and wellness. Transitioning program delivery and format may be a consideration for students even after they have started in a degree program, too.



Actionable marketing tip: Host a "day in the life" video series on social media sharing coping mechanisms tips for stress, school/life balance.



4 Be strategic when engaging influencers.

Gen Z want to make themselves and their loved ones proud through their educational and career efforts. Family and friends offer the most impactful advice early in their consideration of GME, so **make any messaging to parents or families inspirational before tactical.**

School websites and professionals become more important closer to application time. There is opportunity for schools to empower trusted sources already in their network—such as undergraduate faculty, current students, young alumni, and admissions staff—with information about next steps into graduate business education. When candidates are seeking information from school sites and staff, they are likely close to applying and in need of concrete, personalized information.

On social media, Gen Z candidates are looking for authentic content that blends into their feeds. **Leverage the stories of students and young alumni on similar paths to get candidates thinking about the idea of business school.**



Actionable marketing tip: invite your influencers to take over your social media channels for a day and highlight life on campus.

5 Describe your interaction with and impact on the world.

Gen Zers see the value in learning with and from people with different perspectives. **Build cohorts with diverse backgrounds and perspectives, describe opportunities for collaboration and cross-cultural learning in coursework, and share concrete examples of how this has improved alumni learning outcomes.**

In sometimes specific, sometimes abstract ways, Gen Zers want to have a positive impact on the world. They are searching for future employers that are ethical, innovative, and appreciative, so **demonstrate how your program gives them the tools to contribute to and connect with companies like this—and how your school demonstrates these values, too.**



Actionable marketing tip: host “ask us anything” Zoom sessions where prospective students can ask questions of staff and students around diversity, inclusion, and equality at the school. Use these Q&As to create content for your social media channels, i.e., “DEI Q&A of the Week.”