

UNDERSTANDING YOUR FUTURE STUDENTS:

RECRUITING GEN ALPHA

LIVE WEBINAR

OUR PANEL



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HOUSEKEEPING

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What sets Gen Alpha apart

Millennials

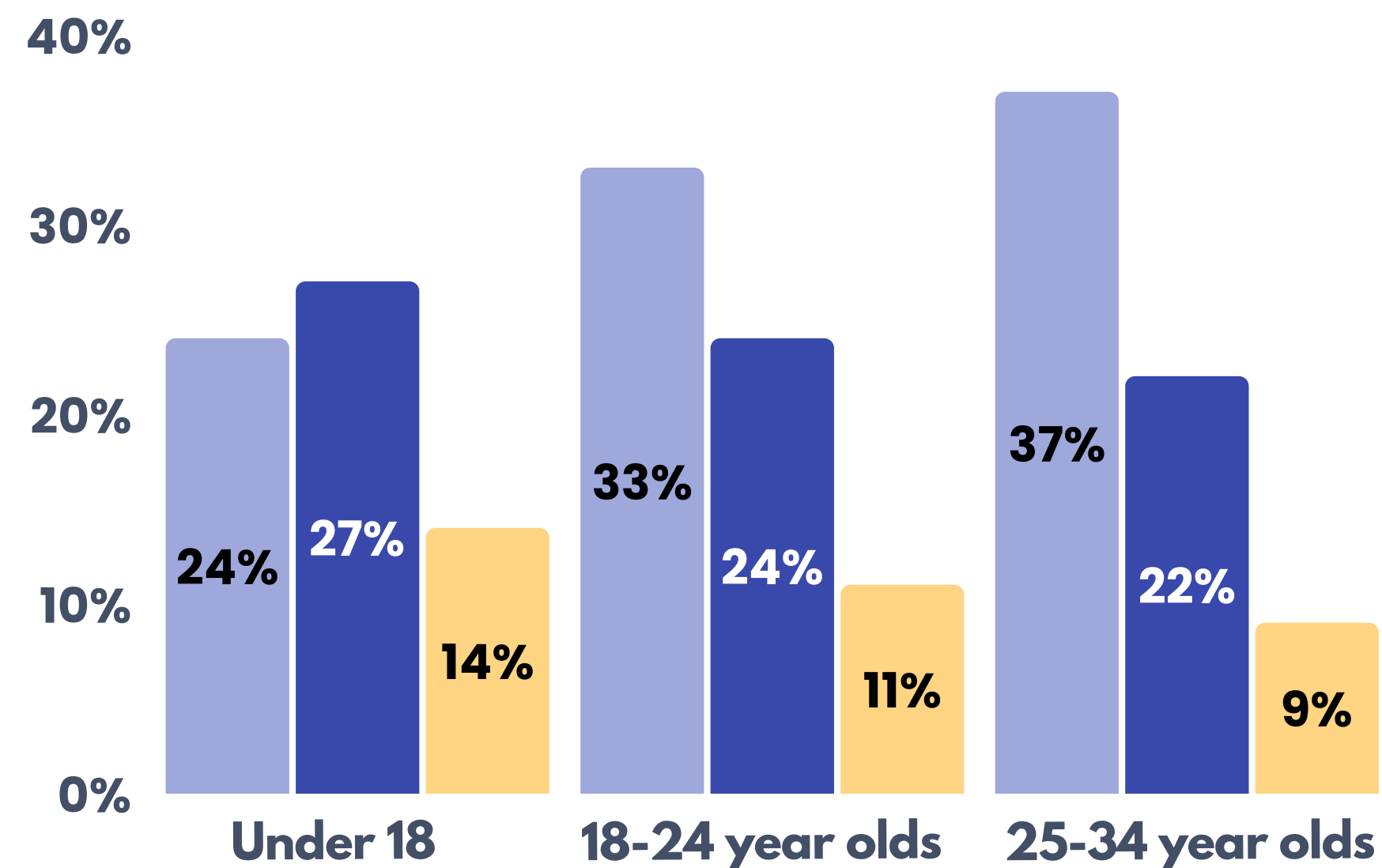
- Cost conscious.
- Emphasis on blended learning was more important.
- Career-motivated.

Gen Alpha / Gen Z

- 'Hard STEM' subjects are less popular.
- Cost is becoming less of a blocker for younger students to study.
- Less confident and more concerned about their safety.

Subject trends - know the future market

- Science & Engineering
- Business & Professional
- Humanities & Culture



Influence and trust



- Predicted skepticism of authority.
- Use peer reviews, influencers, and student sourced experiences over institutional messaging.
- Millennial parents will be involved in decision-making from an early age.

‘Doing it for the ‘gram’ - Keystone survey data

Almost 50% of u18s use Instagram in their university search, with almost 20% using TikTok.

How to appeal to Gen Alpha

- College will form part of their 'personal brand'.
- Promote personal and lifestyle benefits that come with your institution.
- Technology - but not *too* much.



Questions?



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