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Gen Y – Z: how to communicate with your future students more effectively

Agenda

- Communication expectations of young people today – a brief introduction
- What popular online brands teach us about communication preferences
- How Cal Poly has reacted to these trends
- Cal Poly’s digital communications channels

Gen Y or youth ‘tribes’?

http://www.artsci.com/studentpoll/v6n2/index.aspx
http://www.uktribes.com/

One common factor…

WHAT WOULD YOU NAME OR RENAME YOUR OWN GENERATION?

"If you could name or rename your own generation (those who are currently 13-31 years old) from the following list, what would you name it?"

Base: Gen Y

	Total
	%
Internet Generation	32
Generation Tech	27
Networked Generation	11
Green Generation	10
Millennials	10
Generation Y	10

http://www.harrisinteractive.com/

Brands young people relate to

In a recent UK survey of 2,859 16-25 year olds run by HeadBox, respondents were asked about their media consumption and perceptions of brands…

Their top 3 were:

1. Google 80%
2. Hotmail 71%
3. Facebook 69%

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What do these brands represent?

Students today…

Want to communicate more, through more varied channels than we might think…

	Have Done This	Have Not	Would if They Could
Read profiles of current students	36%	64%	63%
Read profiles of alumni	18%	82%	56%
Read a blog written by a current student	30%	70%	63%
Read a blog written by a faculty member	17%	83%	83%
Subscribed to an RSS or XML feed	6%	94%	45%
Created a profile page for prospective students, like MySpace or Live Journal	43%	57%	57%

Making it personal

	Have Done This	Have Not	Would if They Could
Personalized a Web page	42%	58%	62%
Personalized a viewbook in PDF format	16%	84%	59%
Used Web site's online chat	9%	91%	51%
Instant messaged an admissions counselor or student worker	21%	79%	72%
E-mailed current students from the site	18%	82%	61%

How has Cal Poly reacted to these trends?

Over to Jim…