MARKETING TO MILLENNIALS AND EDUCATING GEN Z
What is a millennial?

Millennials make up 24% of the US population.

Millennials are generally defined as those born between 1981-1996.
Who makes up Gen Z?

Gen Z is defined as those born in 1997 to 2009.

48% Gen Z is 48% non-Caucasian
Are they sending their children to private schools?

- Millennials earned less wealth year-over-year than previous generations
- Gen X also losing wealth due to higher education costs and caring for aging relatives
What are the challenges in attracting these families and engaging their students?
THEY RESEARCH DIFFERENTLY.
HOW K-12 PARENTS PRIORITIZE SCHOOL CHARACTERISTICS AND STUDENT GOALS

**PRIORITIES**

**SCHOOL CHARACTERISTICS**
- Strong Reading and Math
- Strong STEM
- Life Skills
- High Academic Standards
- Gifted Programs
- Character Development
- Uses Technology
- High Standards for Behavior
- Hands-On Learning
- Extra Curricular (not sports)
- Academic Competition
- Parental Involvement
- High Test Scores
- Diverse Student Body
- Strong Arts
- Compatibility with Robots
- Small Enrollment
- Close to Home
- After-School Programs
- Updated Buildings
- Little Homework
- Strong Athletics
- Longer Day/Year
- School Uniforms

**STUDENT GOALS**
- Self-Discipline and Study Habits
- Critical Thinking
- Communication Skills
- Social Skills
- College Preparedness
- Identify Personal Interests
- Love of Learning
- Strong Morals
- Self-Esteem
- Values Diversity
- Knows Importance of College
- Ability to Collaborate
- Top-College Acceptance
- Job Skills
- Patriotism
- Foreign Language
- Appreciation of Nature

*This survey was conducted online within the United States by Harris Interactive on behalf of the Thomas B. Fordham Institute from August 16-28, 2002 among 2,007 parents and guardians of K-12 public and private school students. For complete survey methodology, including weighing variables, please see http://www.educationnext.org/publications/what-parents-want.html.*
Think creatively:
M.I.I.
THEY INTERACT DIFFERENTLY.
They appreciate good contextual advertising.

(84% of millennials don’t trust traditional advertising - via Hubspot)
They may want to enter the inquiry funnel without speaking to a human.
CHECK OUT OUR VIEWBOOK
YOUR GUIDE TO EVERYTHING CAC!

APPLYING IS EASY!
1. REQUEST INFO
2. VISIT OUR CAMPUS
3. APPLY!
4. COMPLETE OUR CHECKLIST
5. STUDENT INTERVIEW
CLICK HERE TO LEARN MORE.

CAC is like a second home. The teachers, coaches and staff are different because they don’t see their positions as jobs, but rather as a calling from God to make a difference in the lives of their students.
- Harry Bates, Local Minister

TUITION & FINANCIAL AID
APPLY TO CAC
REQUEST INFORMATION
What are essential items for landing pages?

01 HEADLINE
02 CALL TO ACTION
03 IMAGE

04 SHORT COPY
05 NO LINK CONFUSION
06 CLEAN DESIGN
THEY COMMUNICATE DIFFERENTLY.
Integrate mobility into everyday tasks.
THEIR CHILDREN LEARN DIFFERENTLY.
They are raising digital natives and expectations have shifted accordingly.

- Children are familiar with technology and learn differently
- Children are raised to find independent, self-motivated interests
- About 25% of the millennial population speak a language other than English at home
They want their children in 1:1 device environments or receiving blended learning instruction.

(They just don’t know what it means.)
THE DIGITAL STUDENT

COMPUTER ILLITERATE

MOTIVATED BY PASSION-BASED EDUCATION

ENGAGED BY AND WITH TECH
TECHNOLOGY DIFFERENTIATORS:

- SAFETY AND SECURITY
- PROACTIVE SCHOOL OUTREACH
- TEXT INTERVENTIONS = OUTCOMES
- IMPLEMENTATION & USABILITY
- CO-OP OR PROJECT-BASED USE
- BLENDED INSTRUCTION
• What technology does X grade level provide in various classes?
• What tech support does the school have?
• How are the teachers receiving ongoing professional development training in edtech best practices?
• Do teachers use an app, online portal, text message communication, or other methods to communicate with parents and students?
• Does X grade level use a learning management system? If so, which one?
• How does the edtech deployment contribute to learning outcomes and enhance curriculum?
• How many hours per week will my student in X grade level have access to a computer, tablet, media lab, etc?
MARKETING YOUR TECH
HOW DO YOU KEEP THEM?
The new language of retention.
MORE QUESTIONS?

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