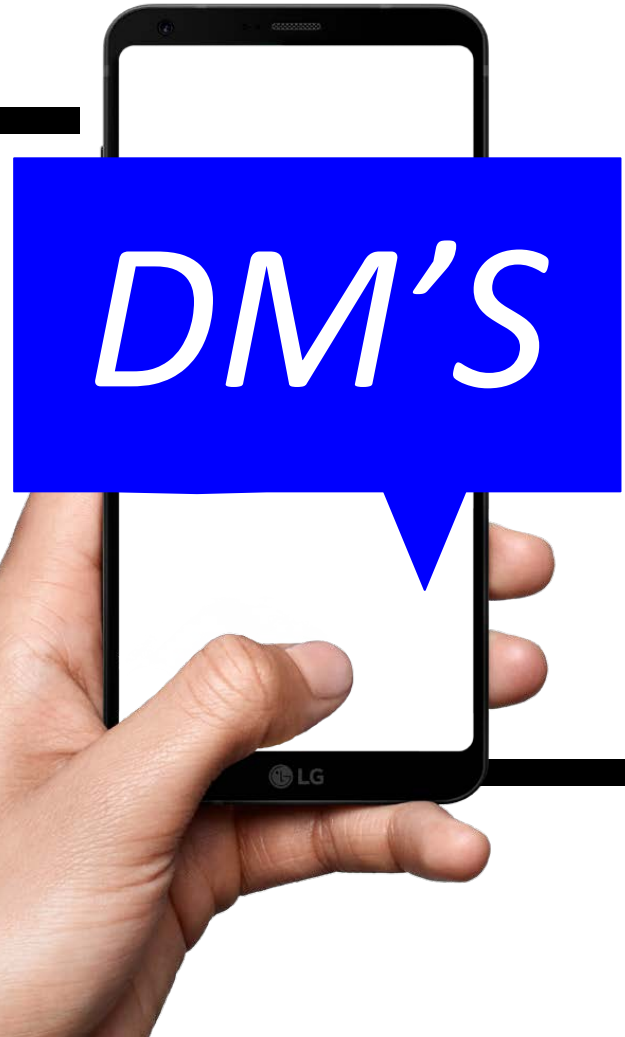
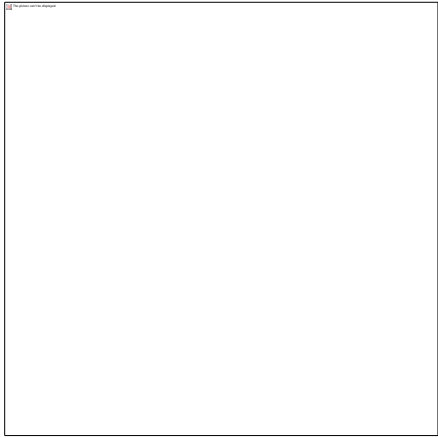

SLIDING INTO THE

*EFFECTIVE WAYS TO
COMMUNICATE WITH*

GENERATION Z



INTRODUCTION



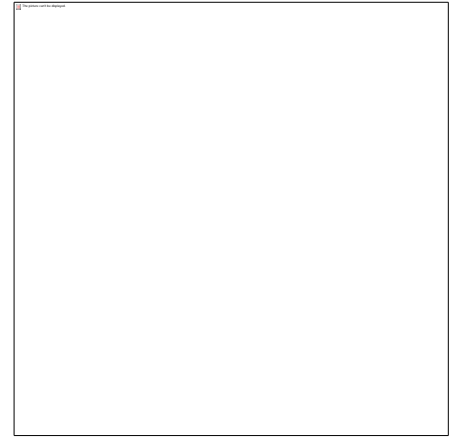
Heather Garcia

Coordinator for Orientation
& First-Year Experience



Ryan Bailey

Coordinator for Completion
& Student Success



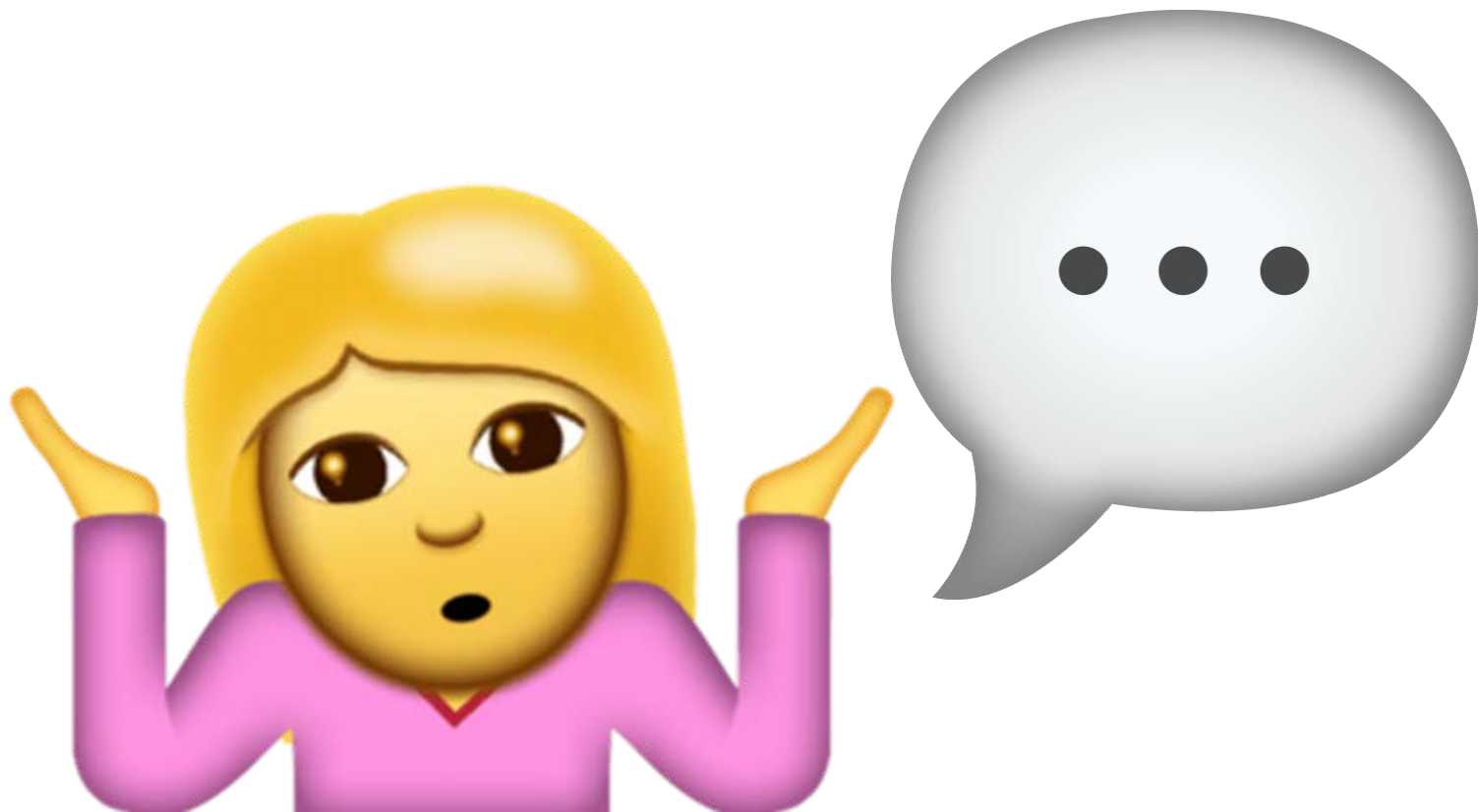
Madi Maynard

Graduate Assistant for Orientation &
First-Year Experience

MEET JENNA!



UNDERSTANDING JENNA'S LANGUAGE



Verizon LTE 5:15 PM 54%

< Messages Jenna Details

askjdfaoasdnflnas

Hey Jenna!

hisahfisufgasjflksj

jlkasdhfaslkfhasifh



iMessage

Send

Verizon LTE 5:35 PM 54%

< Messages Jenna Details

what doing

I'm at work. What are you doing?

what doing after

I'll probably eat dinner. What are you doing?

what doing tonight

Watching a movie. What are you doing tonight?

what doing next



iMessage

Send

Verizon LTE 1:40 AM 55%

< Messages Jenna Details

too busy tonight all night
whash I pad Jenna don't
tell Roberta Rick ok have
fun



iMessage

Send



GENERATION Z



TECH SAVVY

CHANGE THE WORLD

LAZY

PRIVILEGED

CAN'T HOLD A JOB

SOCIAL MEDIA

**CAN'T HOLD A
CONVERSATION**



**WHAT DOES OUR
RESEARCH SHOW**

GENERATION Z - WHO ARE THEY?

- Born between **1994-2010**
- More than a quarter of the U.S Population belongs to Generation Z
- By 2020 Gen Z will account for one third of the U.S. Population



GENERATION Z - SOCIAL MEDIA

- 81% - Social Media
- 84% - Multitask with an Internet-connected device while watching TV.
- Non-digital world
- Emoticons and emojis.



GENERATION Z - COMMUNICATION

- Social media they speak their mind (not verbally in-person)
- “Snackable” content.
- Attention spans are getting shorter
 - Video and images rather than text.





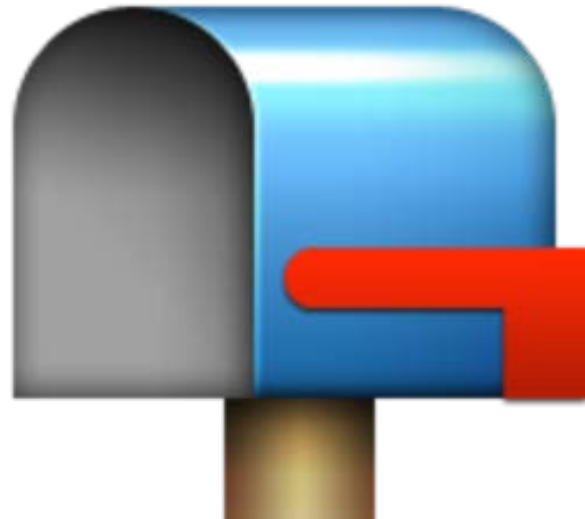
**WHAT HASN'T WORKED
WITH GEN Z ON YOUR
CAMPUS**

SOUTHERN UTAH UNIVERSITY

**COMMUNICATING
WITH GEN Z**

1. SNACKABLE MEDIA

MAILER PACKETS



Hello T-Bird,

Welcome to SUU! We are thrilled that you have made the decision to become a member of Thunderbird Nation. You are going to love Southern Utah University!

Now that you have paid your enrollment deposit, there are several important steps you must complete before you start school at Southern Utah University. To help you with these steps, we have provided a detailed packet with 9 key items [to review] before attending this fall.

1. **Meet your ACE-** Starting in the spring, one of our student ACES (Assistant Coaches for Excellence and Success) will reach out to you with additional information regarding Orientation, Thunder U, and will answer all your questions.
2. **Meet your SSA-** Starting in the summer, one of our Student Success Advisors (SSA) will reach out to you to create a class schedule that fits your needs.
3. **Complete the New Student Checklist-** Within your packet you will find a New Student Checklist to complete before August. You can also visit [suu.edu/orientation](https://www.suu.edu/orientation) for an electronic version.
4. **Set up a Personalized Visit-** Want to come to campus? Set up a visit that is personalized to your needs. Sign up by visiting <https://www.suu.edu/orientation/visits> or by calling (435) 865- 8578.
5. **Find Housing-** Learn more about living on-campus or explore a list of off-campus housing options by visiting [suu.edu/housing](https://www.suu.edu/housing).
6. **Complete Online Orientation-** This orientation will take around an hour and a half to complete and will be available on your mysuu portal June 1st. You can access this module at mysuu.edu/orientation
7. **Save the Dates for Move-in & Thunder U-** Move-in and [optional activities for incoming students] starts **August 23. Thunder U is August 24-26th** and is a mandatory program for all first year students. Check-in for Thunder-U will begin at 9-11 AM on August 24th.
8. **Important Dates-** Included in your packet you will find a list of important dates for your first year of college.
9. **First Year Experience/Stay Connected-** The Office of Orientation and First-Year Experience is here to help guide you every step of the way. Make sure to follow us to get the latest information about SUU and win prizes.

Included in this packet you will also find valuable resources to help aid you in your transition to SUU as well as contact information of those who will help you along the way. Feel free to reach out to our office with any questions you may have. We are thrilled to have you in the fall, welcome to SUU.

Heather Garcia

Heather Garcia
Orientation & First-Year Experience
Coordinator

Madi Maynard

Madi Maynard
Orientation & First-Year Experience
Student Director

HELLO.



2. MEET YOUR STUDENT SUCCESS ADVISOR (SSA)

I am here to help you succeed!



Help you create your first semester class schedule



Assist you in developing a four-year education plan



Provide you with comprehensive advising



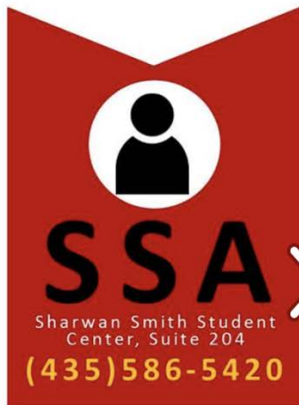
Here to answer your questions



Connect you to campus resources



Inform you of registration deadlines



What to Expect From Your SSA:

- Over the summer -

1 Hold tight! Starting in May your SSA will start building the best schedule to fit your needs based on your answers in the TTQ (T-Bird Takeoff Questionnaire).

- Over the summer -

4 Visiting SUU this summer? Schedule to meet with your SSA. Your SSA wants to meet you, help you set goals and ensure you become a well-rounded student.

- Fall semester begins -

2 Beginning in May, be on the lookout for your class schedule. Your SSA will send you your class schedule that will set you on the right path toward graduation.

5 If you have less than 30 credits after your first semester at SUU, you will need to meet with your SSA to get your Registration Access Code (RAC) to register for your second semester. This is to ensure you are on track and not taking courses you don't need.

3 Stay in contact with your SSA over the summer. They can help with any questions, schedule changes, and

6 Make it a habit! Check-in every semester with your SSA to make sure you



3. NEW STUDENT CHECKLIST

Preparing You For T-Bird Takeoff!

REQUIRED

- ☒ **Secure housing:** On-campus/off-campus (www.suu.edu/housing)
- ☒ **Fill out your FAFSA** for Pell grants, work study, and/or loans (www.fafsa.ed.gov/)
- ☒ **Accept financial aid/scholarships** by May 1, 2017 (SUU Portal)
- ☒ **Purchase textbooks** (www.bookstore.suu.edu/)
- ☒ **Sign up for campus safety alerts** (SUU Portal)
- ☒ **Complete Haven training** (SUU Portal)
- ☒ **Complete online orientation** (SUU Portal after June 1, 2017)
- ☒ **Join your Tavi Facebook group** (The First-Year Experience office will send you this link)
- ☒ **Follow us on social media** for updated information @FYEatSUU

OPTIONAL

- ☐ **Schedule a personalized visit to campus** (See 'Step 4' (the next page) for details)
- ☐ **Buy a parking pass** and/or obtain a free bike permit (SUU Portal)
- ☐ **Submit your AP courses** and concurrent enrollment courses
- ☐ **If needed take the Math Accuplacer**, remotely or in-person (www.suu.edu/testing-center)
- ☐ **Apply for disability accommodations** (if needed) (www.suu.edu/disabilityservices)
- ☐ **Sign up for a P.O. Box** on campus (if needed) (www.suu.edu/postaloperations)
- ☐ **Turn in the FERPA** (release of information) parental request form
- ☐ **Download the "SUU" App** (App Store or Google Play Store)





8. IMPORTANT DATES

Plan ahead T-Bird!



SUMMER 2017

FINANCIAL AID DROP FOR NON-PAYMENT
AUGUST 23

UNIVERSITY MOVE-IN DAY **AUGUST 23**

PARENT ORIENTATION **AUGUST 23**

MULTICULTURAL ORIENTATION **AUGUST 23**

THUNDER U **AUGUST 24-26**



FALL 2017

LABOR DAY (NO CLASSES)
SEPTEMBER 4

HOMECOMING WEEK
OCTOBER 2-7

PARENT & FAMILY WEEKEND **OCTOBER 6-8**

FALL BREAK (NO CLASSES)
OCTOBER 23 & 24

THANKSGIVING BREAK (NO CLASSES)
NOVEMBER 22-24

FINAL EXAM WEEK
DECEMBER 12-15

CHRISTMAS BREAK (NO CLASSES)
DECEMBER 18-JANUARY 8



SPRING 2017

HOUSING DATES:
www.suu.edu/housing

SCHOLARSHIPS
MUST BE ACCEPTED
BY MAY 1ST



7. THUNDER U THE OFFICIAL THUNDERBIRD WELCOME



AUGUST 24-26

During Thunder U, you will be placed in a **Tavi Group** based on the interests you selected in the TTQ. According to the TTQ your top interest is



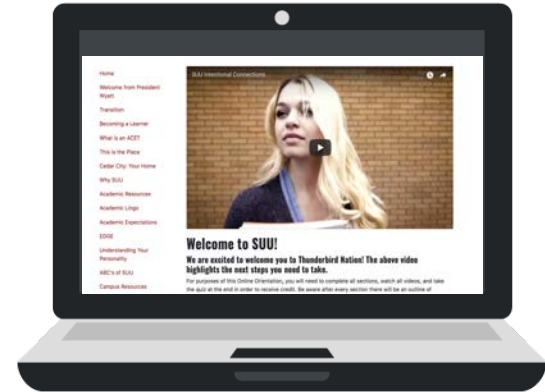
This has placed you in a Tavi Group with other students who share this same interest.

You should have received a Facebook group link for your Tavi Group. If you feel you have been placed in the wrong group or have additional questions about move-in/Thunder U, please contact the Office of Orientation and First-Year Experience:

(435) 586-1932 orientation@suu.edu

1. “SNACKABLE” CONTENT

ORIENTATION



[Home](#)

[Welcome from President Wyatt](#)

[Transition](#)

[Becoming a Learner](#)

[What is an ACE?](#)

[This is the Place](#)

[Cedar City: Your Home](#)

[Why SUU](#)

[Academic Resources](#)

[Academic Lingo](#)

[Academic Expectations](#)

[EDGE](#)

[Understanding Your Personality](#)

[ABC's of SUU](#)

[Campus Resources](#)



Welcome to SUU!

We are excited to welcome you to Thunderbird Nation! The above video highlights the next steps you need to take.

For purposes of this Online Orientation, you will need to complete all sections, watch all videos, and take the quiz at the end in order to receive credit. Be aware after every section there will be an outline of

FINANCIAL AID
COLLEGE OR CAREER SCHOOL



Understanding FAFSA

The Free Application for Federal Student Aid (FAFSA) is a form that can be prepared annually by current and prospective college students. In order to receive financial aid at SUU (scholarships, grants, work-study, loans, etc) you must fill out FAFSA. You can fill it out <https://fafsa.gov/> ***If you are an international student, please skip this portion of Online Orientation***

1. "SNACKABLE" CONTENT

OUTREACH



Hello TBird,

We are in week 2 of your spring semester and at this point it is **NORMAL** to want to go back home and be with family just like you did this past winter break.

This is called the 'honeymoon phase' and it is when you are very excited to start up school again to see all of your friends, you felt busy attending welcome week events, and fun things to start your semester. This may seem to fade away and you begin to feel the overwhelming sensation of classes, tests, studying, the 'winter blues' and other academic related obligations take over.

NO STRESS! Everyone around you is **feeling just like you**. A little time management and preparation for the rest of the semester now will help you immensely in the long run.

<https://youtu.be/SUtFHBghxvo>

1. CALENDAR YOUR LIFE

Using a calendar can help eliminate worry, stress, and the fear of the unknown. Take the time in the next bit to calendar important dates, tests, vacations, trips, and other big events. Once you have a handle on your larger events, start going into the day by day view (classes, working out, studying, eating, etc.)

This will help you in two ways:

- 1) Easier to Digest:** Instead of being extremely overwhelmed and stressed out about something happening in three months, manage the tasks you have to focus on for that month.
- 2) Visualize your Day Better:** Once you have blocked off all of your tasks, you can see where you have gaps, or where you are going to need to buckle down and focus because you will be busy with priorities.

Find a calendar that works best for you whether it be an app, or a physical copy.

2. ESTABLISH ROUTINES



SUU: Video on the "Netflix Black Hole"



me

Jan 18 ...

to bcc: SUUFY, Ammon, Austin, Crystal, Evan, Gart...

TBird

Here is a quick video following up the **Time Management** information that was sent to you yesterday.

<https://youtu.be/SUtFHBghxvo>

Let me know which tip you would like to focus on this semester. I would love to hear your responses!

5



to me

Jan 19 ...

Thanks for the video! I would love to work on setting time limits for myself, it's something I've always struggled with. :)

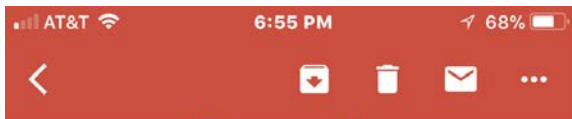


to me

Jan 18 ...

H,

I would love to talk about the concept of saying no! I heard something pretty profound from Dave Ramsey (whom I recommend). He said that choices that sometimes feel good in the short term, hurt us in the long term, and choices that don't always feel good now, help us in the long run.



[I don't know what classes to take next semester](#)

[I lost something on campus and I don't know where the lost and found is](#)

[I am feeling a bit sad and want to talk to someone](#)

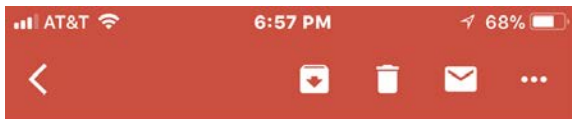
[I want to buy a parking pass](#)

[I have a big presentation coming up that I am nervous about](#)

[I need help with my homework](#)

[I am trying to go on a camping trip but have no gear](#)

[I have a big paper coming up and I don't know where to start](#)



TBird!

If you are like me and study so much before a test with late nights and early cram sessions, and yet you get the **LOWEST** score in the entire class...don't give up quite yet.

Have you tried to switch things up?

It is been proven that students who try these [ten things](#) - receive better scores on their exams.

Which of the ten tips are you going to try? Email me back what you are determined to focus on - I would love to hear from you.



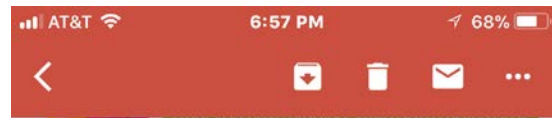
SORT INFO

Help your retrieval system by putting new info into categories. You can group by dates, people, formulas, etc. It may help to make a chart as you study.



FREQUENT REVIEW

On average, we forget more during the first hour after learning than during the next 24 hours; and we forget more during the first day than we will during the next thirty days. A small review each day is essential for remembering.



and explain it to somebody else.



USE LOGIC

Associate new ideas immediately with facts or ideas that are already firmly lodged in the mind. This association revives and strengthens the old memories and prevents the new one from slipping away by anchoring it to the well-established framework of your mental world.



to me

Jan 29 ...

This list is so gorgoues. THANK YOU. I like the humor one.

2. SOCIAL MEDIA

2. SOCIAL MEDIA



TWITTER

↻ First Year at SUU Retweeted



⚡ **SUUSA** ⚡ @suusatbirds · Feb 15

SUUSA stands for Southern Utah University Student Association. And in a few weeks they will be holding elections for next year. Make sure to meet the candidates and tell them what you want to see next year. #SUU



4



16



2. SOCIAL MEDIA



SNAPCHAT



FOR THE STUDENTS

BY THE STUDENTS

2. SOCIAL MEDIA



INSTAGRAM



fyeatsuu • Following

fyeatsuu Thought about traveling to experience different cultures? Stop by the International fair TODAY! OR you can always visit the international office in the student center! @amyandre13 tells us about her experience..."Traveling shows you how big this world really is. I could go on and on for days about how much i love traveling. Just seeing the world and how other people live their lives so differently than yours and bringing history to life. It's just the best thing ever" This is pictured in Athens,



93 likes

FEBRUARY 8

Add a comment...



2. SOCIAL MEDIA



YOUTUBE



THUNDER U 2017

1,168 views

12 0 SHARE + ...



SUU Orientation

Published on Aug 29, 2017

SUBSCRIBE 51

SUU's official new student welcome for the incoming class of 2017. Shot and edited by Hoku Curnan.

SHOW MORE

Up next

AUTOPLAY



Fall 2017 SUU Recap

SUU Orientation
64 views

2:02



SUU Good Luck on Finals 2017

SUU Orientation
820 views

1:28



Welcome to Thunder U

SUU Orientation
3.2K views

2:09



This is the Place

SUU Orientation
2.3K views

1:55



SUU Thunder U 'Common Bond Dance' 2017

SUU Orientation
3.4K views

8:09



Welcome to Southern Utah University

Southern Utah University ✓
5.3K views

2. SOCIAL MEDIA



FACEBOOK



FYE at SUU was live.

Published by Heather Garcia [?] · November 14, 2017 · 🌐



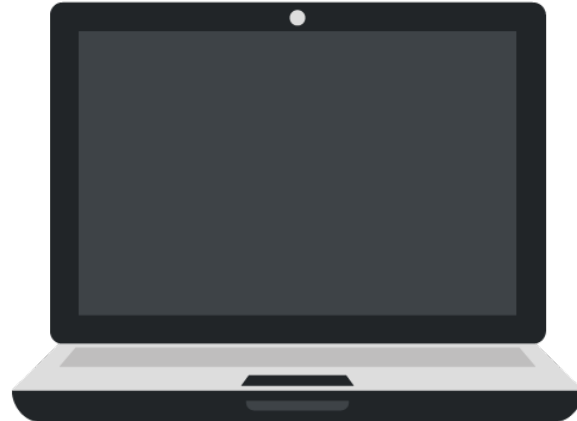
👤 1,059 people reached

Boost Post

3. PERSONALIZED

3. PERSONALIZED

EMAILS AND COMMUNICATION



3. PERSONALIZED

INTEREST GROUPS



3. PERSONALIZED

INDIVIDUALIZED COMM PLAN

1. MEET YOUR ACE

*I am here to guide you every step of the way
from now until the end of your first-year at SUU!*



**MADI
BLANCHARD**

Pre Chemistry, Orem, UT
madiblanchard@suu.edu
801-709-3923 (call or text)

**ASSISTANT
COACH FOR
EXCELLENCE
& SUCCESS
(ACES)**



Give You a
Personalized
Tour of Campus



Help With Your
Class Registration



Inform You About
Campus Deadlines



Connect You to
Campus
Resources



Here to Answer
Your Questions



Remind You of
Campus Activities

On the next page you will find info about your Student Success Advisor (SSA). SSAs and ACES work with you to create a schedule that fits your needs and helps you graduate on time.

WHAT HAS WORKED WITH GEN Z ON YOUR CAMPUS





QUESTIONS?

