



PLUGGING INTO GEN Z

Recruiting, Educating and Leading
the Next Generation of First Responders



COURTNEY HULL

Associate Dean of
Fire / EMS Training

Fire / EMS Instructor



JEREMY BLAIR

Dual Enrollment Academy -
Lead Fire Instructor

Battalion Chief – Wauwatosa
Fire Department

slido



Which generation do you identify with?

slido



How does your department interact with high school students currently?

slido



What is your comfort level in working with high school students?

DUAL ENROLLMENT ACADEMY

Firefighter / EMT Courses

Fall Semester		Credits
503-142	Fire Fighting Principles	4
503-159	Fire Fighting Principles II	2
503-153	Hazardous Materials Operations	1
503-810	Rapid Intervention Training	-
503-191	Principles of Emergency Servs	2
503-105	Emer Service Employment Strategies	2
531-480	BLS Provider (CPR)	-

Spring Semester		Credits
531-301	Emergency Medical Technician	5
531-430	EMT Clinical	-
503-192	Principles Emergency Srvcs, Safety and Survival	3
503-130	Fire Internship	2

Program credits subject to change.

DEA Students Earn

- WI Firefighter I and II Certification *
- Emergency Medical Technician Technical Diploma
- CPR Certification
- National Registry EMT Certification *



DUAL ENROLLMENT ACADEMY for high school students



FIREFIGHTER / EMT

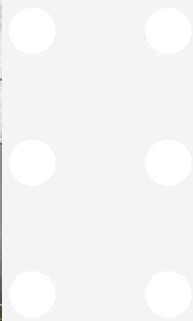
21-credit program

This program combines Emergency Medical Technician (EMT) and Firefighter courses, giving students a well-rounded experience in the field of protective services, allowing them early opportunities to serve in their communities and gain insight on their strengths and interests among both pathways.

Emergency Medical Technicians are trained to perform certain medical procedures, transport patients via ambulance and provide pre-hospital care in preparation for getting a patient to the next point of care.

Firefighters are tasked with the responsibility of protecting life, property and the environment through fire suppression, hazardous materials mitigation and emergency medical services.

TEENAGER



TEENAGER



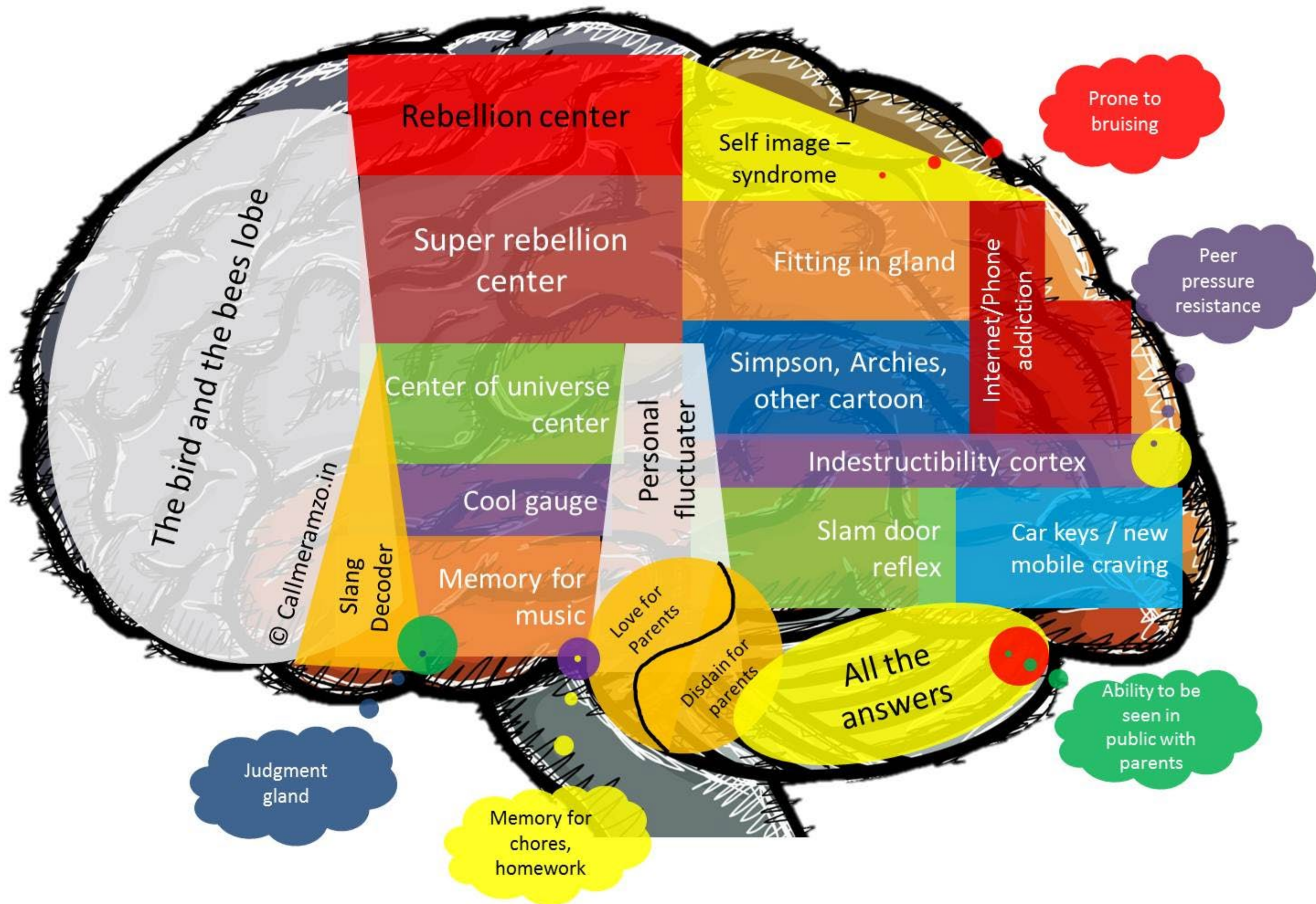
• risky,
• rebellious,
• emotional,
• anxious,
• immature,
• restless,
• inexperienced
& impulsive.

TEENAGER



risky,
rebellious,
emotional,
anxious,
immature,
restless,
inexperienced
& impulsive.

curious,
energetic,
expressive,
resilient,
ambitious,
adventurous,
open-minded
& creative.





The emotional amygdala is used more than the rational frontal cortex, leading to quick misinterpretation of emotions.

What's different about the brain of a teenager?

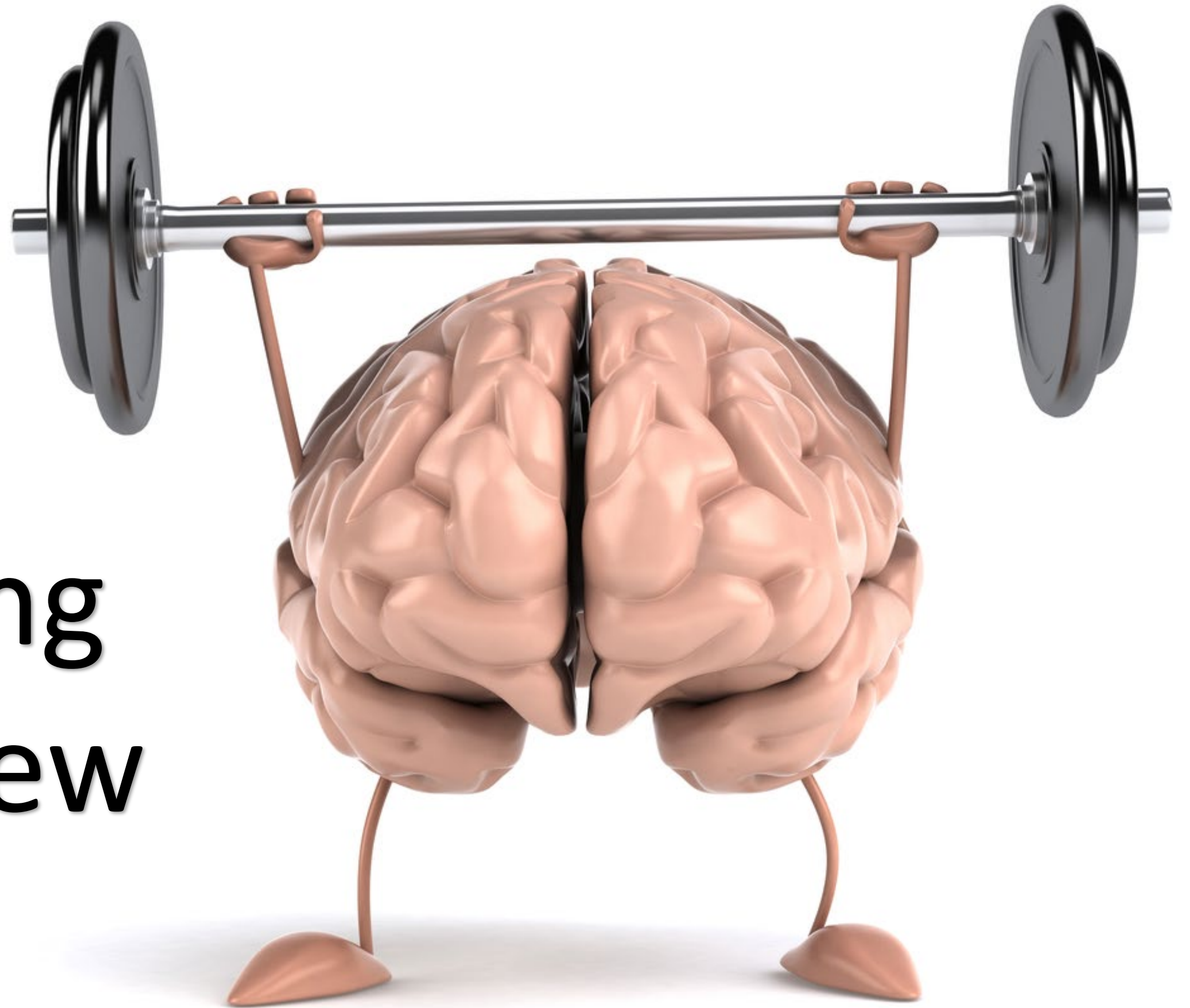
Prefrontal cortex (involved in impulse and decision-making) is not fully developed.

Internal sleep clocks are pushed back—melatonin needed for sleep isn't produced until ~1am.

Source: SciShow



Still Developing
Primed For New
Flexible



GENERATION Z

Born mid 1990's to current 2000's, these digital natives have never lived a life without internet. By 2020, they'll have 40% of the purchasing power.

Gen Zers take **8 seconds** to decide whether content is worth their time and if it benefits them.

They trust influencers because their lives are relatable. **63%** of Gen Z prefer to see real people in ads.



60% want to positively impact the future of the world and participate in social activism.

They are likely to give feedback or reviews online. **44%** showed interest in contributing ideas to brands.



Appreciates free shipping and delivery, special discounts, and a flexible return policy.

Uses up to **five** devices at a time and checks social media about **100** times a day.



If experience is positive, **89%** will promote the brand. Gen Z prioritizes speed and convenience.



WHO IS GEN Z?

- Less -focused; distracted
- Prioritizes speed & convenience
- Seeks feedback from peers
- Values Diversity
- Socially -minded; Philanthropic
- Digital Natives; Tech Savvy
- Education is a priority
- Pragmatic and financially minded



SHORT ATTENTION SPAN LESS-FOCUSED / DISTRACTED



THE AVERAGE ATTENTION
SPAN OF A HUMAN IN
2000

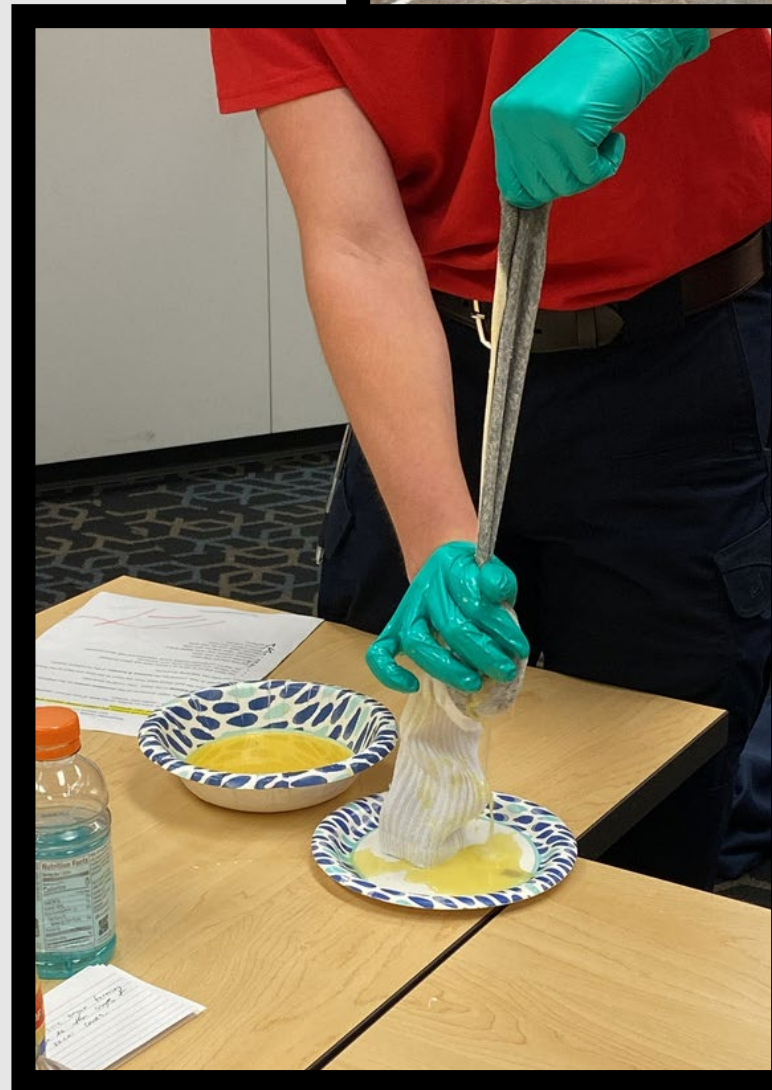
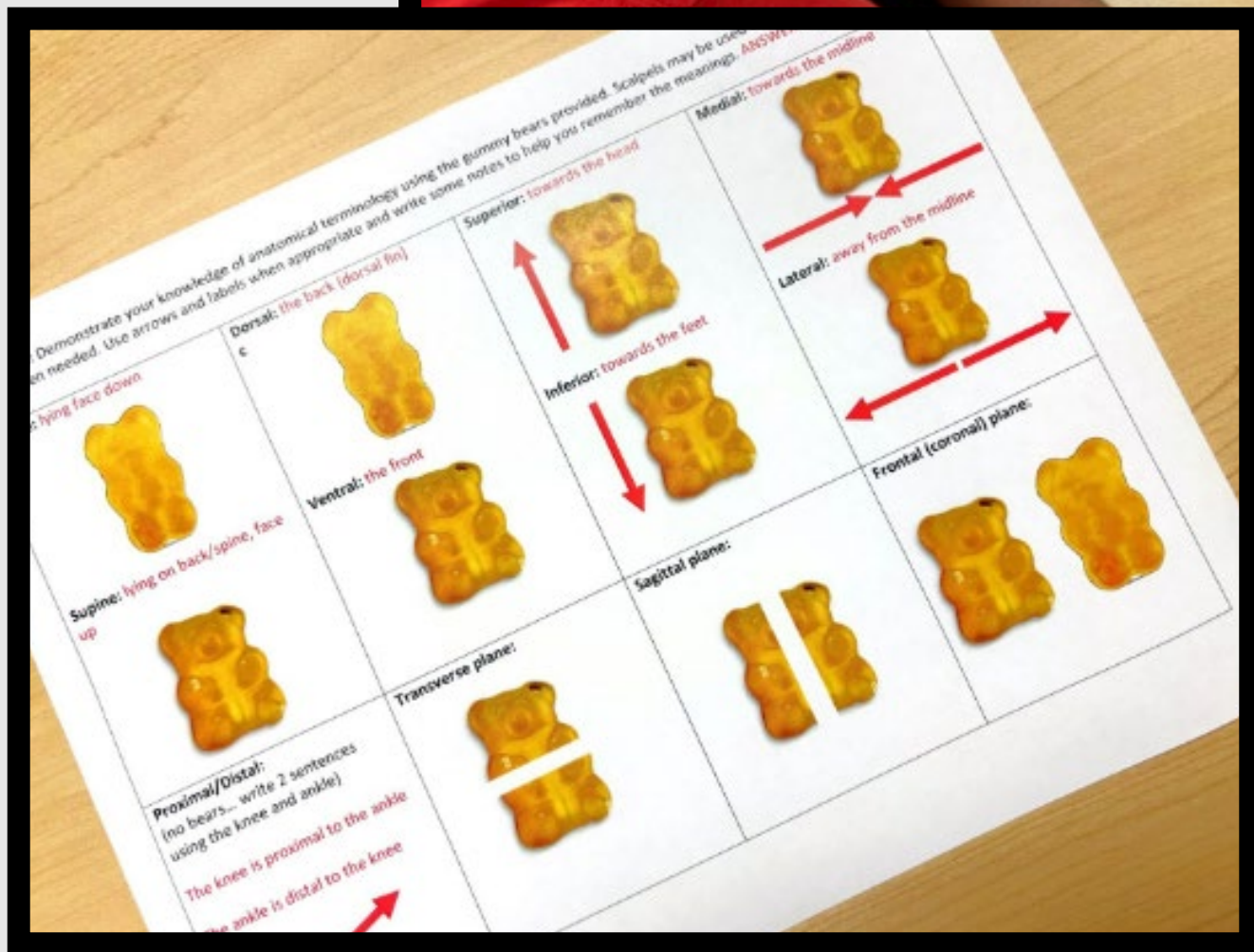


THE AVERAGE ATTENTION
SPAN OF A HUMAN
NOW

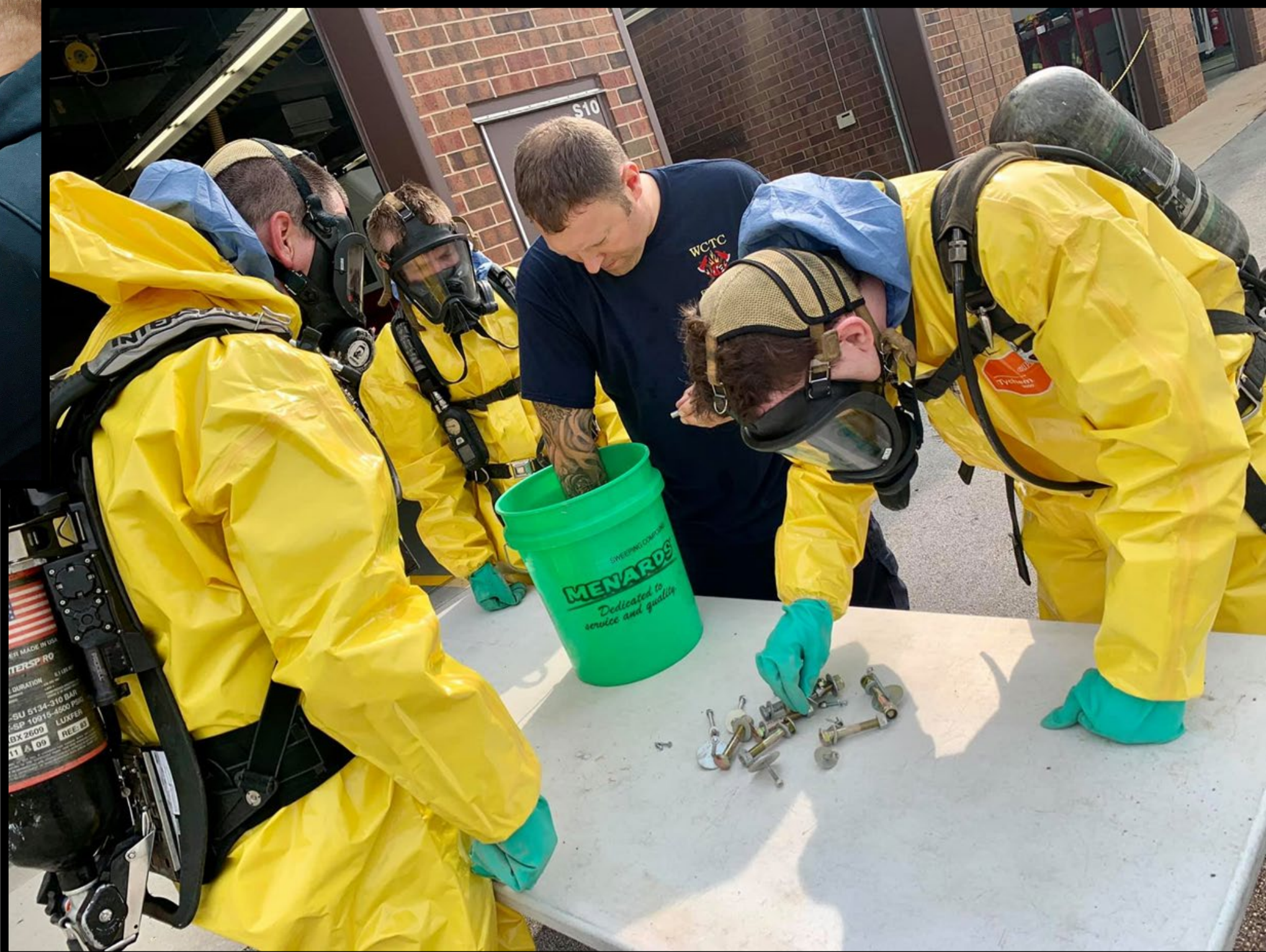
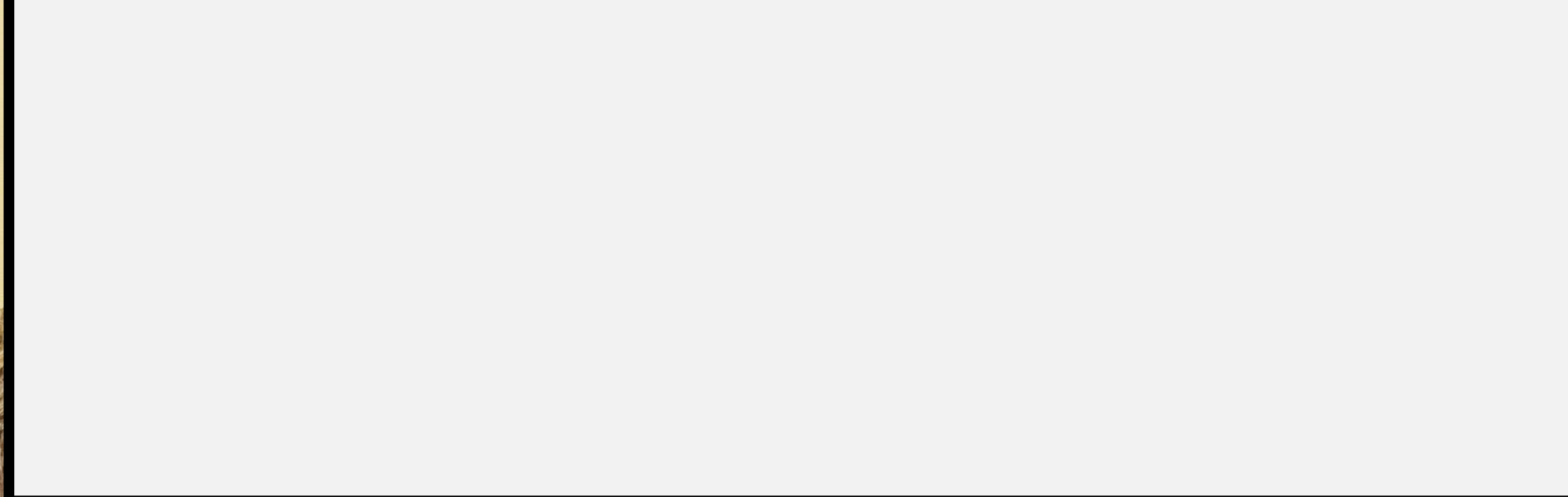
AND...



THE AVERAGE ATTENTION
SPAN OF A
GOLDFISH







EXPLORATION OF IDENTITY





DON CLIFTON

Father of Strengths Psychology and
Inventor of CliftonStrengths®

CLIFTONSTRENGTHS FOR **STUDENTS**

Your **strengths** journey begins here



Includes the CliftonStrengths® Assessment

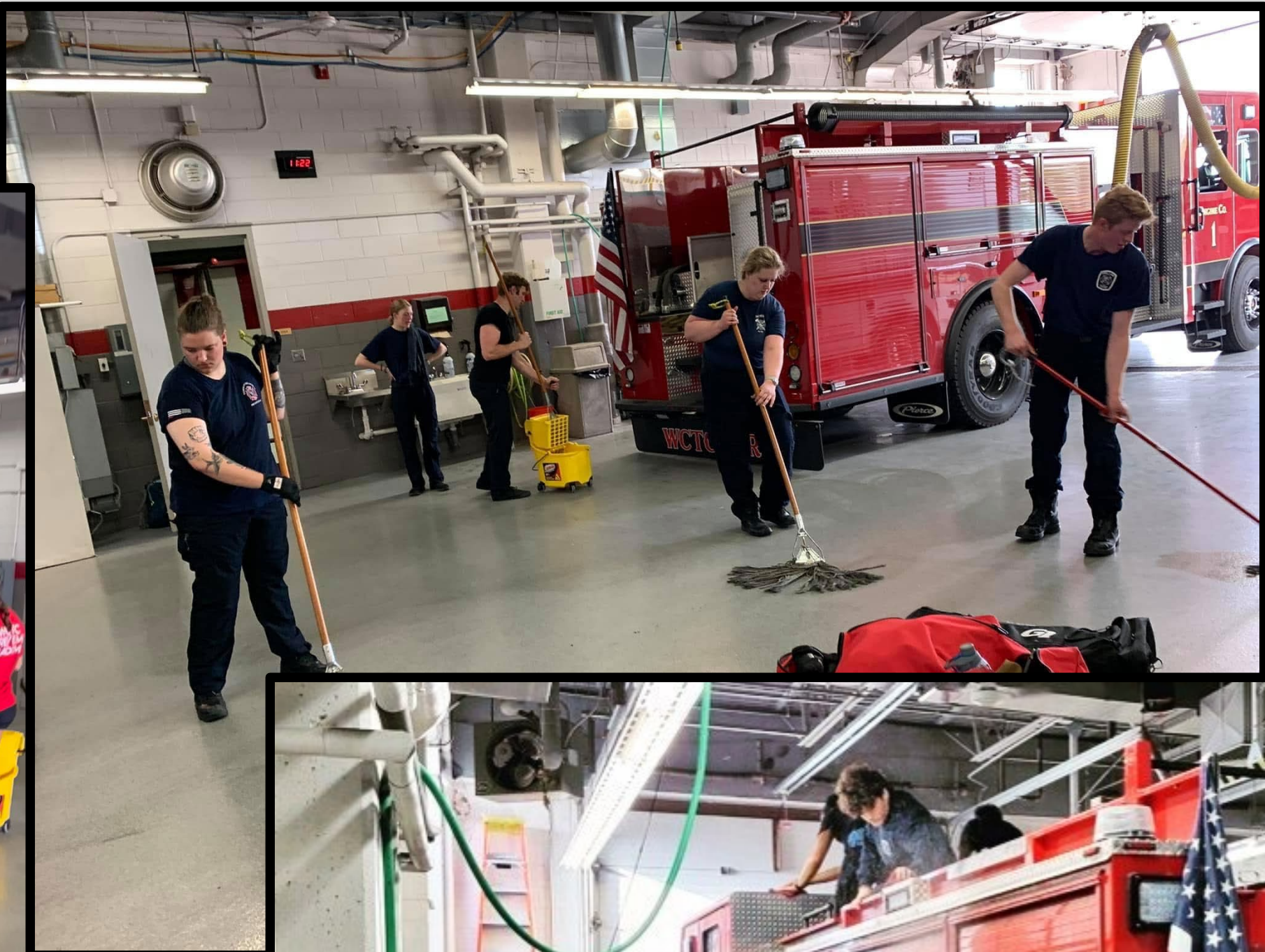
FROM GALLUP





EMOTION MANAGEMENT / SENSITIVITY TO EVALUATION



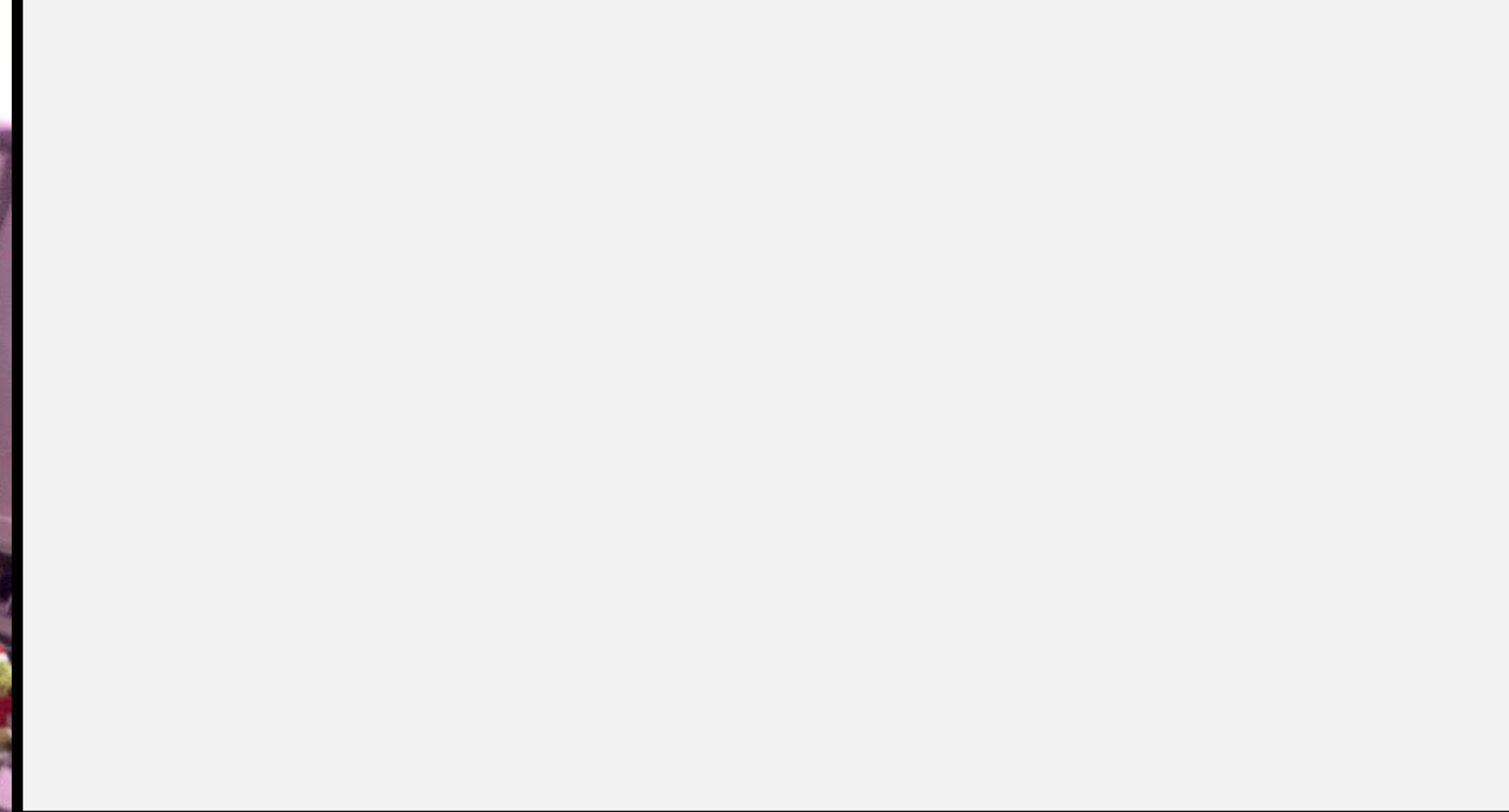






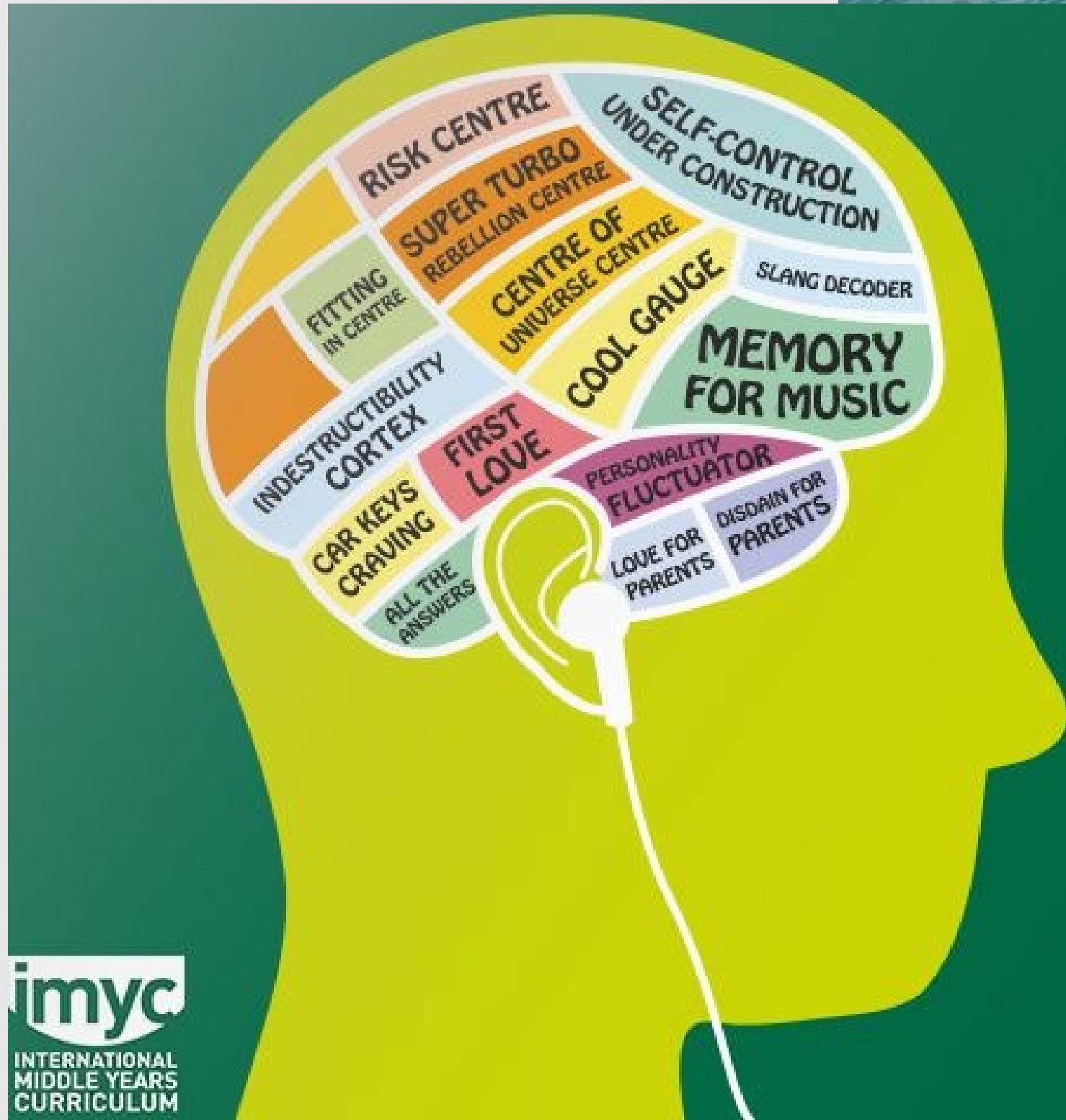



Me When Study



Me when culvers

RISK-TAKERS





Attendance Check-in

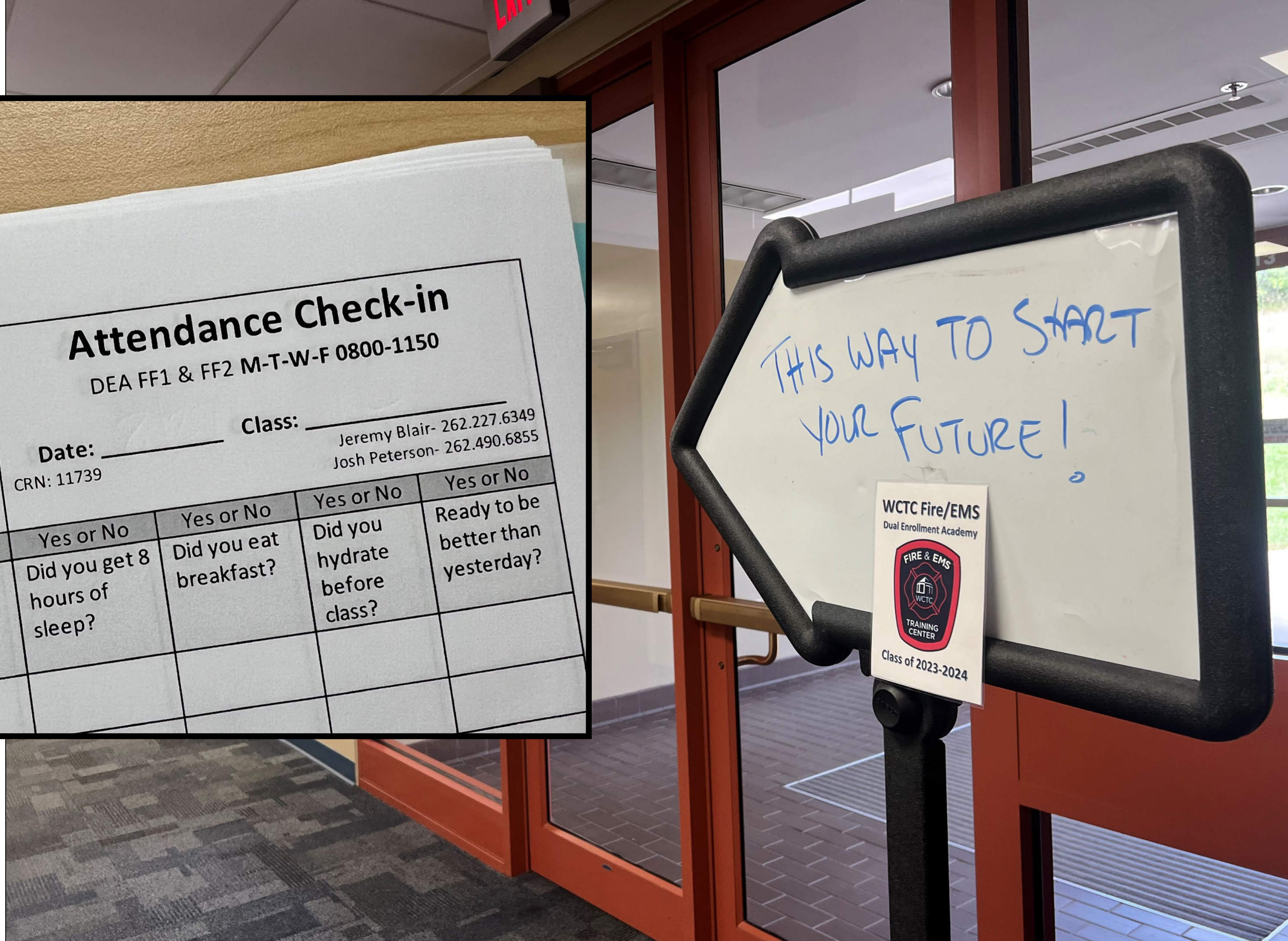
DEA FF1 & FF2 M-T-W-F 0800-1150

Date: _____ Class: _____

CRN: 11739

Jeremy Blair- 262.227.6349
Josh Peterson- 262.490.6855

Name	Yes or No	Yes or No	Yes or No	Yes or No
	Did you get 8 hours of sleep?	Did you eat breakfast?	Did you hydrate before class?	Ready to be better than yesterday?
Armstrong				



WCTC Fire/EMS
Dual Enrollment Academy

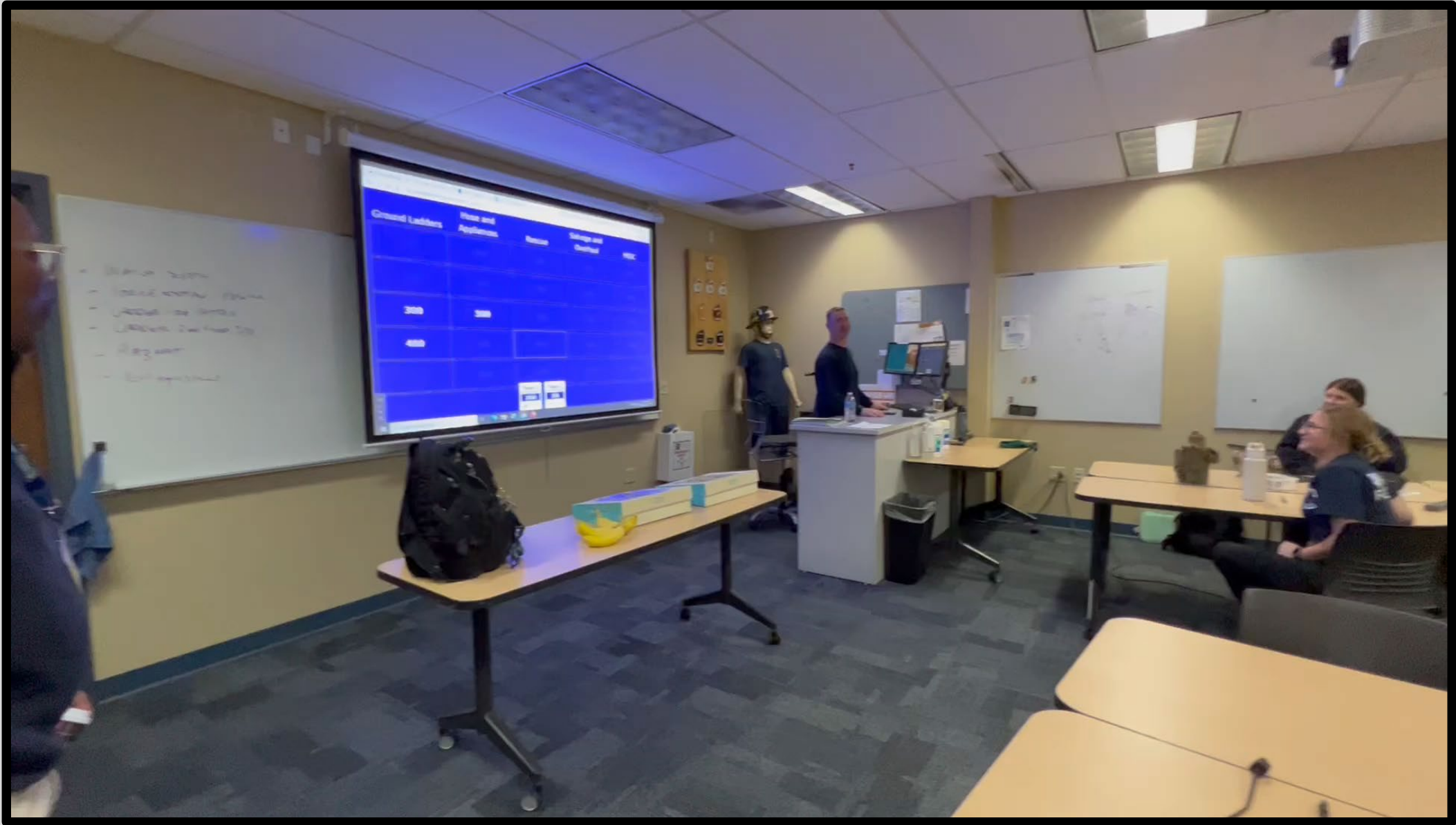


Class of 2023-2024



REWARDS-BASED









SOCIALLY MINDED / PHILANTHROPIC





SERVICE LEARNING OPPORTUNITIES

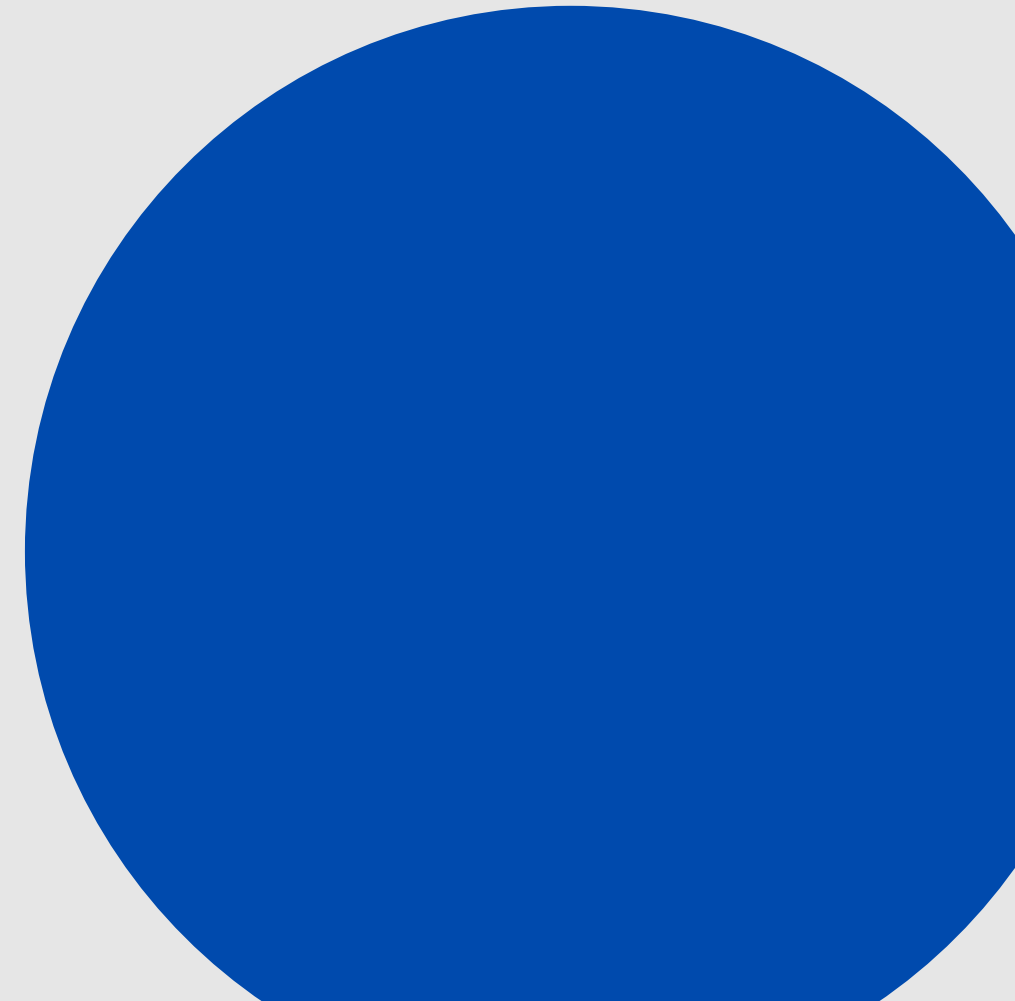
Date	Event
September 28	Resilient Waukesha First Responder Event
October 5	City of Waukesha FD Open House
December 2	Oconomowoc Christmas Parade
December 23	Brookfield vs Waukesha HS Charity Hockey Event
March 9	American Lung Association Fight for Air Climb
April 20	Professional Firefighters of Wisconsin Charity Ball for Burn Camp
May	Wisconsin Memorial Clean-Up



SERVICE LEARNING OPPORTUNITIES



DIGITAL NATIVES / TECH SAVVY



...KIND OF





**WELCOME TO EMT CLASS: WHERE
LIVES DEPEND ON LEARNING.**

Rule #1: No swearing (unless you love push-ups).

Rule #2: Respect, teamwork, and punctuality are our lifelines.

Rule #3: Stay curious, ask questions, be prepared for anything.

Rule #4: Commit to excellence every day.

Rule #5: Remember the 5 P's: Proper preparation prevents poor performance.

(TRANSLATED FOR TEENAGERS)

**SUP, WELCOME TO EMT CLASS!
LIVES ARE LITERALLY IN OUR
HANDS, FAM.**

Rule #1: Keep it clean (unless you're into push-ups). No LMFAO.

Rule #2: Respect, teamwork, and being on time are the GOAT.

Rule #3: Stay woke, ask mad questions, stay ready for whatever.

Rule #4: TBH, hustle for excellence daily. Don't be sus.

Rule #5: Always remember the 5 P's: Prep prevents epic fails. 🙌 #slayer



Never
blame
the lettuce



“

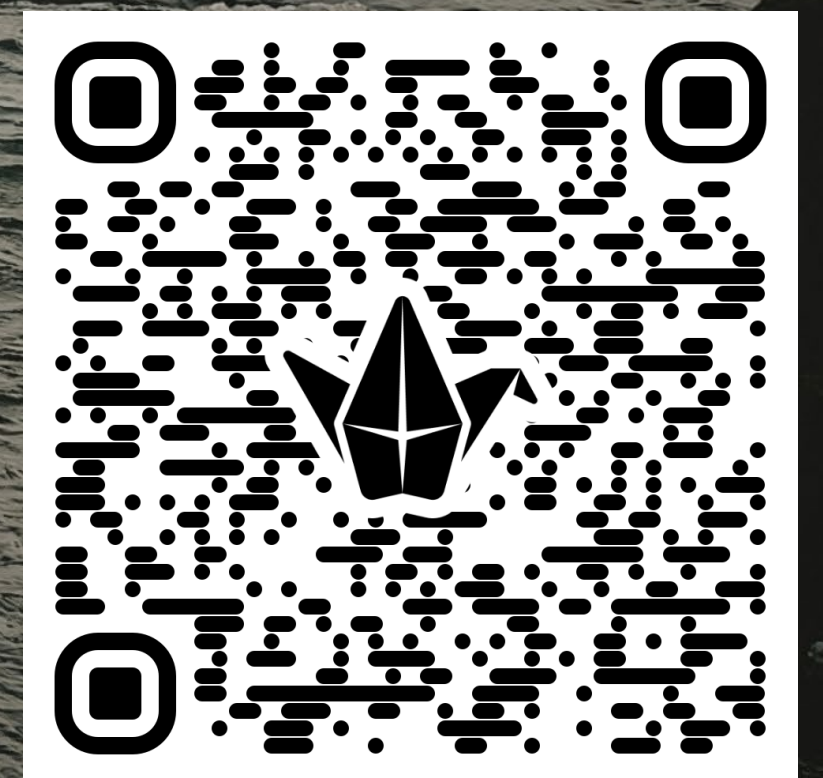
Change the way you
look at things and the
things you look at
change.

Wayne Dyer

Reflection is one of the
most underused yet
powerful tools for success.

Richard Carlson

 quotefancy



THANK YOU!

Connect with us individually
LinkedIn



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