

## CONNECTING WITH GEN Z

### GENERATION Z AT-A-GLANCE

Generation Z (also known as Gen Z) refers to individuals born in the mid-to-late 1990s through 2015. Here are five things to know about Generation Z that will help you in connecting and building relationships with them:

#### 1. They Want to be Heard

- Gen Z individuals want to get involved, form an opinion, and make a difference. This is true for social issues but also personally. Whether it's setting expectations or making decision about housing issues, it goes a long way to include residents in the discussion.

#### 2. They are Lonely

- Despite being connected to the outside world around them 24/7, Gen Z is reported to be the loneliest generation. This can manifest itself in a variety of ways including mental health issues, alcohol and drug abuse, and depression. This is why connections and interpersonal relationships are so important. Residents should be encouraged to utilize common areas, have meals with one another, and spend time with each other on a regular basis.

#### 3. They are Competitive

- Gen Z is highly driven and are overachievers in nature. Their world often revolves around constant comparison to others via social media with the need to exceed all expectations within academic and extracurricular activities. Because they may be overly involved and have rigorous schedules, maintaining structure can be useful. Additionally, ensuring guidelines are in place that may assist with their schedules, including consistent meal times and quiet hours.

#### 4. They Crave Connection

- Although raised on technology, this is a generation that values face-to-face interaction. This means that with individual relationships with residents and as an overall community, there needs to be opportunities and values placed on time together.

#### 5. They're Entrepreneurial in Spirit

- Gen Z individuals like the idea of working for themselves and are extremely practical in nature. This can be beneficial by letting residents own projects around in the house. Allow them to come up with solutions and/or propose ideas. This utilizes their strengths and allows them to work independently, which Gen Z also enjoys.