Text GENERATIONZ190 to 22333 to participate

(we are not collecting your number for any purposes)
Definition of **SHIFT**

1. to exchange for or replace by another (change)

2. **a**: to change the place, position, or direction of (move)  
   **b**: to make a change in (place)
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JOBLESS MEN
KEEP GOING
WE CAN'T TAKE CARE OF OUR OWN
CHAMBER OF COMMERCE
GEN X
ESTIMATED POPULATION IN THE U.S.
25%
Find a group of 4-6 people that are in “your” generation and discuss questions 1-5.

1. Based on your generation - how would “you” like to be communicated to?
2. How is your campus currently communicating to “your” generation of students?
3. What difficulties have you encountered communicating with “your own” generation of students - why is it difficult?
4. What support are you receiving from your administration in order to better communicate with different generations of students you serve?

Answer THIS ONE to report back

1. What successful communication methods have you used to reach “your” generation, and why are they successful?
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https://www.youtube.com/watch?v=h11u3vtcpaY&t=15s
Connecting with Gen Z
Text “LEAVE” to the PollEverywhere Thread

SOURCES

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Meet Generation Z - Forget Everything You Learned About Millennials, Sparks & Honey, 2014.