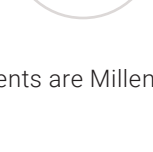


are you prepared for the *next generation* of students?

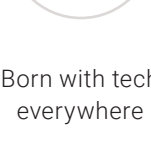


College campuses are now entirely composed of Generation Z. Whether you are ready or not, it's already time to start thinking about the next wave of students coming to campus. Students entering college in the next few years will be the most diverse generation and will drive new perspectives on everything from technology to dining.

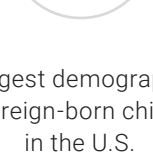
Key Characteristics



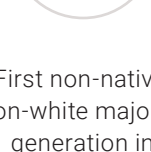
Parents are Millennials



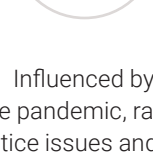
Born with tech everywhere



Largest demographic of foreign-born children in the U.S.



First non-native, non-white majority generation in U.S history

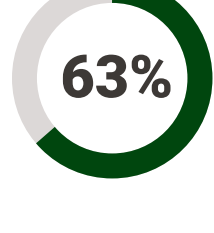


Influenced by the pandemic, racial justice issues and the climate crisis



The *next generation* of students — 4 things to expect in higher ed

01 | Sustainable Everything



would make sustainability their job
(TheWiseMarketer)

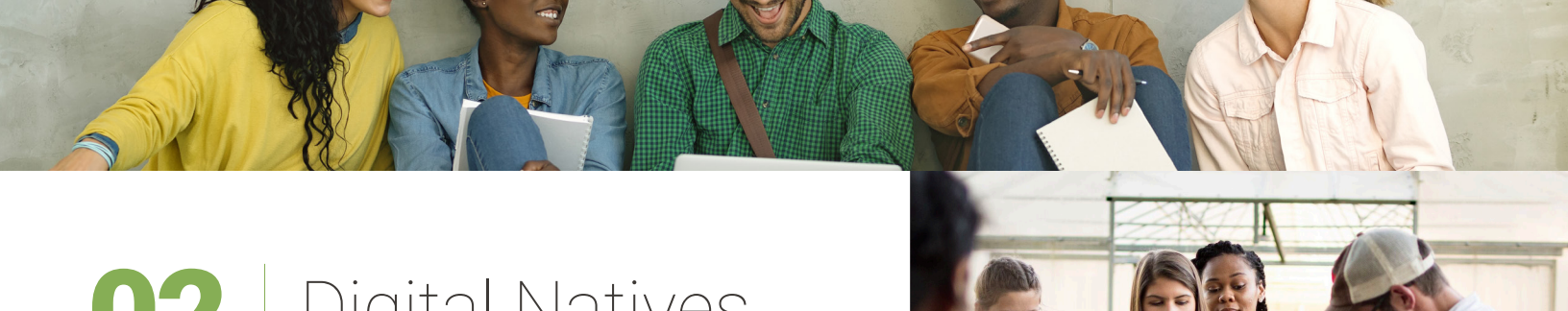


Younger generations are passionate about the environment — including everything from social activism to making it their job.

- Global in outlook and perspective
- Saving the planet is a career choice
- Similar to Gen Z, as they mature, they will look for stories that explain what goes into the goods they buy – including fair-employee practices
- Use “pester power” to influence change

WHAT THIS MEANS FOR HIGHER ED:

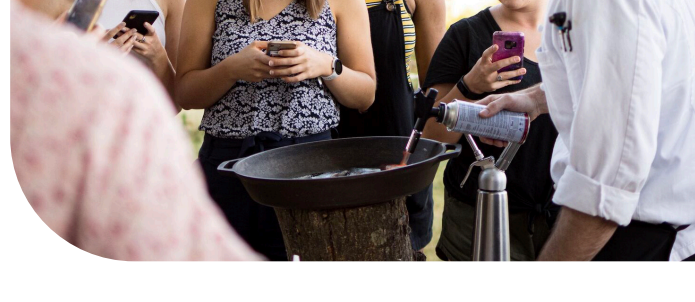
- Incorporate technology that promotes a better community
(ex. Smart recycling bins that use AI to help sort trash)
- Expect students to become even more vocal and informed on environmental actions



02 | Digital Natives



will use social media for shopping
(PostBeyond)



The emerging generation is defined by devices like smartphones, tablets, video games, smart speakers, and autonomous cars.

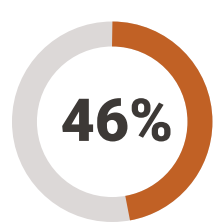
- **Social media is integral to their development** — they spend most of their time connected to their devices
- **Extremely visual in how they consume content** — Actively engage online by creating and sharing their own videos

WHAT THIS MEANS FOR HIGHER ED:

- Welcome AI robots and voice assistants
- Embrace digital learning and gamification of lessons
- Add bite-size chunks of “nano content” or short videos to capture their attention



03 | Open About Mental Health



of parents believe schools should provide individualized support for wellbeing
(Harvest Table Culinary Group)



Mental health and wellbeing is a top priority for today's youth and their parents.

- One in five experience a mental, emotional, or behavioral disorder — but they are not ashamed
- Olympic athletes, influencers and celebrities are normalizing mental health
- Emerging into the workforce at a time when wellbeing will be at the top of the agenda

WHAT THIS MEANS FOR HIGHER ED:

Focus on Holistic Health

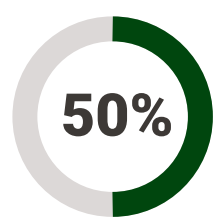
- Develop wellness programs to bring students and the community together through events, local partners and wellness education
- Dedicate resources and tools to keep students connected during all stages of their campus journey

Prepare Professionals to Care for Students

- Hire mental health specialists and care teams to manage the uptick in student needs
- Give staff mental health training and clinics
- Give staff wellness weekend programs for themselves



04 | Food Experiences that Matter



of parents reported their children like more adventurous ethnic cuisines, including Indian, Peruvian, Vietnamese, and Moroccan fare
(Datassential)



Students will seek food that sustains their energy, creates entertainment, and provides more mindful consumption.

WHAT THIS MEANS FOR HIGHER ED:

- **Give Them Foods that Fuel:** Focus on foods with dense nutritional value
- **Give Them Fun Food:** Think surprising new flavors, innovative ingredients and culture and style combos
- **Give Them the Right Values:** Like sustainable products and packaging and food that inspires and sends a message