

Southern Innkeepers ASSOCIATION EST. 1908

American Generations
The Past Predicts The Future

Hotel Bennett | June 18, 2024

Jeff Kallay, SVP Echo Delta

PREPARED BY ECHO DELTA

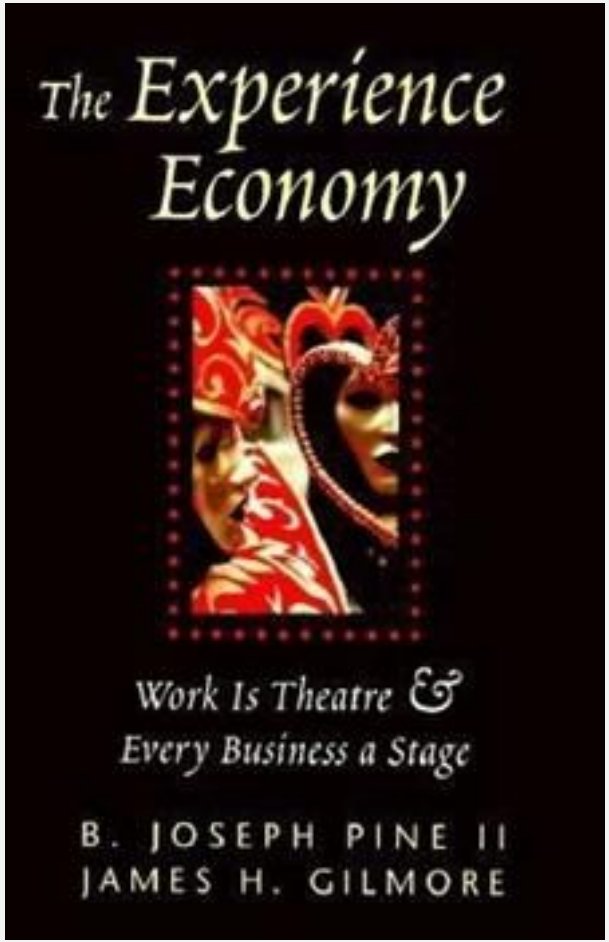
What generation do you identify with (or none)?

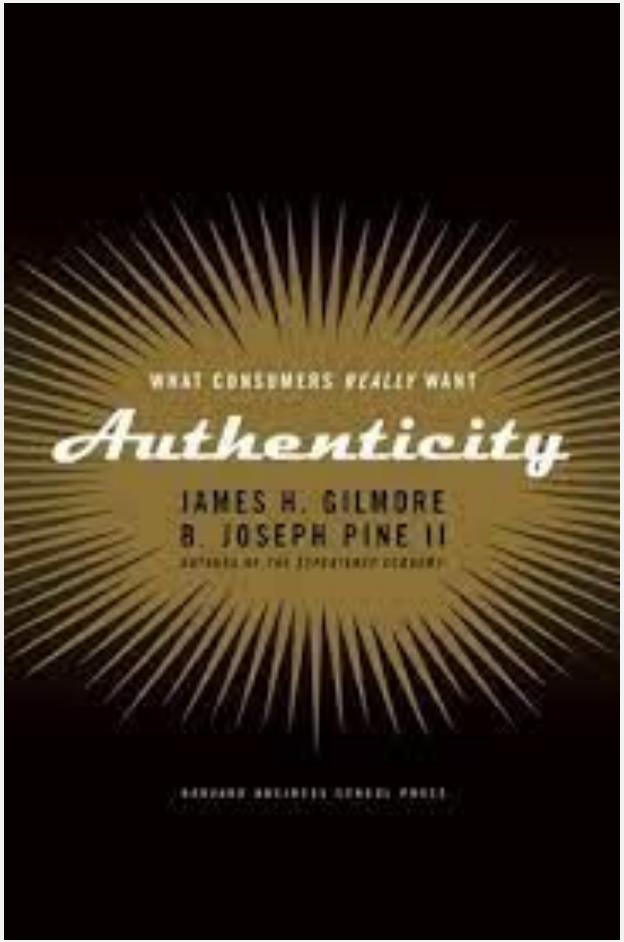
1. Silent
2. Baby Boomers
3. Generation X
4. Millennials
5. Generation Z

Share and discuss with your neighbors…

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I read some books that changed my life





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It’s all about the “campus visit” experience



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Higher education enrollment experiences



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ECHO DELTA
HIGHER EDUCATION MARKETING

CAPABILITIES

Jeff Kallay, Pioneer of Campus Visit Consulting, Joins Echo Delta

January 28, 2022 • By Alex Nikdel • Enrollment Strategy

It's not what you say or do. It's how you make them feel.

We are thrilled to announce that Jeff Kallay, known nationwide for his pioneering work as a campus visit experience consultant, has joined our team as Senior Vice President of Enrollment Consulting. With nearly two decades of experience as a campus visit consultant, Jeff previously worked for Render Experiences (acquired by RNL) and TargetX.

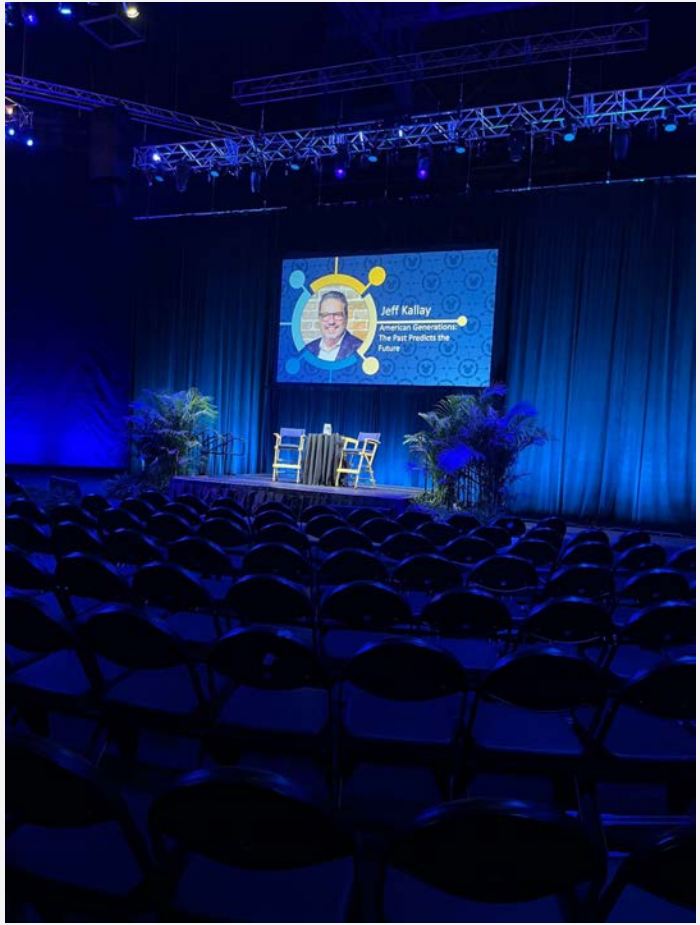


He is known for his approach based on the experience economy, inspired by organizations like Walt Disney World that create engaging experiences for their visitors. "It's not what you say or do but how you make them feel," Jeff says. He helps colleges understand the unique generational differences between students and their parents and the implications for campus visits and student recruitment.

1 purpose
16 years
320+ clients
2,200+ campus tours
10,000+ tour guides trained
Campus visit economy expanded

© 2024 Echo Delta

Higher education enrollment experiences





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Three Takeaways

- All of this has happened before and will happen again
- Generations, “Generalizations”
- The Fourth Turning is here

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Managing Expectations

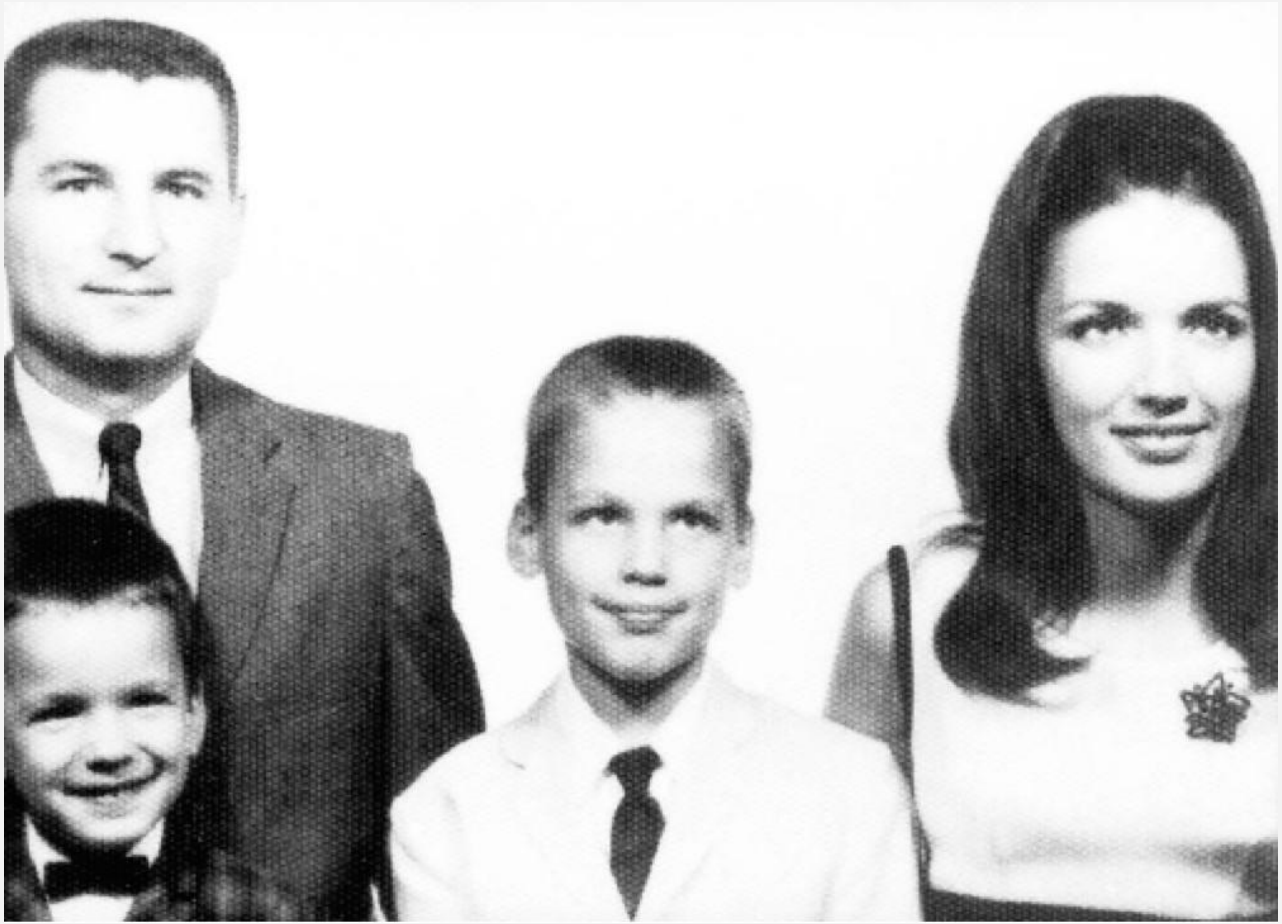
- Repeating history
- Boomers
- Gen X
- Millennials
- Gen Z
- Who’s next?
- Discussion/Q&A

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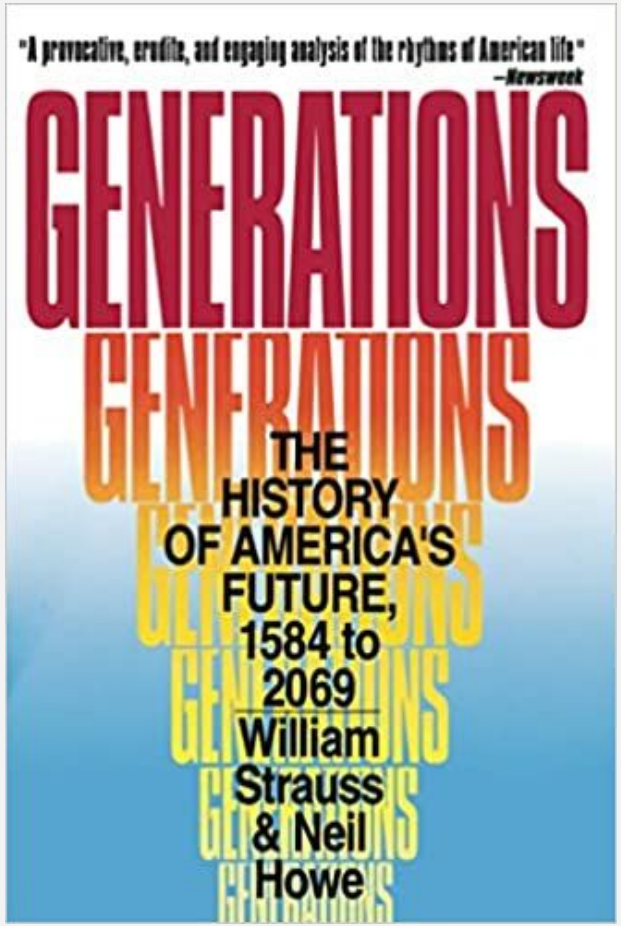
American Generations

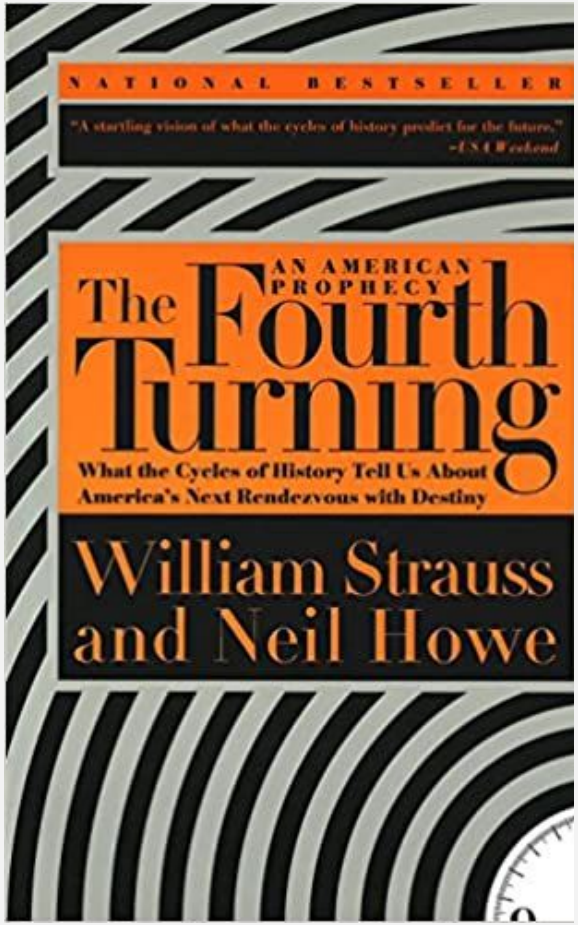
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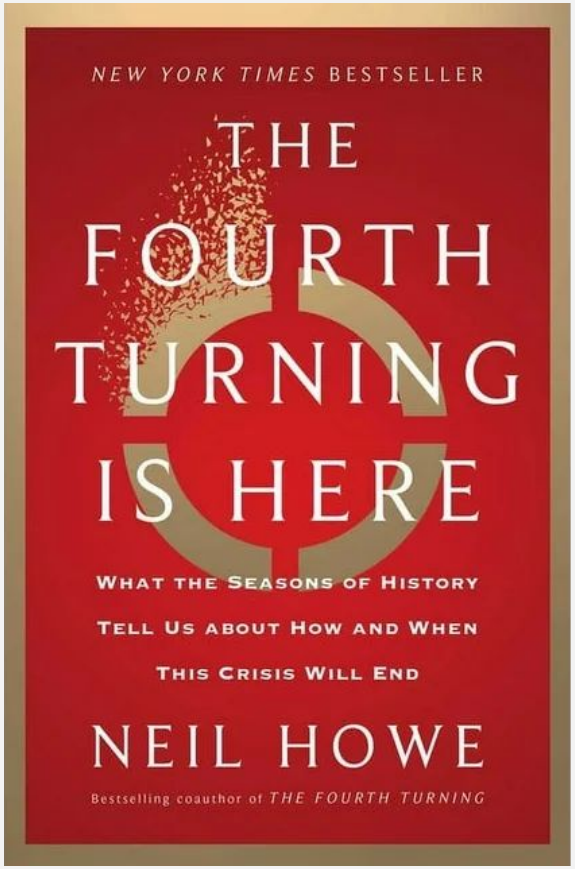
A few disclaimers



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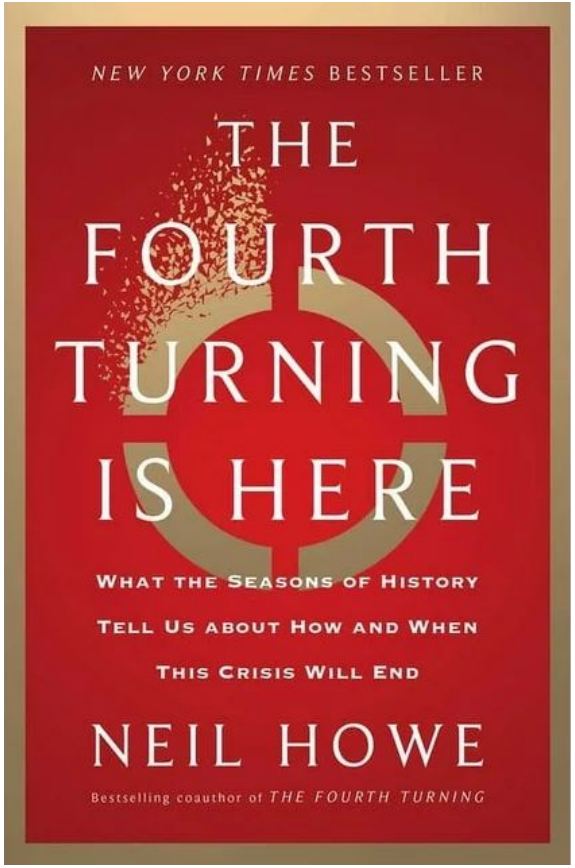




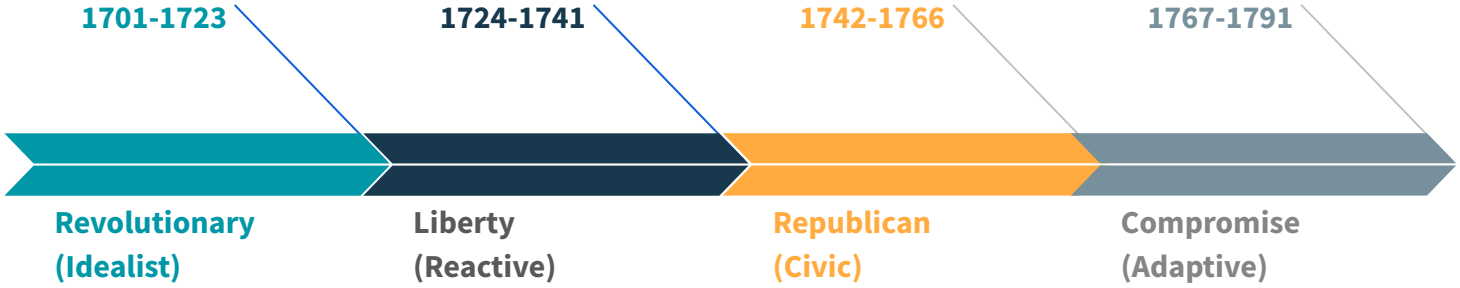
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Repeating in America

- A cohort that share a common history
- Four generations per cycle
- Four stage/two stroke
- Personalities repeat
- Generation lasts about two decades
- 23.6 years average

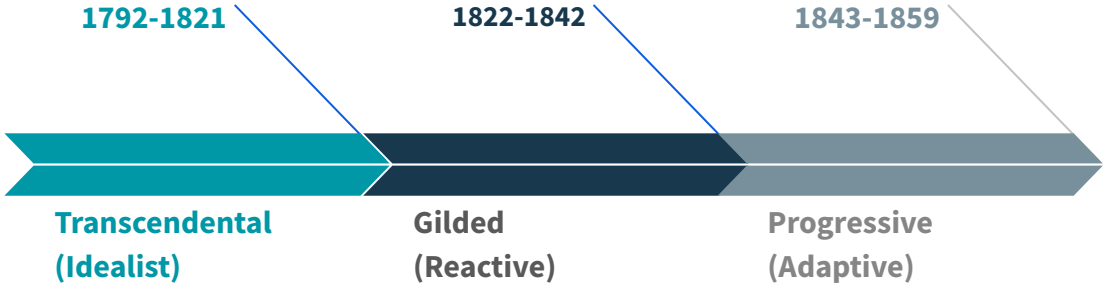


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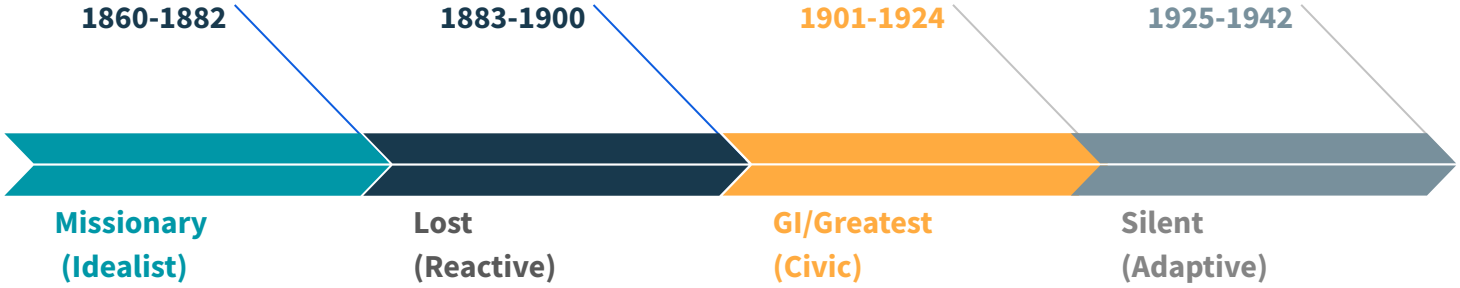
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William Strauss and Neil Howe

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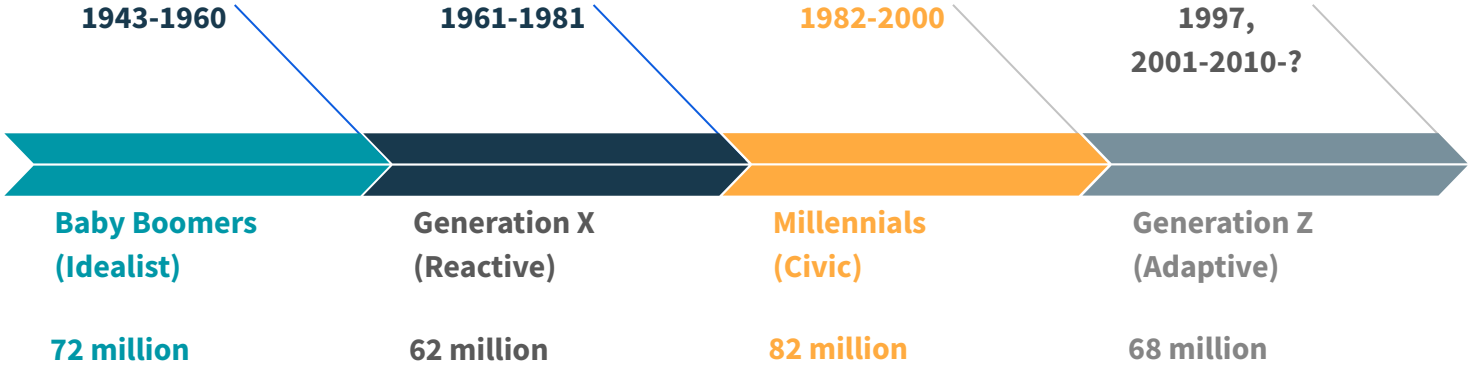
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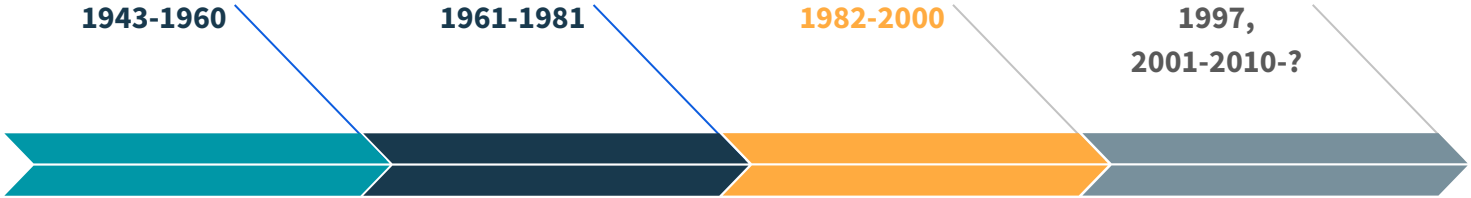
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Millennial Cycle



	Baby Boomers (Idealist)	Generation X (Reactive)	Millennials (Civic)	Generation Z (Adaptive)
	72 million	62 million	82 million	68 million
Great Power	Missionary	Lost	GI/Greatest	Silent
Civil War	Transcendental	Gilded		Progressive
Revolutionary	Awakening	Liberty	Republican	Compromise

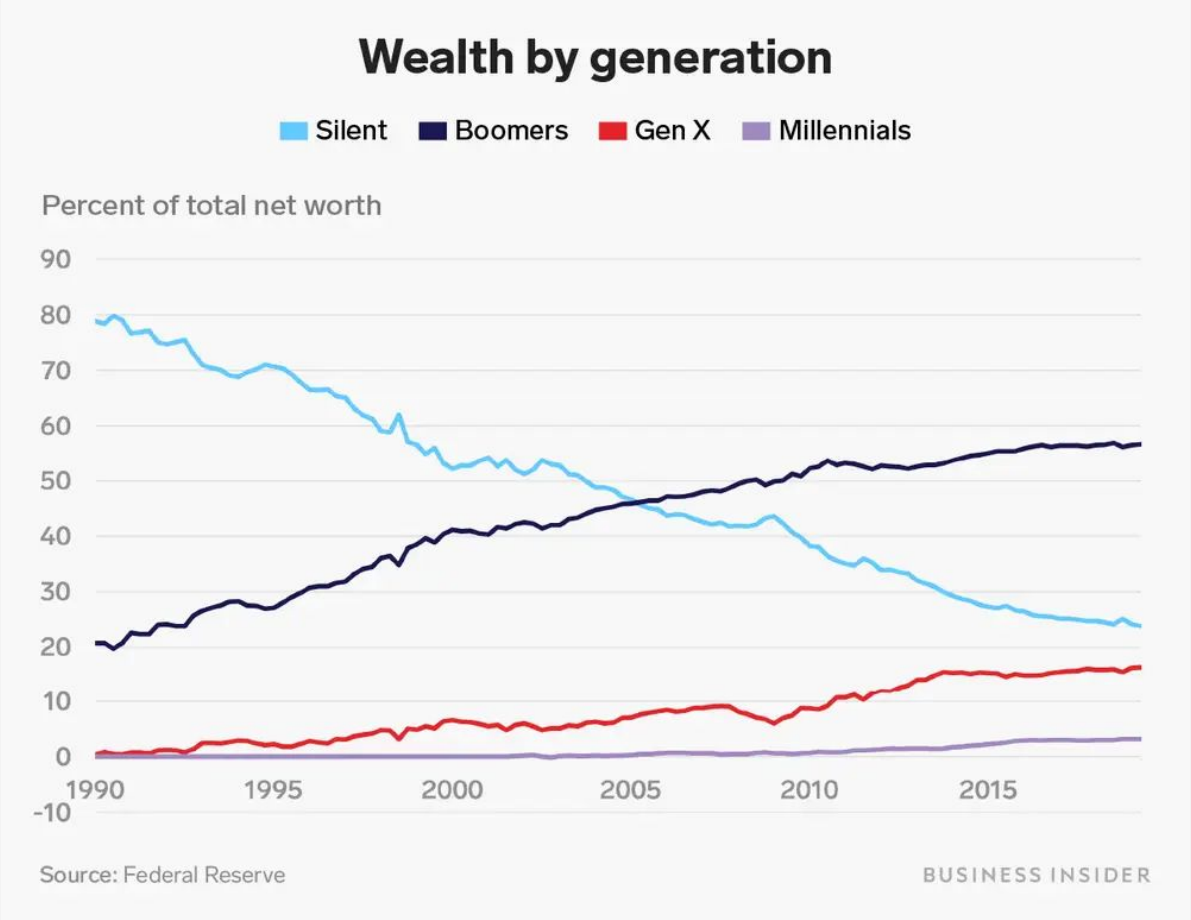
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72 Million Idealist/Prophet Baby Boomers

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65% wealthier than previous American generations



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$76 trillion but stingy

The Economist

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Finance and economics | Live a little

Baby-boomers are loaded. Why are they so stingy?

The mystery matters for global economic growth

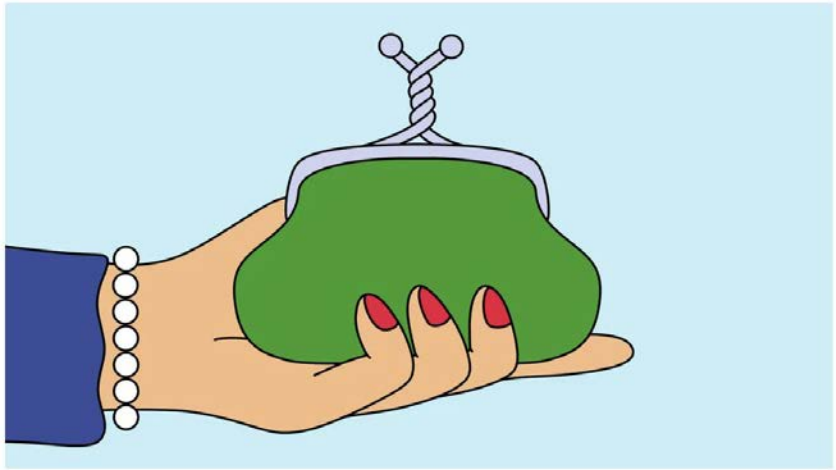


ILLUSTRATION: VINCENT KILBRIDE

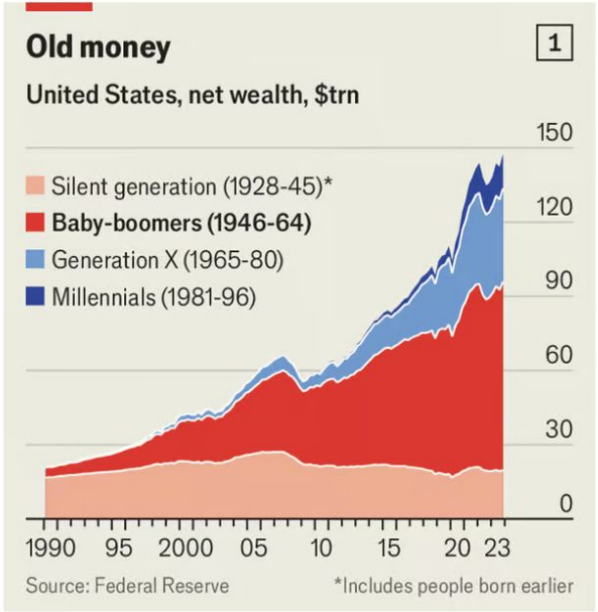
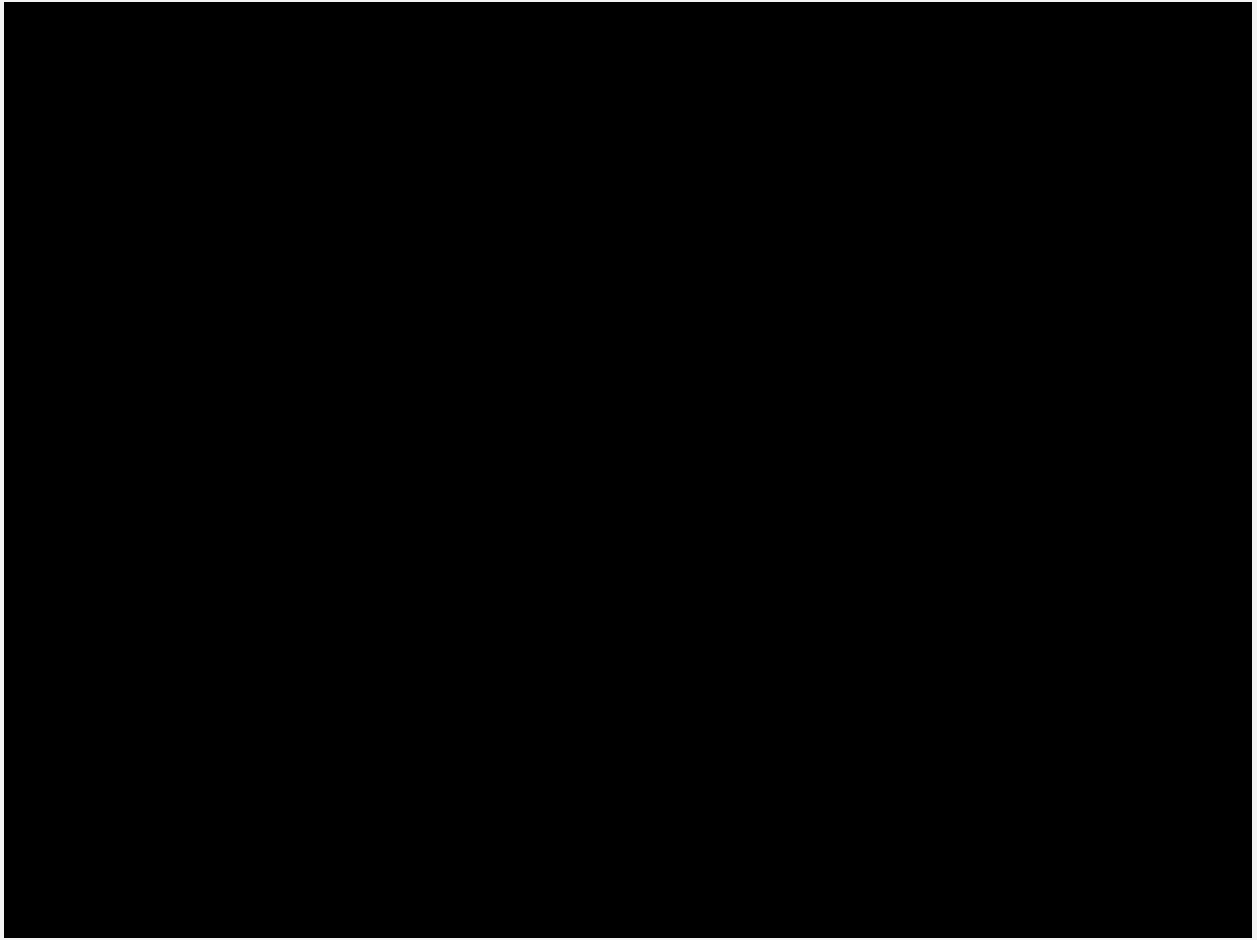


CHART: THE ECONOMIST

The Economist

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Living longer



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Three Takeaways About Baby Boomers

- Idealist to the end
- OG Best Friend and Co-Purchasing Parent (and Grandparent)
- They have always been celebrated

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62 Million Reactive/Nomad Generation X

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What's in a name?



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Disenfranchised youth



New York Times

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Anger issues



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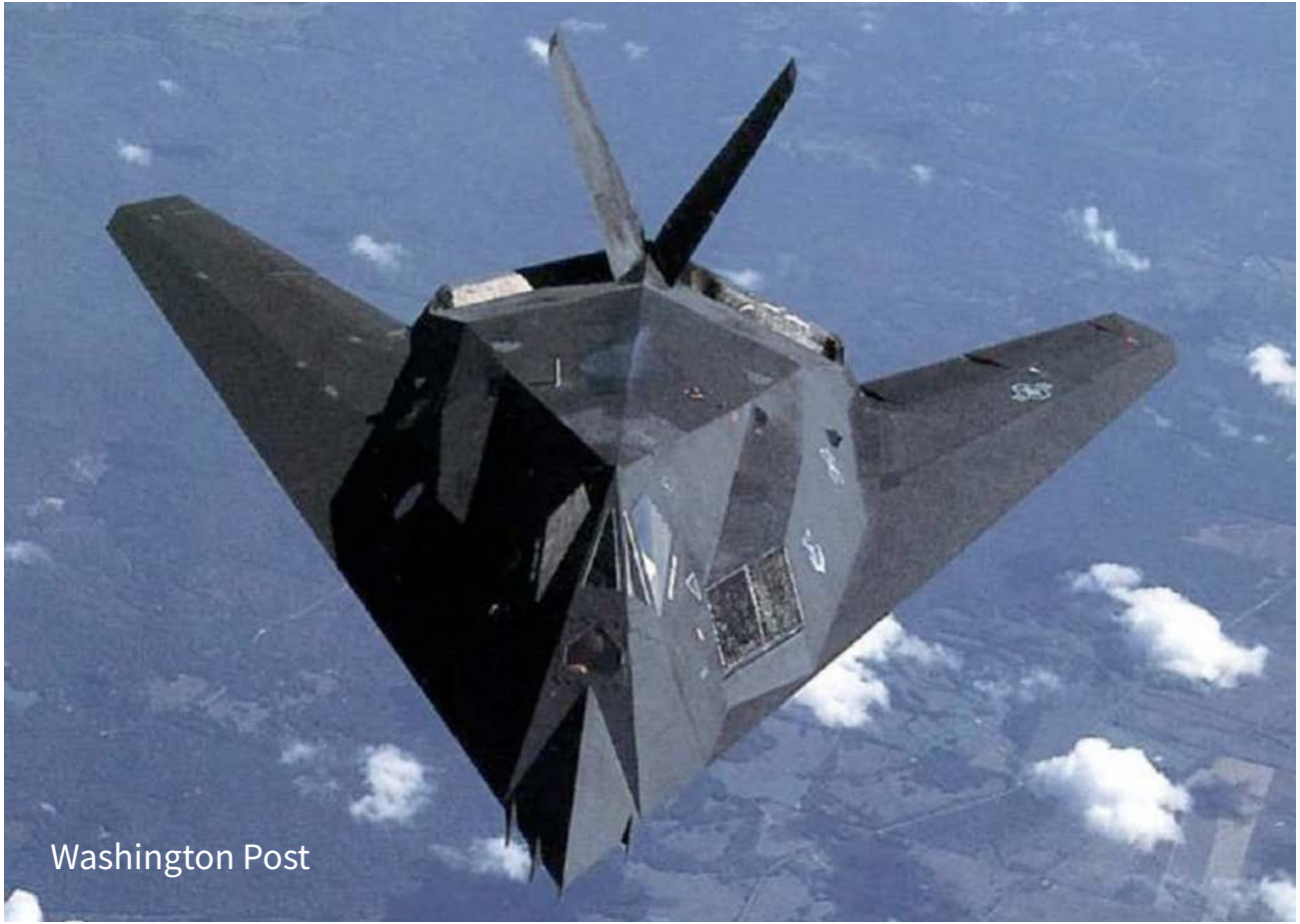
Millennial pep rally



Disney

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Stealth Parents



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Lawn Mower Parents



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Tossed in with “Hey Boomer”



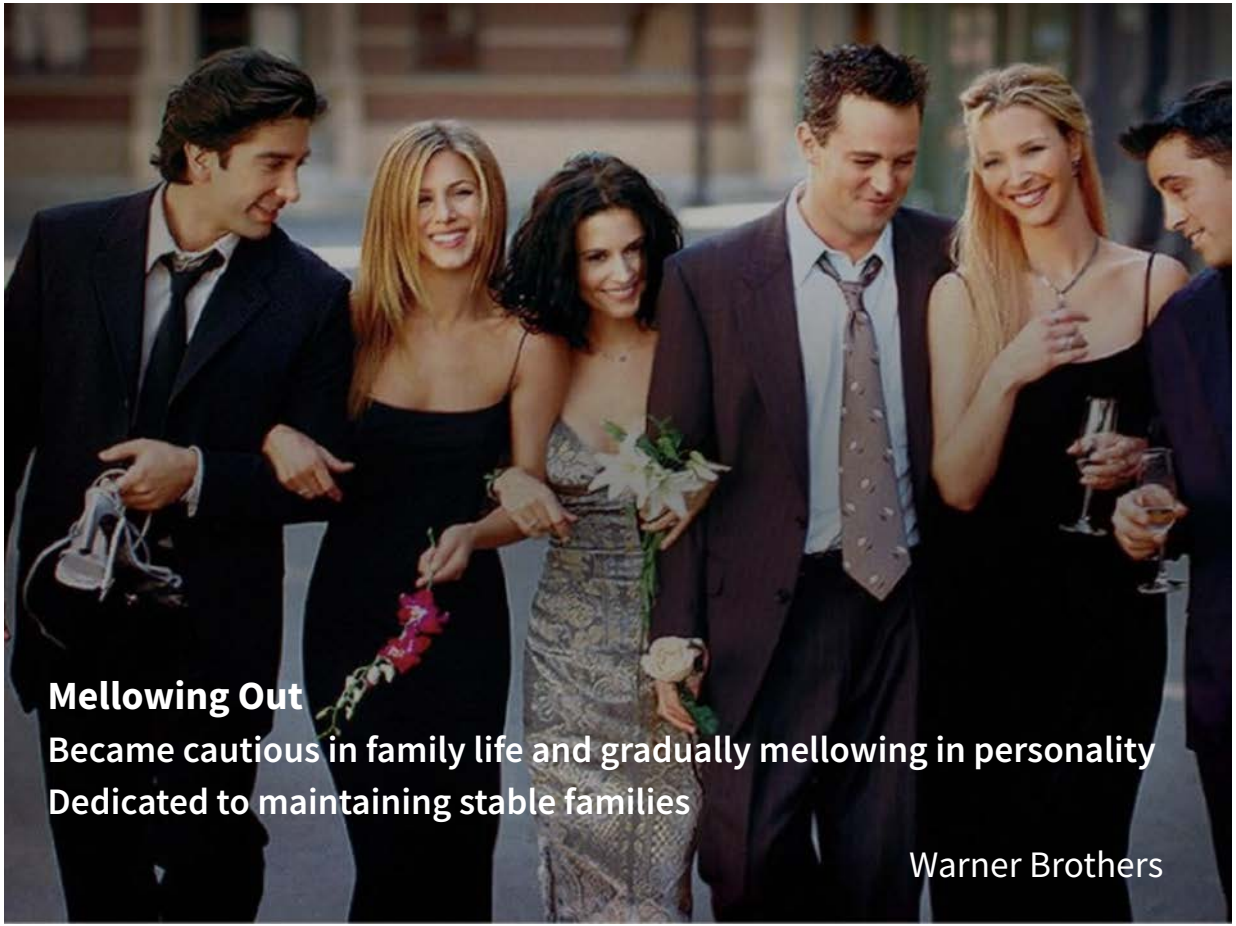
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Earn their trust



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Family is important



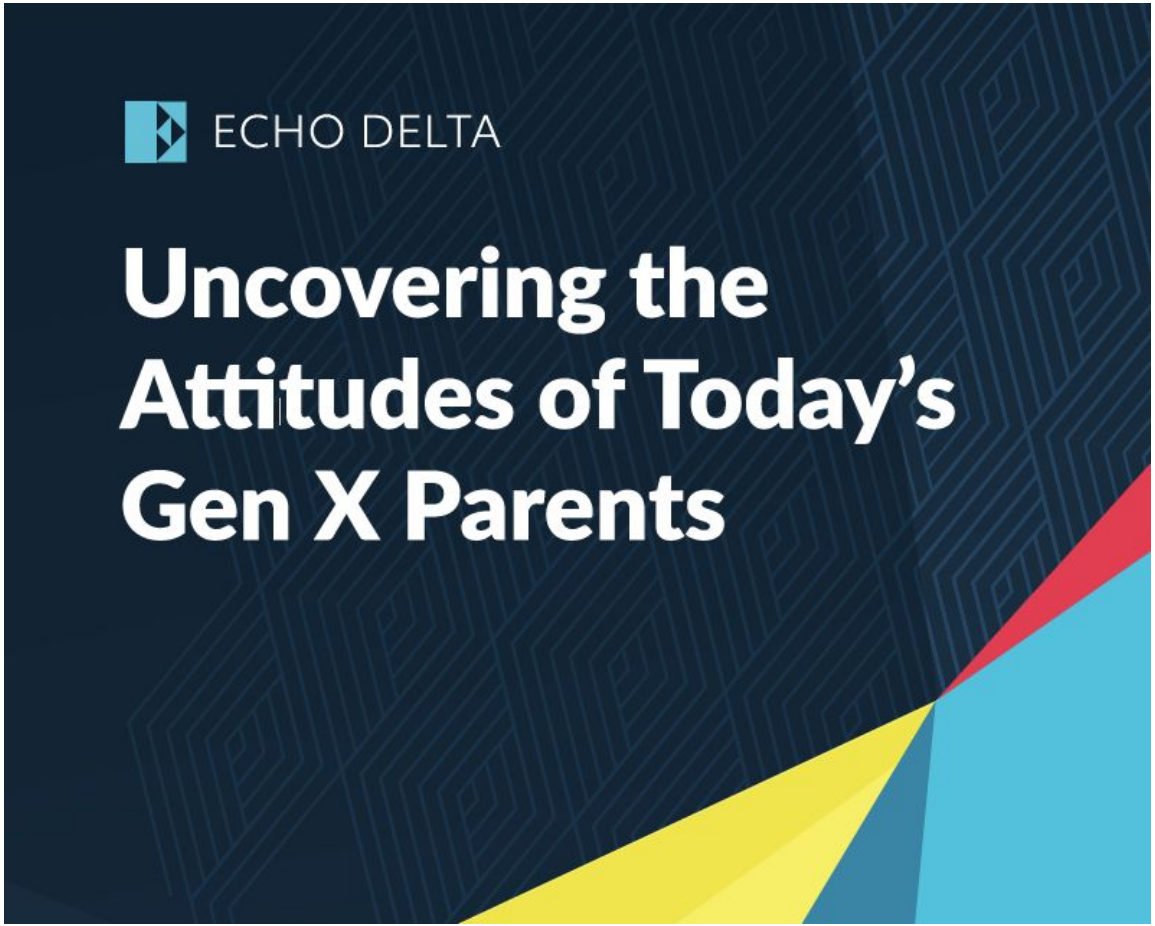
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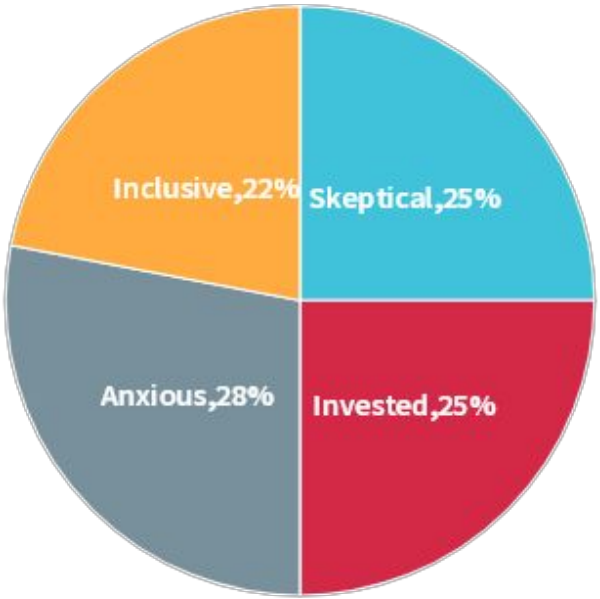
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1. **Invested** - Committed to higher education and ensuring their child has a good experience.

2. **Skeptical** - Higher education isn't worth the cost, doesn't guarantee career success. The industry is corrupt.

3. **Anxious -** Concerned about safety, mental health, and their student's ability to live independently.

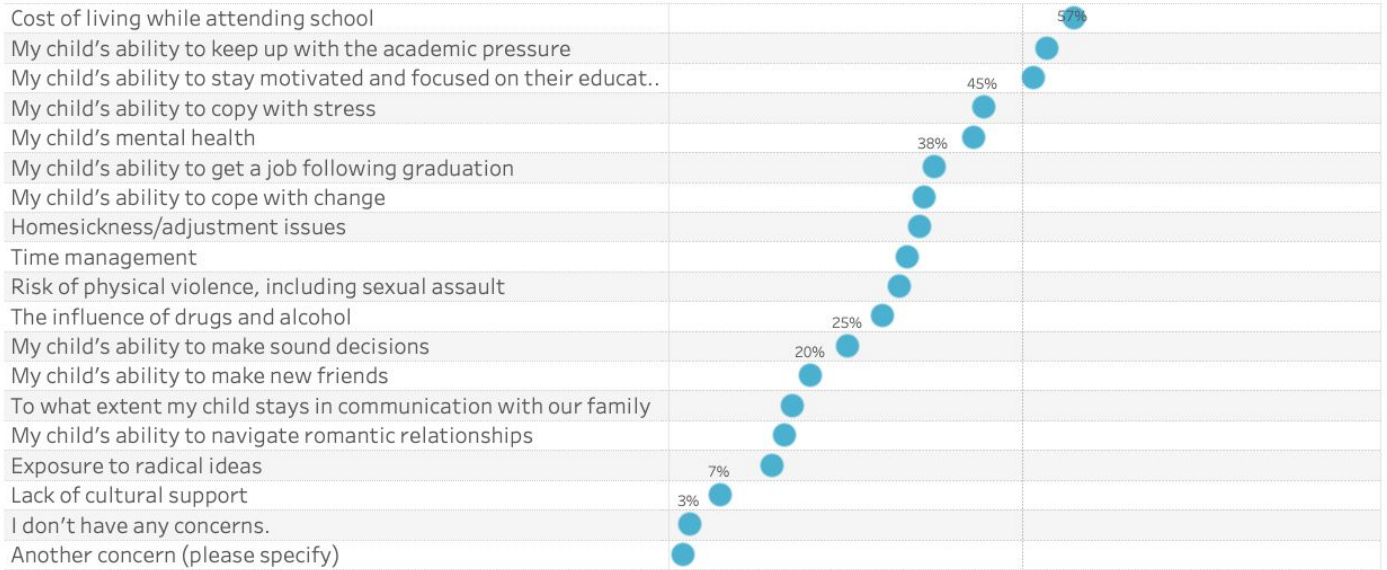
4. **Inclusive** - Believe higher ed should be more accessible and provide better options.



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Parents' most-often-cited concerns are their child's cost of living while attending school, their ability to keep up with academic pressure and to stay motivated and focused.

Biggest concerns (n=343)



View Selector

All

All

0 100 200 300

Q35. What are your biggest concerns about your child's higher education experience? Choose all that apply.

ECHO DELTA HIGHER ED MARKETING

audienceaudit

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Three Takeaways About Generation X

- Reactive to events
- “Boomer Buster” forgotten, overlooked
- Technology savvy

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82 Million
Civic/Hero Millennials

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- Advances in fertility
- Twins and triplets
- “Madison” and “Hannah”
- Trophies and awards

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Teams and collective are okay



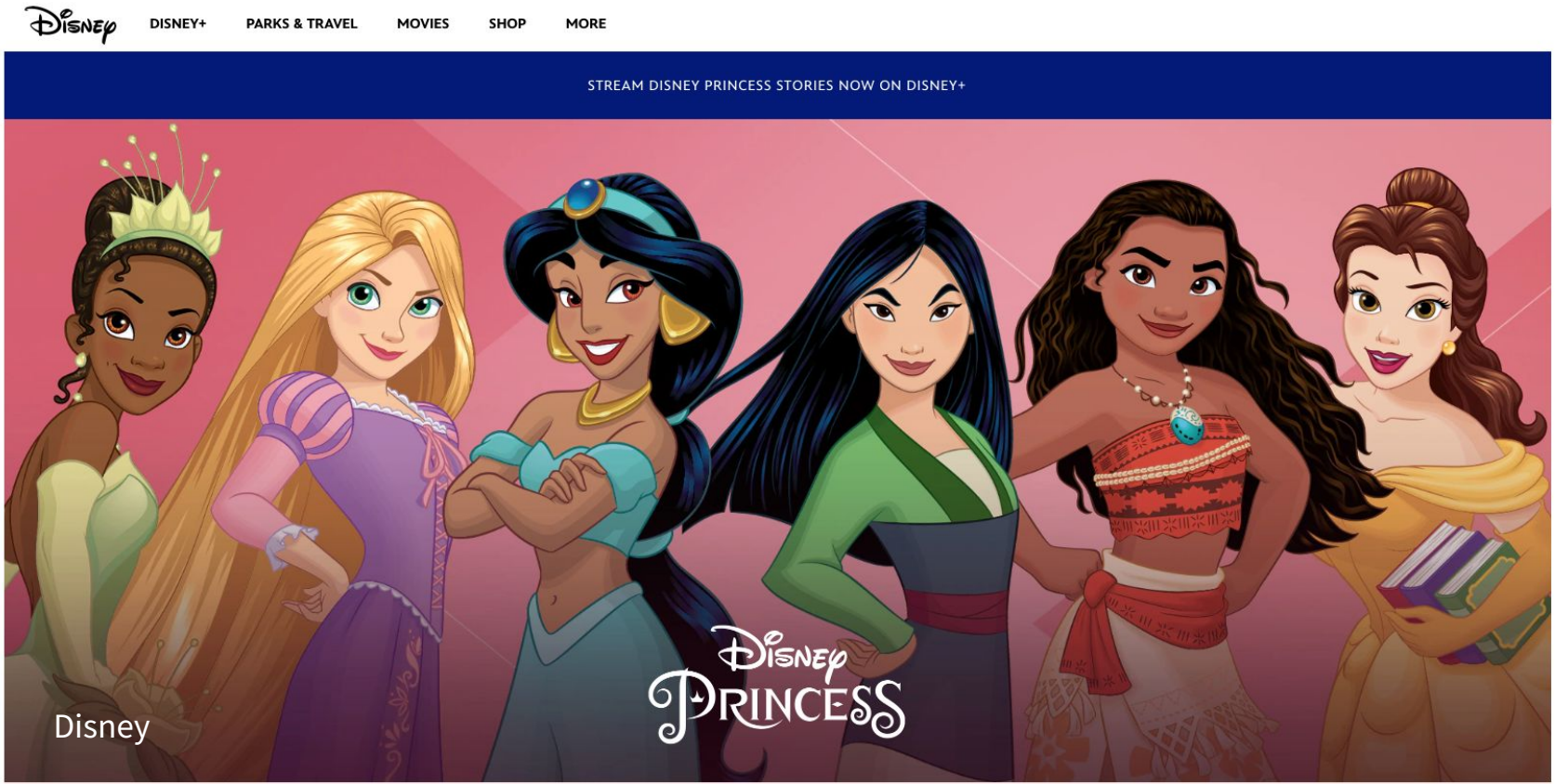
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Disney helped make Millennials Millennial



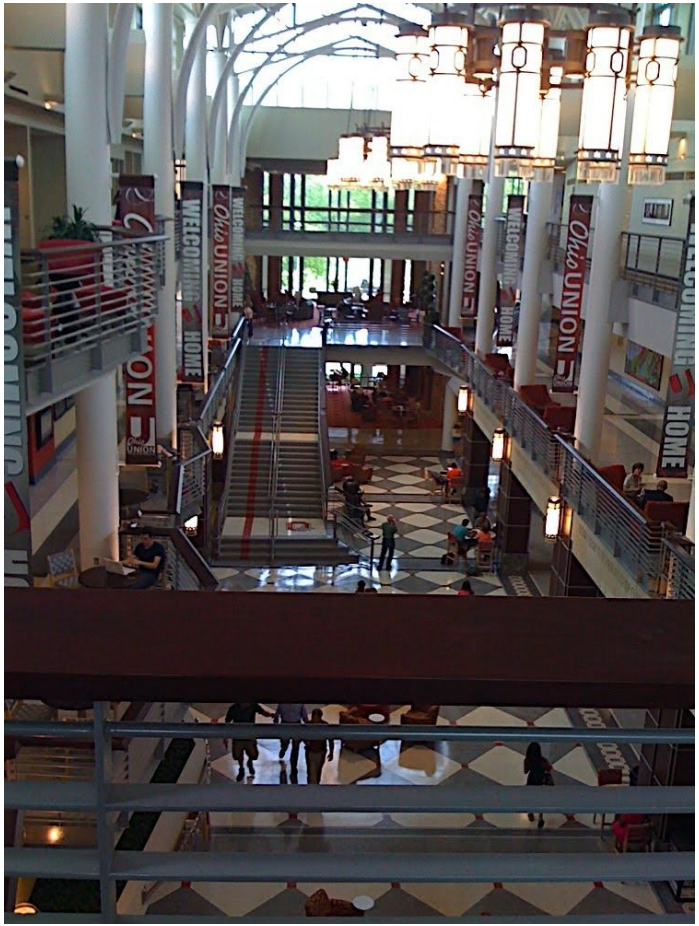
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Disney helped make Millennials Millennial



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Bigger, Better and “amenification” of everything





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Three Takeaways About Millennials

- Civic “Team Up!” behavior
- Mentoring
- “Adulting”

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68 Million
Adaptive/Artist Generation Z

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What's in a name?



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The Last American Teen?

By Astronauts Wanted’s Insight Lab

It feels like we are witnessing something more profound than just a generational change from Millennials to Z

When we commissioned a Gen Z study, we expected to arrive at a handful of core findings that crunched down into tweetable sound bytes—the same way millennials have been crystalized (or over-simplified) into notions like “the trophy generation” or “nerds are the new jocks.”

ASTRONAUTS WANTED

AT A GLANCE

Astronauts Wanted creates premium programming that puts story first while tapping the zeitgeist of the youth experience. Its mission is to capture the

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“Changes everything”



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War #1



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AdAge

LOG IN

BANKING ON YOUTH

Economic crisis during childhood has left a lasting mark

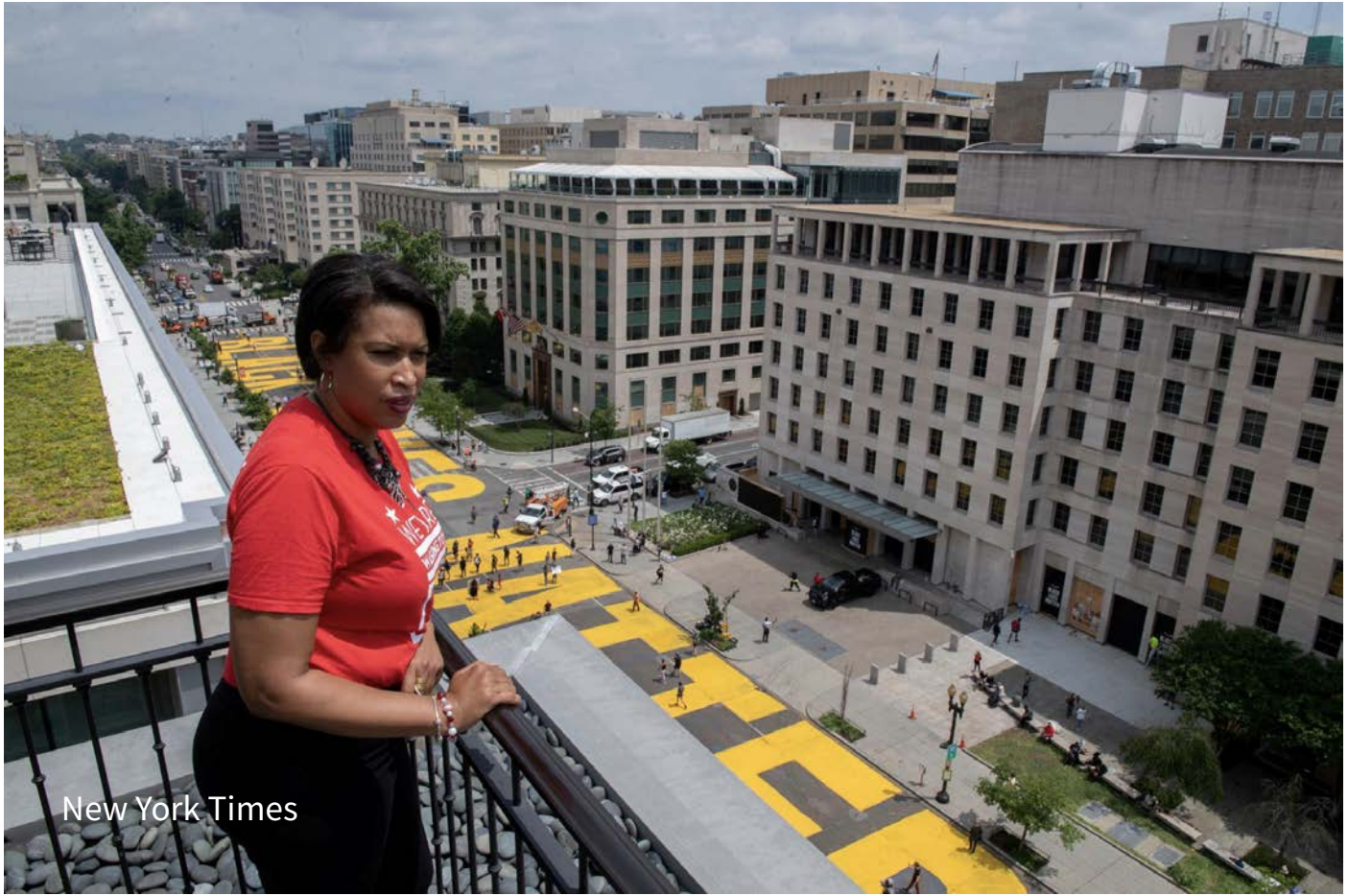
By Adrianne Pasquarelli
Illustration by Tanya Cooper
Published on January 22, 2018



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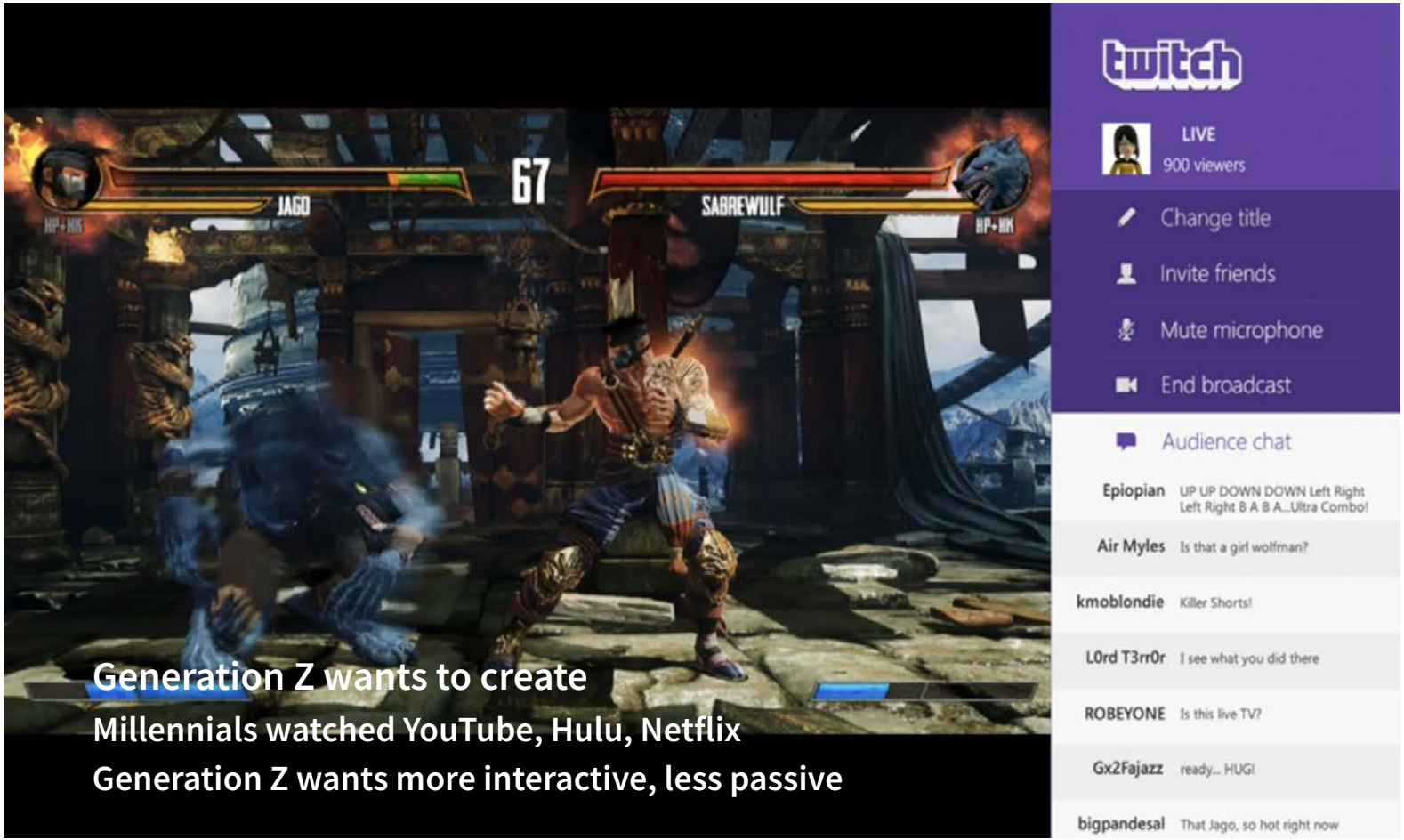


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Give tools to create stories, memories and experiences

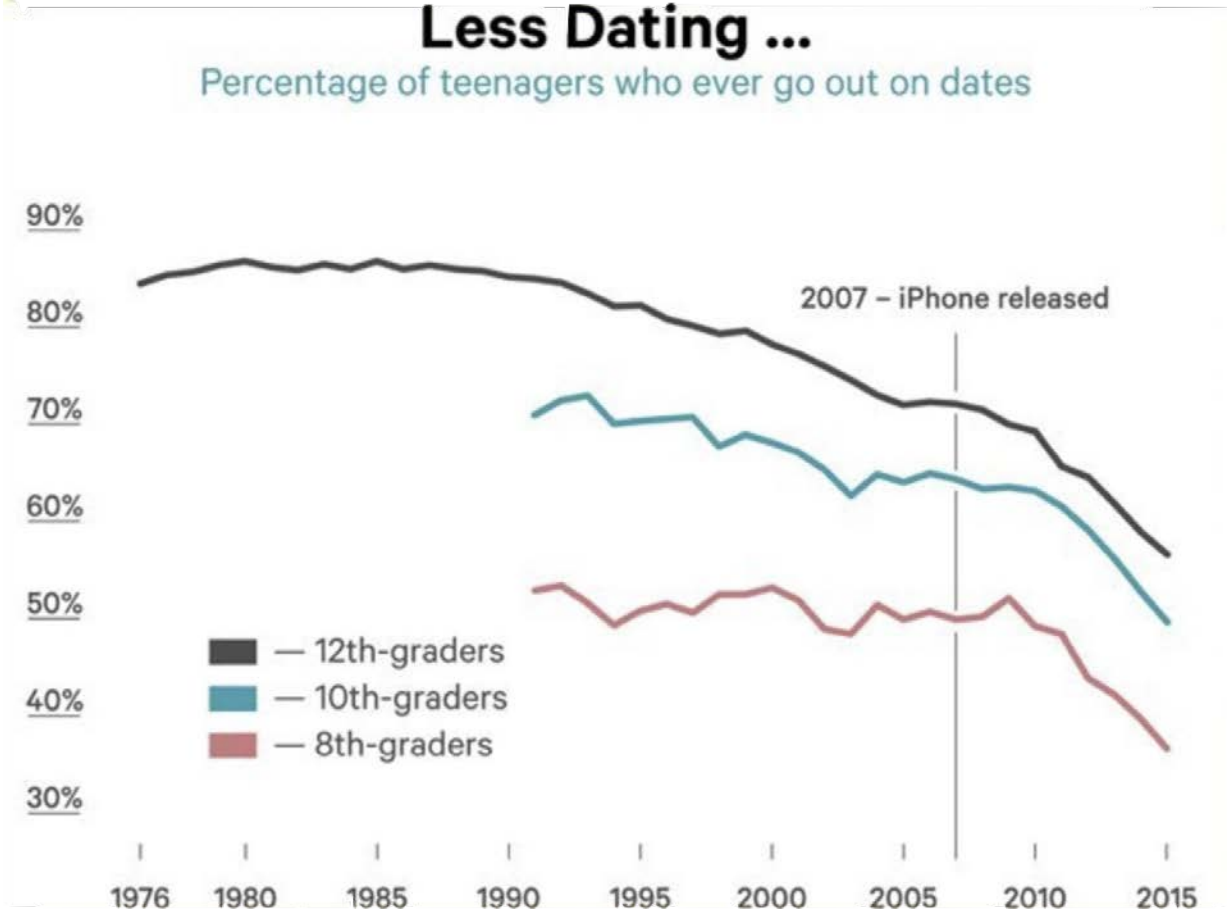


Generation Z wants to create

Millennials watched YouTube, Hulu, Netflix

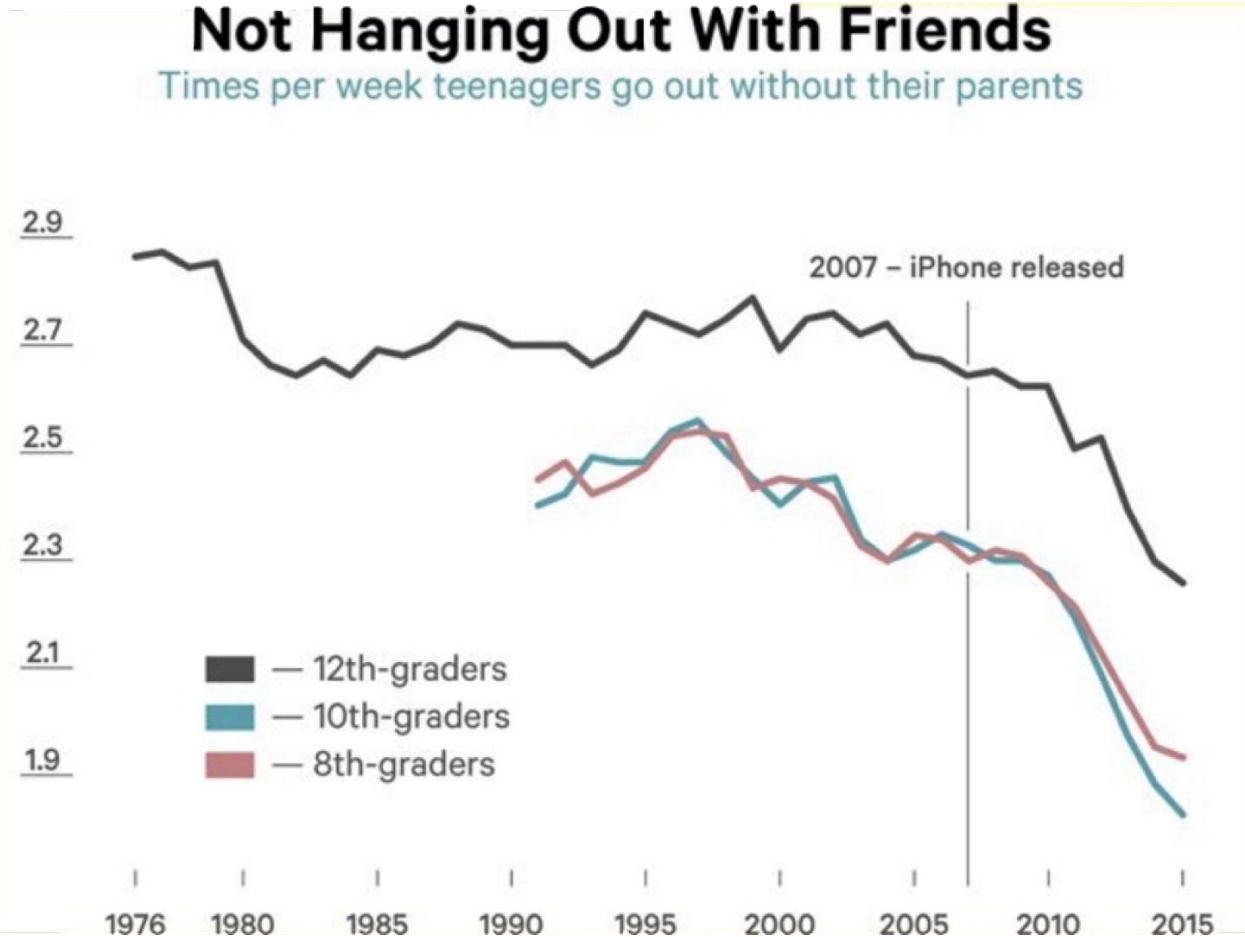
Generation Z wants more interactive, less passive

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The Atlantic

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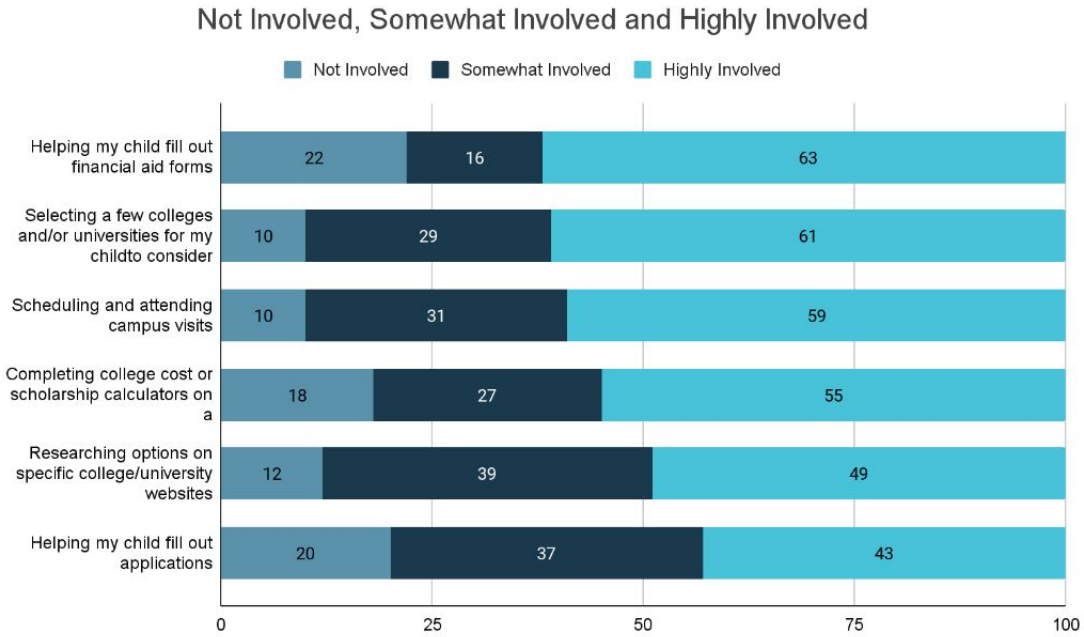


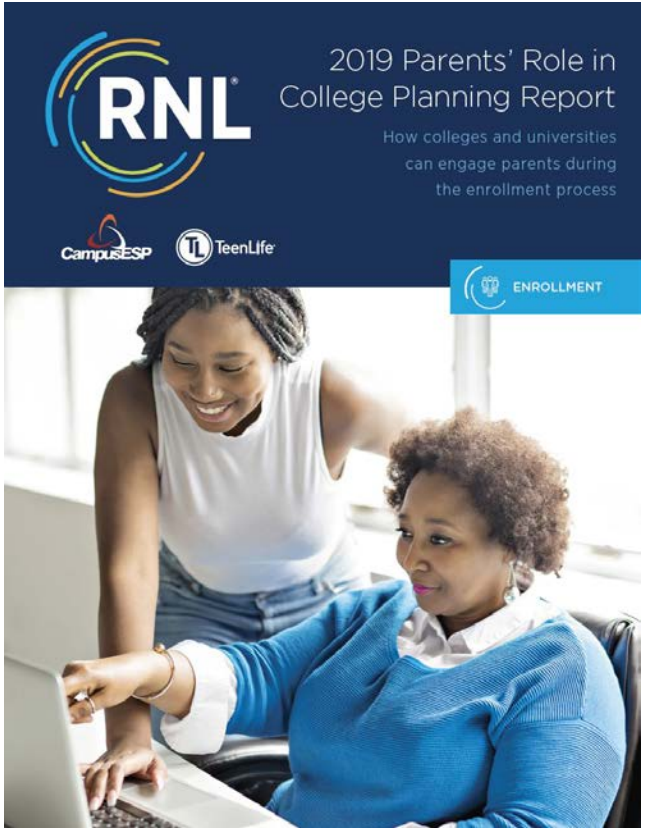
The Atlantic

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“Co-Purchasing Parents”





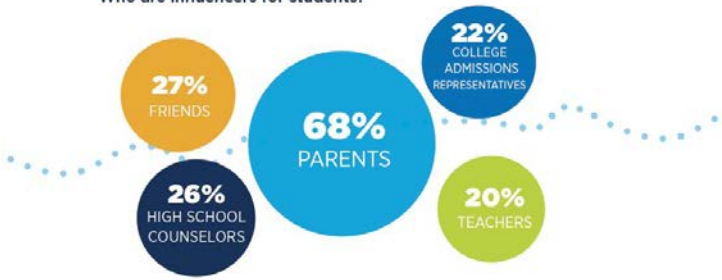


ruffalonl.com/resources

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INFLUENCERS

Who are influencers for students?



INFLUENCERS BY GRADE LEVEL

INFLUENCERS	9TH	10TH	11TH	12TH
Parents	66%	68%	69%	68%
High school counselors	28%	29%	24%	24%
College admissions representatives	19%	26%	23%	19%
Teachers	13%	27%	21%	18%
Friends	44%	23%	30%	25%

Parents remain important throughout high school, with nearly seven out of ten students saying their parents/guardians are enrollment influencers. Friends are more important in freshman year, while teachers, counselors, and college representatives are most influential during the middle years of high school.

How can you engage more students as they research colleges?

Talk with our enrollment experts about how you can supercharge your college search, target the students who are a best fit, and engage them all the way to enrollment.

Visit RNL.com/CollegeSearch

COLLEGE TOURS

Students who have taken a college tour

GRADE	VIRTUAL TOUR	IN-PERSON TOUR
9th	25%	42%
10th	37%	25%
11th	36%	48%
12th	57%	73%

Where students signed up for a college tour



Satisfaction with college tours

SATISFACTION	VIRTUAL TOUR	IN-PERSON TOUR
Very satisfied	25%	52%
Somewhat satisfied	46%	34%
Neither satisfied nor dissatisfied	18%	9%
Somewhat dissatisfied	8%	4%
Very dissatisfied	3%	2%

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RNL®

2022 High School Student College Planning Report

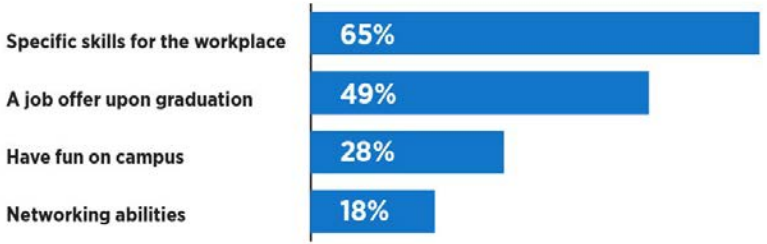
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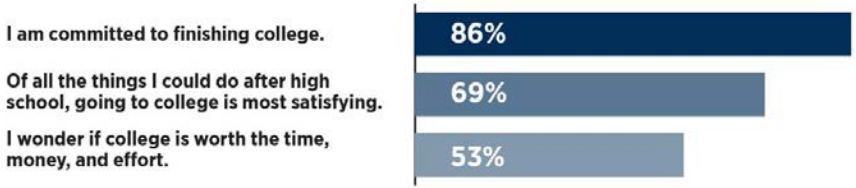


WHAT DO STUDENTS WANT OUT OF THEIR COLLEGE EXPERIENCE?

TOP FOUR THINGS STUDENTS WANT FROM THEIR COLLEGE EXPERIENCE



ATTITUDE TOWARD COLLEGE



While more than eight out of ten high school students say they are committed to finishing college, half question whether college would be worth the investment. First-generation students are more likely to wonder if college is worth the time, money, and effort and question if college is the most satisfying path for them after high school.

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Where do they want to work?



FAST COMPANY

08-16-22 | MOST INNOVATIVE COMPANIES

Gen Z would rather work for giant companies, thank you very much

While millennials had been attracted to hip startups, younger workers are gravitating toward larger, well-established firms, according to Glassdoor.

[Source Photo: RF Studio/Pexels]

Still, according to a study conducted by Glassdoor, Gen Z has a very clear picture of the jobs they want, the companies they want to work for, and the places they want to live.

When it comes to profession, Glassdoor says jobs in which they can help shape a company and its culture are most desirable by Gen Z. The top 10 most sought-after jobs by Gen Z are:

1) Corporate Recruiter
2) Marketing Manager
3) Social Media Manager
4) Data Scientist
5) Product Manager
6) IT Specialist
7) Account Coordinator
8) Credit Analyst
9) Project Engineer
10) Business Development Associate

The top 10 most sought-after employers by Gen Z are:

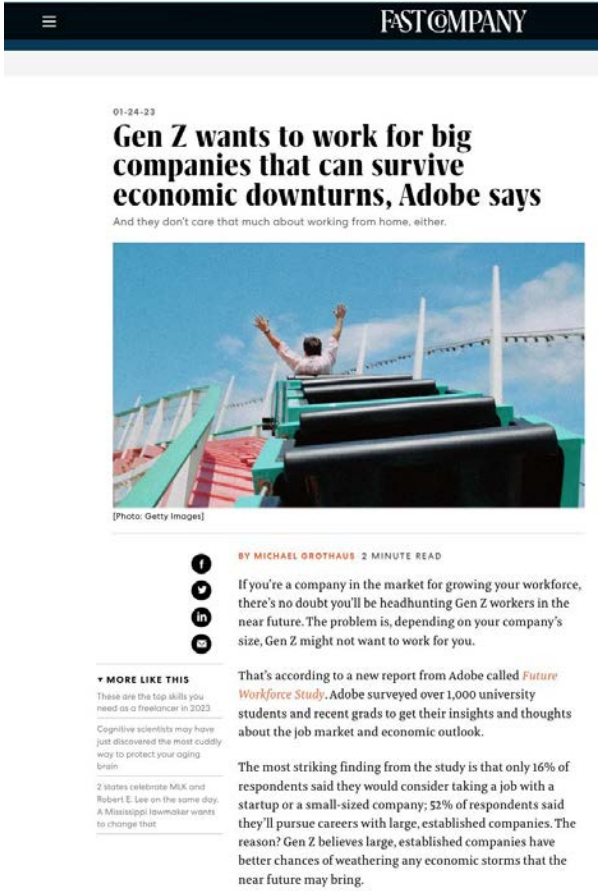
1) Microsoft
2) Google
3) Morgan Stanley
4) Trader Joe's
5) Total Quality Logistics
6) General Motors
7) Fidelity Investments
8) Bank of America
9) IBM
10) Northrop Grumman

The top 10 most appealing cities for Gen Z to live are:

1) Scottsdale, AZ
2) Arlington, VA
3) Boise, ID
4) San Francisco, CA
5) Fort Lauderdale, FL
6) San Diego, CA
7) Cambridge, MA
8) Irvine, CA
9) Washington, DC
10) Albuquerque, NM

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What do they want from work?



FAST COMPANY

01-24-23

Gen Z wants to work for big companies that can survive economic downturns, Adobe says

And they don't care that much about working from home, either.

[Photo: Getty Images]

BY MICHAEL GROTHAUS 2 MINUTE READ

If you're a company in the market for growing your workforce, there's no doubt you'll be headhunting Gen Z workers in the near future. The problem is, depending on your company's size, Gen Z might not want to work for you.

That's according to a new report from Adobe called *Future Workforce Study*. Adobe surveyed over 1,000 university students and recent grads to get their insights and thoughts about the job market and economic outlook.

The most striking finding from the study is that only 16% of respondents said they would consider taking a job with a startup or a small-sized company; 52% of respondents said they'll pursue careers with large, established companies. The reason? Gen Z believes large, established companies have better chances of weathering any economic storms that the near future may bring.

▾ MORE LIKE THIS

These are the top skills you need as a freelancer in 2023

Cognitive scientists may have just discovered the most cuddly way to protect your aging brain

2 states celebrate MLK and Robert E. Lee on the same day. A Mississippi lawmaker wants to change that

- Economic stability
- Salary transparency
- An office

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Three Takeaways About Gen Z

- Adaptives who want stability
- First fully connected generation
- Crisis after crisis

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Up Next:
Fourth Turning and Idealist/Prophet Alphas

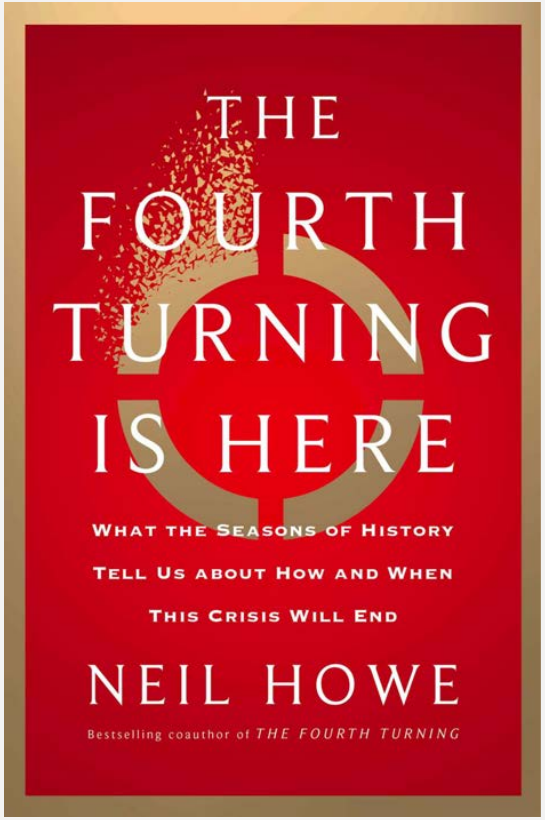
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The First Turning is a **High**

The Second Turning is an **Awakening**

The Third Turning is an **Unraveling**

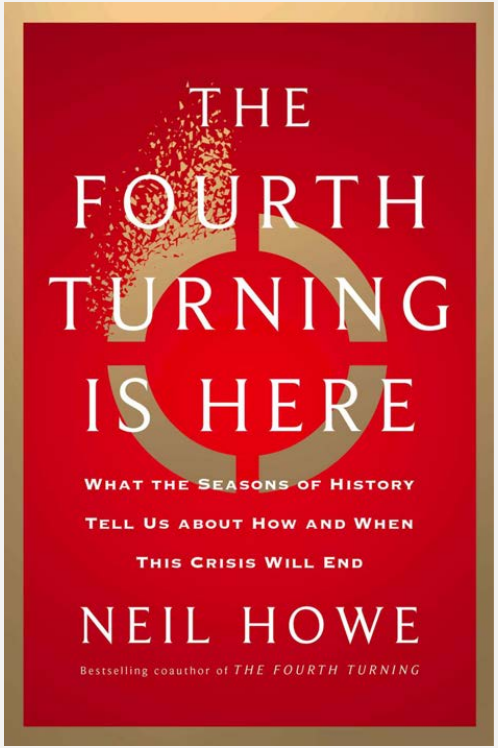
The Fourth Turning is a **Crisis**



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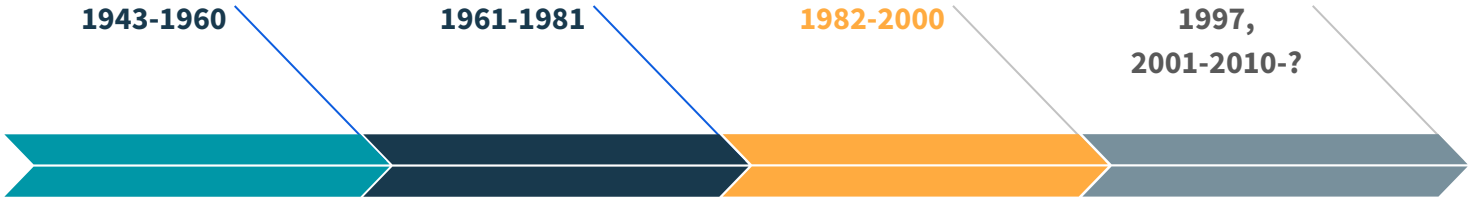
The First Turning is a **High**

“An upbeat era of strengthening institutions and weakening individualism, when a new civic order implants and an old values regime decays.”



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Millennial Cycle



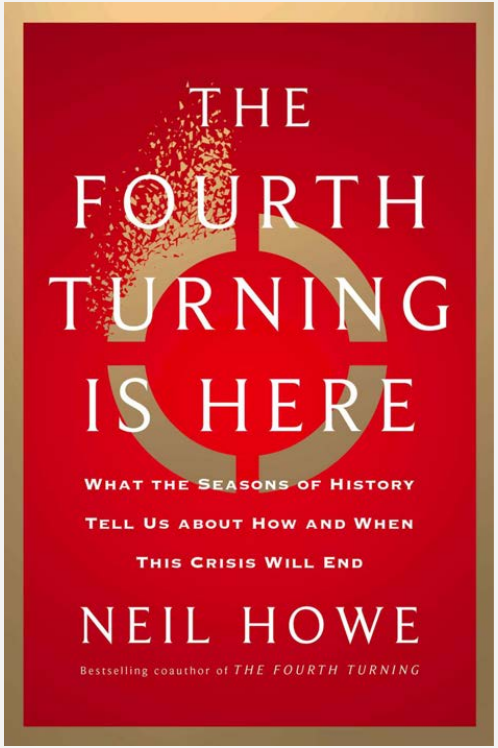
Baby Boomers (Idealist/Prophet)	Generation X (Reactive/Nomad)	Millennials (Civic/Hero)	Generation Z (Adaptive/Artist)
72 million	62 million	82 million	68 million
First Turning *American High*			
Great Power	Missionary	Lost	GI/Greatest	Silent
Civil War	Transcendental	Gilded		Progressive
Revolutionary	Awakening	Liberty	Republican	Compromise

Lifecourse Associates
William Strauss and Neil Howe

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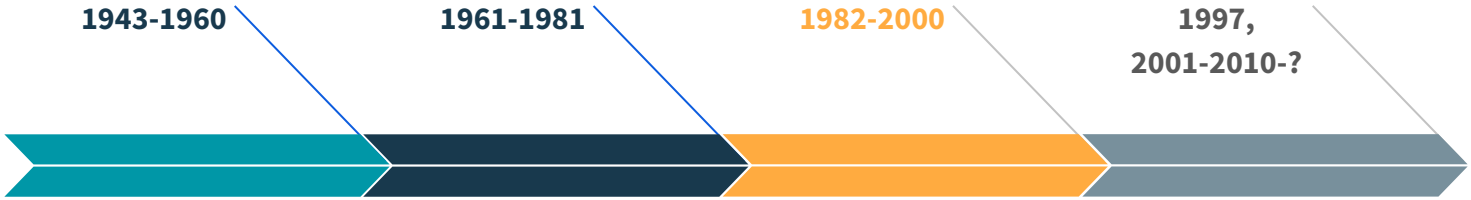
The Second Turning is an **Awakening**

“A passionate era of spiritual upheaval, when the civic order comes under attack from new values regime.”



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Millennial Cycle



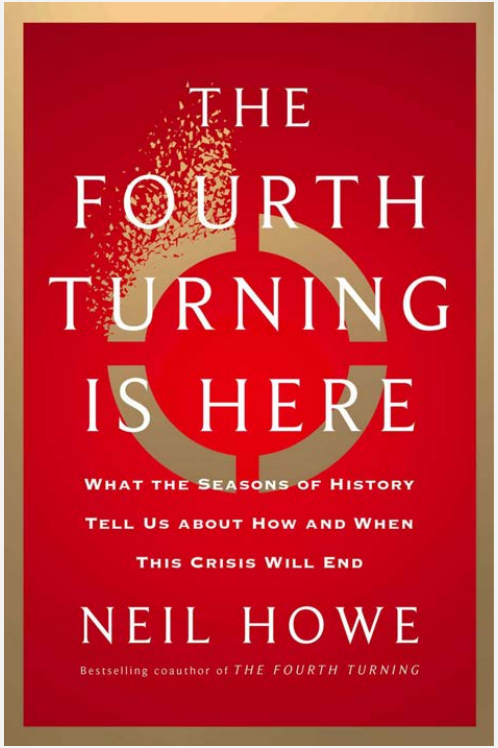
Baby Boomers (Idealist/Prophet)	Generation X (Reactive/Nomad)	Millennials (Civic/Hero)	Generation Z (Adaptive/Artist)
72 million	62 million	82 million	68 million
First Turning *American High*	Second Turning *Consciousness Revolution*		
Great Power	Missionary	Lost	GI/Greatest	Silent
Civil War	Transcendental	Gilded		Progressive
Revolutionary	Awakening	Liberty	Republican	Compromise

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The Third Turning is an **Unraveling**

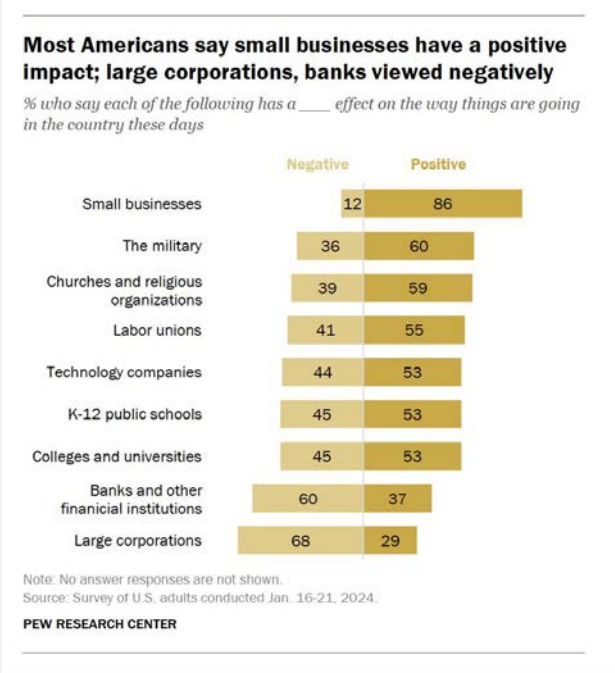
“A downcast era of strengthening individualism and weakening institutions, when the old civic order decays and the new values regime implants.”



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The Third Turning is an **Unraveling**

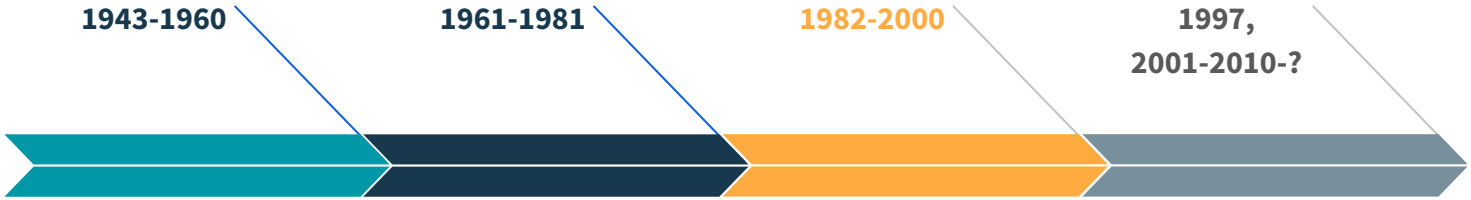
"A downcast era of strengthening individualism and weakening institutions, when the old civic order decays and the new values regime implants."



Pew Research Center

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Millennial Cycle



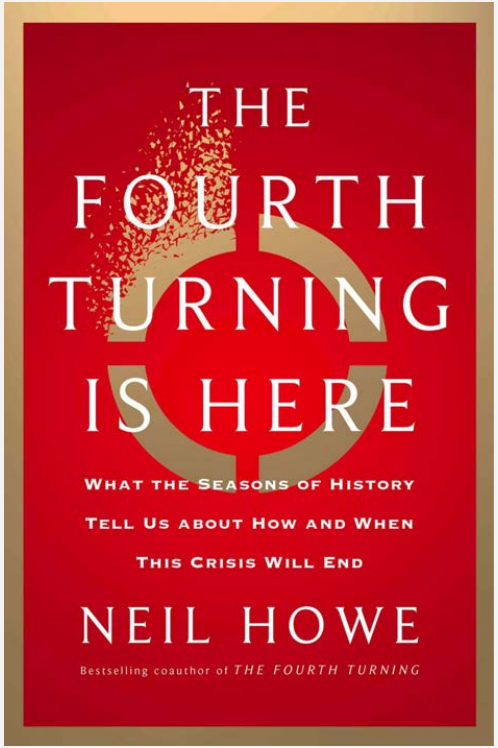
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72 million	62 million	82 million	68 million
First Turning *American High*	Second Turning *Consciousness Revolution*	Third Turning *Culture Wars*	
Great Power	Missionary	Lost	GI/Greatest	Silent
Civil War	Transcendental	Gilded		Progressive
Revolutionary	Awakening	Liberty	Republican	Compromise

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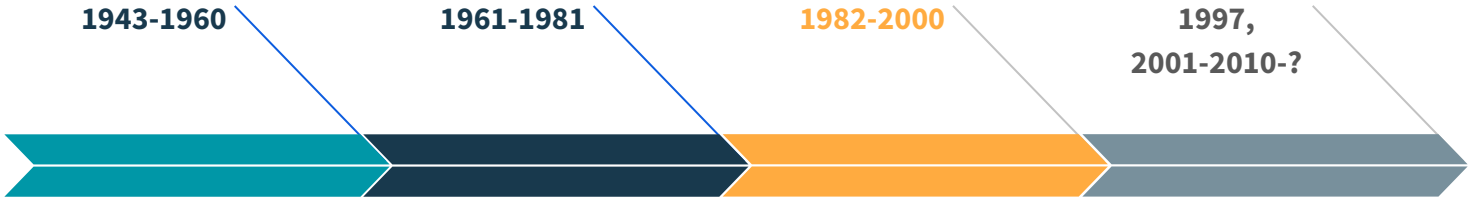
The Fourth Turning is a **Crisis**

“A decisive era of secular upheaval, when the values regime propels the replacement of old civic order with a new one.”



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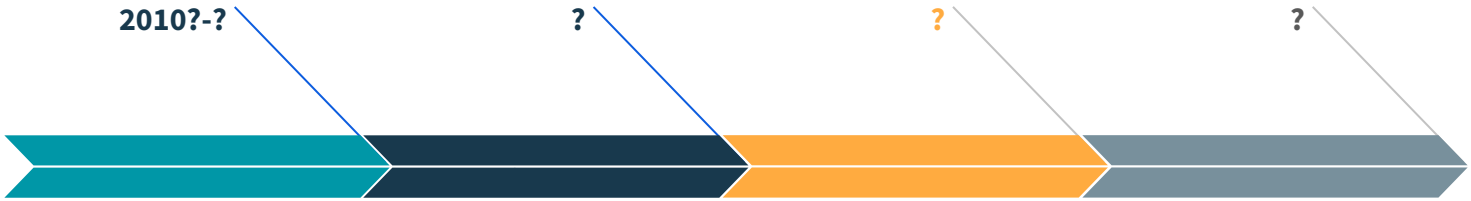
Millennial Cycle



	Baby Boomers (Idealist/Prophet)	Generation X (Reactive/Nomad)	Millennials (Civic/Hero)	Generation Z (Adaptive/Artist)
	72 million	62 million	82 million	68 million
	First Turning *American High*	Second Turning *Consciousness Revolution*	Third Turning *Culture Wars*	Fourth Turning *Millennial Crisis*
Great Power	Missionary	Lost	GI/Greatest	Silent
Civil War	Transcendental	Gilded		Progressive
Revolutionary	Awakening	Liberty	Republican	Compromise

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	Alphas (Idealist)	TBD Children on Z (Reactive)	TBD Children of Alphas (Civic)	TBD Grandchildren of Z (Adaptive)
	First Turning			
	A High			
Millennial	Boomers	X	Millennials	Z
Great Power	Missionary	Lost	GI/Greatest	Silent
Civil War	Transcendental	Gilded		Progressive
Revolutionary	Awakening	Liberty	Republican	Compromise

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They want to make a difference

FAST COMPANY

11-04-22 | WORKPLACE EVOLUTION

Generation Alpha is coming. Their top career choices may surprise you

Hard to believe, but employers will have to make room for workers younger than Gen Z sooner than they think.



[Photo: Getty Images]

BY SHALENE GUPTA 1 MINUTE READ

Marketers and advertisers still don't have a great handle on Gen Z, but never fear: The very forward-thinking have already moved on. Now, market research firms are studying Generation Alpha, children born in or after 2010. *The Ellie Sparkles Show*, a YouTube show aimed at children, surveyed 1,000 five- to eight-year-olds in the United States and asked them what they wanted to be when they grew up, proving it's never too early to ask children to start thinking about how to be good capitalists.

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These are the top skills you need as a freelancer in 2023

Cognitive scientists may have just discovered the most cuddly way to protect your aging brain

2 states celebrate MLK and Robert E. Lee on the same day. A Mississippi lawmaker wants to change that

Here's what the survey found:

- **They want to be healers:** Generation Alpha has already figured out that they need to step up and fix our most broken and burnt-out industries. According to the survey, 26.2% want to be a doctor or nurse or a healthcare professional, and 16.5% want to be teachers. Ah, to be young and fearless again.
- **But they can't resist the siren call of social media:** The fourth most popular career choice was TikToker/YouTuber/Vlogger (12%). Meanwhile, 5.6% wanted to be influencers, and 3.3% wanted to be professional gamers.
- **They make sensible choices:** 73% wanted the ability to choose between working from home and an office. On average, they wanted five-hour work days and four day work weeks. Don't we all?
- **They have regional distinctions:** In New Mexico, the most popular career choice was spy or detective. In Kansas, it was professional gamer. In Iowa, Generation Alpha appears to have reached enlightenment because they announced they didn't want any job at all.
- **But mostly they want to help others and have fun:** 35% said the most important part of a job would be helping others, while 28% said it was having fun (and 10% did admit their top priority was working with animals.)

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“Tri-Purchasing” and “Multi-Generational”



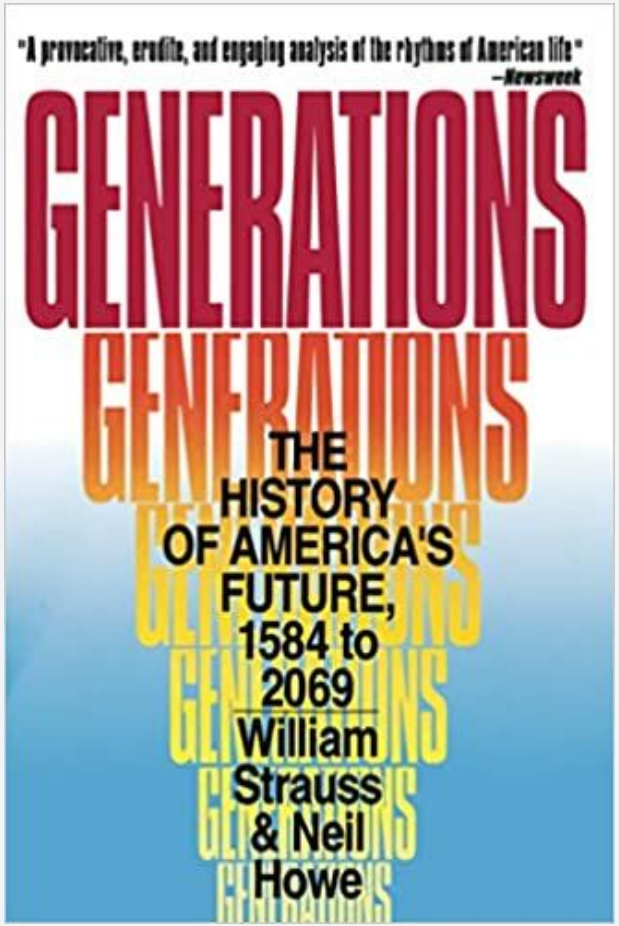
Boomer Grandparents + Millennial Parents + Alpha Child/Grandchild

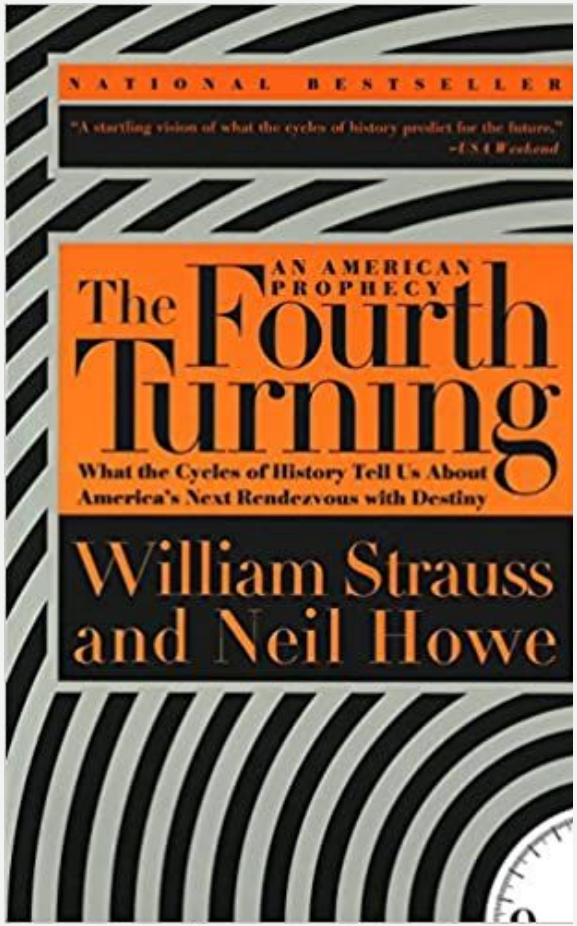
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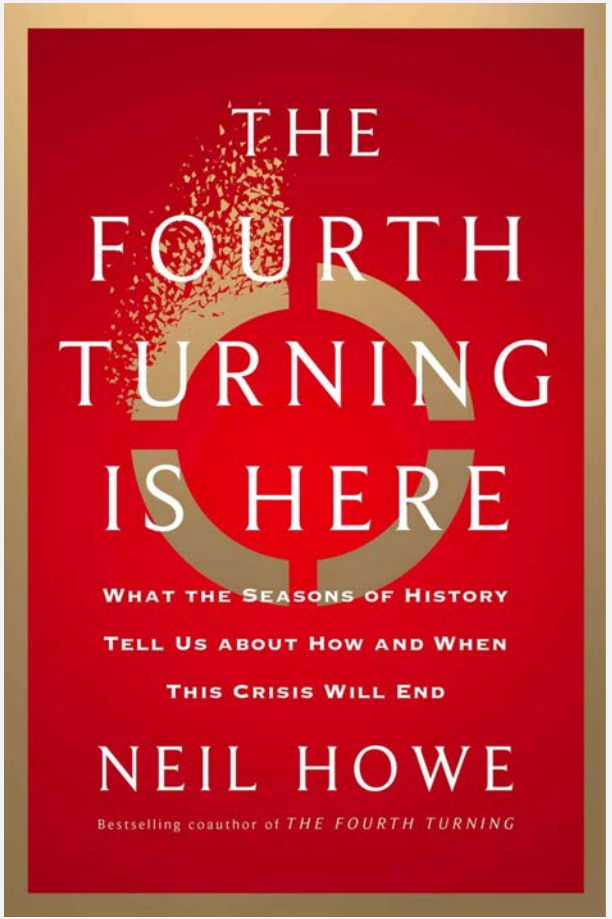
Three Takeaways About Alphas

- Idealist exiting chaos and crisis?
- Tri-purchasing (Millennial parent and Boomer grandparent)
- Healers and fixers

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Questions, sign up for GenX Parents Report and connect

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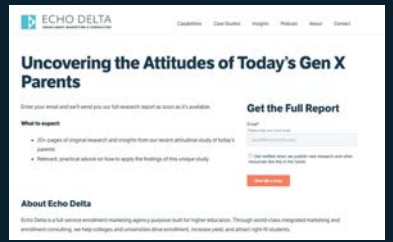
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Discussion
Questions & Answers

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