HOW TO RECRUIT & RETAIN

MILLENNIALS & GEN Z

Delaney MacKenzie & Emily Gagnon
MILLENNIALS ARE SO...

entitled.
demanding.
lazy.

- SOCIETY
Millennials

OPEN-MINDED
More supportive of:
- equal rights
- gay rights
- change

CONFIDENT
- most educated generation
- self-expressive
- millions in grad school
- social networking

Generation Z

DIVERSE
The most diverse generation ever.
- 1 in 4 Hispanic
- 6% Asian
- 14% African-American

ACTIVISTS
- Black Lives Matter
- #MeToo
- Trans rights
- Climate Change
- Gun control
BY 2020, GEN Z WILL MAKE UP 40% OF US CONSUMERS

FAST COMPANY
According to Forbes, 47% of Gen Z comprises members of ethnic minorities.
CMO BY ADOBE SAYS

75% OF MILLENNIALS SHARE CONTENT ONLINE
DISCUSS

5 MIN
How does your chapter target Millennials and Gen Z?

How do you encourage Millennials and Gen Z to engage during meetings?

What are some roadblocks you face when trying to recruit Millennials and Gen Z?
BE REAL
BE INCLUSIVE
BE ACCESSIBLE
BE WORTH IT
BE REAL

Talk with college students as they are friends. Breakdown learning barriers by forgoing formalities.

Values: respect and responsibility
BE INCLUSIVE

Your online presence, meeting environment and structure of your organization should be inviting to all.

How are you being active in your community and inclusive?

APPEAL TO MILLENNIALS & GEN Z
IN YOUR CHAPTER
With devices in their hands, Gen Z desires to find the information they need in seconds.

Gen Z has an average attention span of 8 seconds.
BE WORTH IT

Generation Z wants to know if their commitment will align with their goals and support their path.

Highlight the benefits PRSA has to offer.
MEET JACKSON
GENERATION Z

SENIOR YEAR COLLEGE STUDENT
Social lifestyle

VALUES RELATIONSHIPS
Building connections

SEEKING NEW OPPORTUNITIES
Constantly learning
How would you recruit Jackson?