

Engaging Gen Z in Service and Social Justice

OACC Fall 2022 Student Success Leadership Institute

Today we will discuss

What and who is Gen Z

Strengths and values of Gen Z

Gen Z and social justice

How we attract Gen Z to our programs

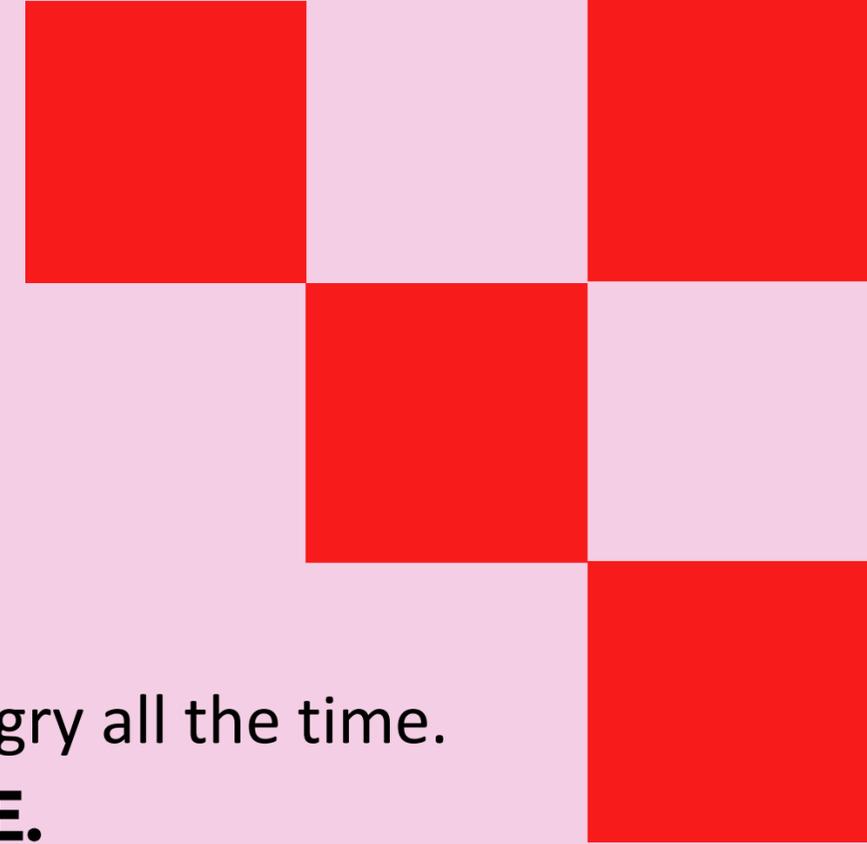
“In this workshop we will discuss how we can use Gen Z’s strengths to volunteer, share our missions, and make an impact in our communities.”

How to speak

GEN Z



Gen Z values True or False



Gen Z all think the same.

FALSE.

Gen Z is tech dependant.

FALSE

Gen Z is sad and angry all the time.

TRUE.

Gen Z has the shortest attention span.

TRUE

Gen Z is the healthiest generation.

FALSE AND TRUE.

Gen Z only care about Tik Tok and Instagram.

FALSE.

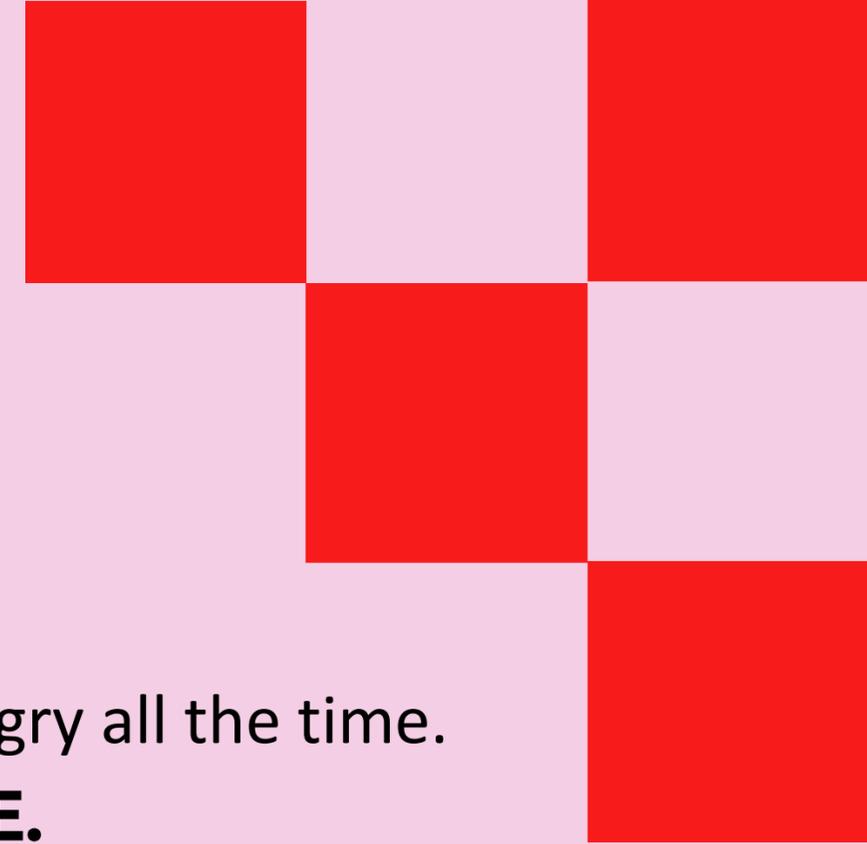
Gen Z has strong beliefs.

TRUE

Gen Z is the funniest generation but has a weird sense of humor.

TRUE.

Gen Z values True or False



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FALSE.

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TRUE.

Gen Z and giving back

In a *Points of Light* 2021 survey, half of all Gen Z respondents said they will do more to get involved after the pandemic than they did before

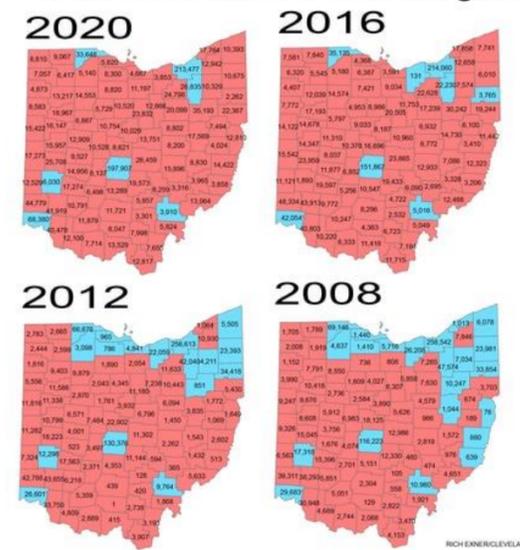
Types of Activities Participated In Past Year <i>% Selected</i>	Gen Z	Millennials	Gen X	Boomers+
Purchase decisions based on company's social responsibility	59%	40%	44%	42%
Signed a petition	54%	40%	44%	42%
Participated in volunteer activities	53%	40%	35%	29%
Donated money to a nonprofit	46%	53%	51%	59%
Voted in almost/every election in the past few years	42%	67%	76%	80%
Posted or started group/campaign for issue on social media	41%	32%	37%	22%
Considered applying/taking job because of company's social responsibility	41%	25%	18%	6%
Attended demonstration/rally for issue	28%	17%	14%	8%
Contacted elected official about issue	24%	18%	22%	26%
Engaged in public service thru military, elected office, nonprofit board	14%	10%	9%	7%

1. Help them feel more fulfilled by directly connecting them to ways to help others. It's not an understatement that the isolation and loneliness brought on by the COVID-19 shutdowns have substantially impacted the mental health of young people. Research has shown that volunteering positively impacts social and emotional health and gives young people a sense of belonging. You can direct older youth to in-person opportunities through our platform [Engage](#) or instructions on how to build their own activity through our [Virtual Volunteering toolkit](#).
1. Understand that the issues that may be of most concern to young people may not be your top issues. Recognize the areas that young people are most concerned about and help them address those issues in ways that resonate with them. It's important to remember that their world view may be different and supporting their vision for the future will help them actualize it. One activity you can do to get everyone on the same page is our [Courageous Conversations](#)
1. Empower them by looking to them as true leaders and experts. Allowing youth to truly lead the change they want to see can have greater impacts than adults alone can produce. [Frances Leung and Nicole Kim](#), who are bringing Gen Z BIPOC youth together to make youth activism communal and accessible through their work with [the Nonstandard Project](#), are examples of young people leading work and having a real impact.

Defining moments

How history is shaping Gen Z's attitudes towards social justice

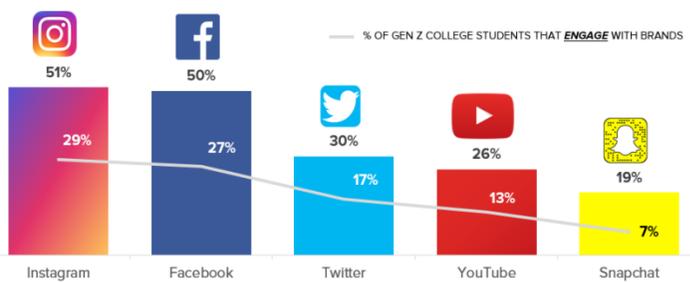
Presidential election vote margins



2016, 2020
Elections

The rise & fall of
Social Media

PERCENTAGE OF GEN Z COLLEGE STUDENTS THAT FOLLOW ONE OR MORE BRAND BY PLATFORM



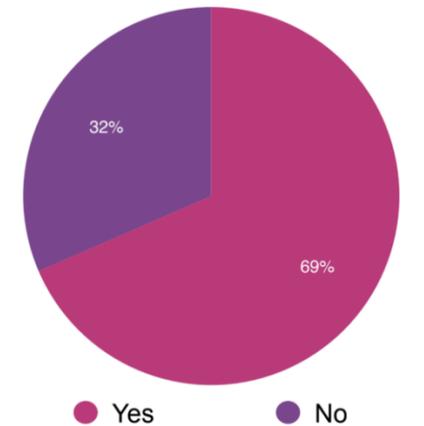
LGBTQ+, BLM
protests

COVID 19



Mass
Shootings

Have you ever felt anxious about the possibility of a shooting in a public place?



Case Study

A community service office with a goal of engaging students in volunteer opportunities and teaching social justice topics, plans to build a cohort program in Fall 2023

Advertising:

Use more visual learning and videos, social media instead of physical posters.

Events:

Less big events and more passive events to meet students where they are at, online and virtual opportunities.

Activities:

More emphasis on service programs that tackle causes of local community issues students can connect with. They also want to be excited and laugh so add humor.

Programming:

Topics discussed in programs should shift from surface level overviews to deeper discussions, and of course incentivise!

Inclusion:

Have time to build community, use inclusive language and make everything accessible.

Outcomes:

Students should be able to connect their experience in the program to careers and professional development, they want to see their values in the work

Case Study

Student A

Sees an Instagram Reel video made by the Community Service Office that was funny and advertising the different opportunities to volunteer in the community. Student A visits the office looking to chat with someone about these opportunities and she learns how to view volunteer opportunities on the online platform. Student A does not have experience volunteering, but when she was young she attended programs at her local Boys and Girls club. Student A also mentions that she is in school for physical therapy and wants to work with kids, especially lower income children. The student worker suggests Student A volunteers with a local organization that helps kids with disabilities play sports, they need assistance on Saturdays and when Student A is not in class. The student worker also suggests that Student A attends a workshop coming up that will address how community programs can support lower income community members - the workshop is both in-person with free food but also available for virtual learners which fits Student A's schedule better. A staff member mentions that this volunteer opportunity would be a great opportunity to gain experience in this field but also make friends with other students that volunteer.

Takeaways

1. Deeper meaning to work, connect back to justice
2. What is the point, connect back to career
3. Personalized experience with a menu of opportunities to choose from
4. Ability to have freedom to express themselves
5. Appreciation and kindness, focus on mental health
6. Inclusion and accessibility with accountability
7. Technology and visuals (social media)

**How do you plan to adapt your programs
to engage generation Z?**