It Takes A Campus!
(To Stage A Campus Visit for GenZ/Homeland.)

THE GEORGE WASHINGTON UNIVERSITY
WASHINGTON, DC
Setting the expectations
A new generation visits
Their parents
The New Adaptives
Their technology
Change your dialogue
The Campus Visit Experience
REIMAGINING.
REINVENTING.
RETHINKING THE CAMPUS VISIT EXPERIENCE.

We help colleges and universities build campus visit experiences that connect. Authentic. Powerful. Memorable.
We are Render.

New Clients
Syracuse University
Columbia College of Chicago
Saint Mary’s College of California

Returning Clients:
Georgetown College
St. Leo University
Centre College

Render the Visit Cards:
Request your complimentary deck and get the campus visit conversation started on your campus!

Click here to get yours

NACAC Wrap-Up
San Diego was an amazing time: We enjoyed the conversations and catching up with the best and brightest—and our own Britney Joyce ran an incredible session on Managing Millennials!

Our focus was all about disrupting the campus visit. Have you “Read the Rant?!?

Download the “Render Rant” and let’s talk.
FALL 2013

Daily Visit Audit

Events and Inside GW Information Session

Logistics STARS Workshop

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It Takes A Campus!

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Everything counts in the campus visit
Atmosphere, location, even food can deter potential applicants

Read the article and watch the video

By Beth Teitell | GLOBE STAFF JUNE 11, 2015
The Experience Is The Marketing

Campus Visit: 65%
Parents/Family Members: 39%
Current Students/Graduates: 33%
Website: 26%
Printed Materials: 25%
Guidance Counselor: 24%
Admissions Staff: 24%

Most Influential Information Sources in Application Decisions

Arts & Science Group Student Poll
The Experience Is The Marketing

Use the Campus Website

Campus Visit Most Trusted

Sources of Information in Researching Schools

Eduventures Survey of 7,867 High school junior and seniors. Reported in The Chronicle of Higher Education “Prospective Students Rely on Campus Visits and Web Sites to Learn About Colleges, Report Says”
Four-year private institutions

- Campus open house events: 79% very effective, 20% somewhat effective
- Campus visit days for high school students: 67% very effective, 29% somewhat effective
- Encouraging prospective students to apply on the admissions Web site: 53% very effective, 43% somewhat effective
- Encouraging prospective students to schedule campus visits on the admissions Web site: 47% very effective, 48% somewhat effective
- Using enrolled students in recruitment/marketing: 45% very effective, 41% somewhat effective

Ruffalo Noel-Levitz

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Which of the following factors are most important to a successful campus visit?

<table>
<thead>
<tr>
<th>Factor</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Knowledgeable tour guide</td>
<td>49%</td>
</tr>
<tr>
<td>Personalized information tailored to my interests</td>
<td>38%</td>
</tr>
<tr>
<td>Content of presentation</td>
<td>38%</td>
</tr>
<tr>
<td>Friendliness of people</td>
<td>28%</td>
</tr>
<tr>
<td>Friendliness of tour guide</td>
<td>27%</td>
</tr>
<tr>
<td>Ability to attend a class</td>
<td>22%</td>
</tr>
<tr>
<td>Ability to meet with admissions officers</td>
<td>21%</td>
</tr>
<tr>
<td>Ability to attend a session to learn more about academics</td>
<td>20%</td>
</tr>
<tr>
<td>Presentation space/venue</td>
<td>14%</td>
</tr>
<tr>
<td>Ability to meet with faculty</td>
<td>13%</td>
</tr>
<tr>
<td>Faculty interaction</td>
<td>12%</td>
</tr>
<tr>
<td>Ease of campus parking</td>
<td>4%</td>
</tr>
<tr>
<td>Other, please specify</td>
<td>3%</td>
</tr>
<tr>
<td>Not sure</td>
<td>3%</td>
</tr>
</tbody>
</table>
1. It’s about them
2. They create content
3. Parents obsess safety
Setting the expectations

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iGeneration

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Digital Natives

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Generation Z

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Homeland Generation

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The White House recently released a report where they labeled the youngest generation the “Homeland Generation”. A storm of speculations hit the internet soon after. How could the U.S. government choose such a paranoid and xenophobic-sounding epithet? Was this a creepy joke? Some claimed the White House took the name out of thin air. Others accused the government of deliberately spreading shivers of Orwellian terror. Others again implied the White House had blindly copied the Showtime political series with the same name. A little research would have informed them the generational moniker predates the TV-series called Homeland by almost a decade!

In post-Snowden America, it is not surprising that such a name would strike a nerve. But the White House’s intents are probably as misunderstood as the generational categories themselves. So before the Twitterati runs amok with conspiracy theories, let’s explore some plausible reasons for why the White House made the name choice they made.
"All of this has happened before and will happen again!"
It Takes A Campus!

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NIGHT OF THE LIVING DEAD

They keep coming back in a bloodthirsty lust for HUMAN FLESH!...

Pits the dead against the living in a struggle for survival!
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THE WALKING DEAD
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It Takes A Campus!
It Takes A Campus!
“In America, each generation is a new people.”
Alec de Tocqueville, 1830

23.4 years - average span of a generation
15 - number of American generations
4 - number of generational cycles
4 - number of generations within cycle

4/2 = 4 stage/2 stroke cycle
REVOLUTIONARY CYCLE
Name + Birth Years = Personality
Awakening + 1701-1723 = Idealist
Liberty + 1724-1741 = Reactive
Republican + 1742-1766 = Civic
Compromise + 1767-1791 = Adaptive
CIVIL WAR CYCLE
Name + Birth Years = Personality
Transcendental + 1792-1821 = Idealist
Gilded + 1822-1842 = Reactive
Progressive + 1843-1859 = Adaptive
GREAT POWER CYCLE
Name + Birth Years = Personality
Missionary + 1860-1882 = Idealist
Lost + 1883-1900 = Reactive
G.I./Greatest + 1901-1924 = Civic
Silent + 1925-1942 = Adaptive
MILLENNIAL CYCLE
Name + Birth Years = Personality
Baby Boomer + 1943-1960 = Idealist
X + 1961-1981 = Reactive
Millennial + 1982-2000/1 = Civic
Homeland + 2000/1-? = Adaptive
4 Stage/2 Stroke
Idealist birth Civic
Reactive birth Adaptive
Civic birth Idealist
Adaptive birth Reactive
Social Moment
A brief period of time when people perceive historical events to radically alter their social environments

1. Secular Crisis - when society focuses on reordering the outer world of institutions and social behavior
2. Spiritual Awakening - when society focuses on changing the inner world of values and personal behavior
Repeating in America

1. **Idealist** - encounters a spiritual awakening in rising adulthood and a secular crisis entering elderhood
2. **Reactive** - encounters a spiritual awakening entering youth, and a secular crisis entering midlife
3. **Civic** - encounters a secular crisis entering rising adulthood, and a spiritual awakening entering elderhood
4. **Adaptive** - encounters a secular crisis entering youth, and a spiritual awakening entering midlife
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Setting the expectations
A new generation visits Their parents
The New Adaptives Their technology
Change your dialogue The Campus Visit Experience
It Takes A Campus!

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“Sandwiched between Boomer narcissism and Millennial entitlement!”
“It's something like a national case of sibling rivalry, with millennials playing the part of the spoiled, naive baby and boomers acting as the self-righteous firstborn. Gordinier's book, then, is like the earnest ranting of a forgotten middle child.”
Demonized by Hollywood

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Don’t trust institutions
Born and raised as independent latch-key kids
Sexual Revolution, Civil Rights, Watergate, Vietnam, Gay Rights, high divorce rate, recession and Woman’s Movement peppered their youth
Becoming cautious in family life and gradually mellowing in personality

Dedicated to starting and maintaining stable families, something their Silent Generation parents did not
Becoming cautious in family life and gradually mellowing in personality

Dedicated to starting and maintaining stable families, something their Silent generation parents did not
Watch the #partyhardmoms
NEW YORK — Though parents still agree that a college degree is extremely important, fewer are planning to shell out their own money to help their kids attain one.

About 77 percent of parents say they plan to help their child pay for college — down from 81 percent last year, according to a Discover Student Loans survey of 1,000 adults.

Many of these parents say they would like to help but are worried about their own finances and simply don’t have enough money to put toward college costs. About three in four families surveyed said they are “very” or “somewhat” concerned about having enough money to help pay for college.

Instead, a growing number of college-bound kids are taking out loans to cover the costs or are being asked to pay for these expenses out of their own pockets.

http://kdvr.com/2014/06/26/fewer-parents-helping-to-pay-for-their-childrens-college-expenses/
Cut through the hype
Get to the point
It Takes A Campus!

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Homeland
15th
2000/1-?
Adaptive

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WELCOME FRESHMEN
Adaptives:
Adaptives grow up overprotected by adults preoccupied with the Crisis, come of age as the socialized and conformist young adults of a post-Crisis world, break out as process-oriented midlife leaders during an Awakening, and age into thoughtful post-Awakening elders.

Howe & Strauss, Generations
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Add to it online safety fear/concern, read this Washington Post article:

Raised in crisis by overprotective parents
“How safe is campus?”
It Takes A Campus!
You have to give them the tools to create their own stories, memories and experiences!
"A" Is for App

As smartphones and handheld computers move into classrooms worldwide, we may be witnessing the start of an educational revolution. How technology could unleash childhood creativity -- and transform the role of the teacher.

By Anya Kamenetz | Photo: Danielle Levitt

Game On!
A look at some of the coolest devices, sites, and apps for kids to log on and learn.

By Zachary Wilson
Millennials used keyboards.

Is your website optimized for the finger?

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Homeland prefer communicating through images, icons and symbols.
Even more stealth behavior?

Millennials subscribed to everything social, Homeland doesn’t want to be tracked; preferring Snapchat, Whisper and YikYak.
Millennials watched YouTube, Hulu & Netflix.

Homeland wants to co-create, live stream and make up the activity as they participate.

More interactive, less passive consumption.
Periscope: five random live streams you could ha...

Read: Periscope - the social media that makes you a TV star
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Watch Shake It Off

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Diversity of thought
Change your dialogue

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Watch areyououtthere
The Experience Economy 101

Pine & Gilmore

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BUILDING CAMPUSES THAT CONNECT

RENDER
The Experience Economy 101

Theory of Economic Progression

- Agrarian
- Industrial
- Service/Information
- Experiences

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Integrate the four E’s

Higher Education is the experience

Absorption

Entertainment | Education
---|---
Passive Participation | Active Participation

Esthetic | Escape

Immersion

Strategic Horizons, LLP

Absorption

Active Participation

Passive Participation

Entertainment

Education

Esthetic

Escape

Pine & Gilmore

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Esthetics, Aesthetics & Cues

“The study by the Association of Higher Education Facilities Officers sought to determine “the relative importance of an institution’s physical assets on a student’s choice of school,” so they surveyed about 16,000 students from 46 colleges.

More than half the respondents indicated that the “attractiveness of the campus” was essential or very important in their decision where to attend school. Students said that poorly maintained open spaces played a key role. And 50 percent either strongly agreed or agreed with the statement, “When I first saw the campus, I knew this was the right college for me.”
Mass Customization
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Emotional Engagement
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Watch #seeblue

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Sensory Engagement
Sensory Engagement

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Signature Moment

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1. Safety first
2. Outcomes matter more than costs
3. Peer-2-Peer
4. They want to create content
5. Change your pronouns - more “you” less “we”
It Takes A Campus!
1. It’s about them
2. They create content
3. Parents obsess safety
Are you ready?

www.pewinternet.org
www.census.gov
www.lifecourse.com
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(To Stage A Campus Visit for GenZ/HomeLand.)