

LEARNING NEWSFLASH

Innovative Strategies and Tools to Enrich Knowledge

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TAILORING HIGHER EDUCATION PROGRAMS FOR GEN-Z STUDENTS

As Gen Z students (born between 1995-2012) continue to enter higher education, experts agree that institutions need to adapt to the generation's traits. An article by Meris Stansbury published in eCampusNews outlines three must-knows for tailoring to this generation's students. Generation Z are described as "phigital" students, meaning that they see no distinction between the physical and digital world - they don't remember a time before the internet.



The first of these is the importance of an institution's digital platforms to engage with their current and prospective students. For example, mobile apps have emerged as a new form of communication between current students and the institution. The second of these points is the focus on individualization. Generation Z students would rather focus on developing their own unique interests and skillsets, rather than those set as a standard by a group. This translates into the development teaching strategies that employ technologies that allow for students to have more individualized learning.

The third and final point of the article highlights the importance of real-world relevance to Gen Z students. To them, the real world is readily accessible at their fingertips, so it is important to tailor courses in order to assure they help focus on what's relevant to the current job market. In addition, new programs are being created by institutions to reflect the current interests of both the students and the industry.

The link to the full article is listed below:

<http://tinyurl.com/genz-students>