

# *Your New Patrons: Reaching Gen Z*

How Partnership Can Benefit Your Community

tutor  
.com™

The  
Princeton  
Review®

## Today's agenda

- Who is Gen Z?
- Why should you care about outreach to this generation?
- 5 important aspects to making Gen Z care
- How you can relate it to Tutor.com access and usage

## What is Gen Z?

- Generally born between 1997-2012\*
  - This ranges from kids in elementary schools to early adults
- The first generation completely enveloped by the internet and its culture
  - Technologic revolutions are common place
- Built for technological adaptation



\*According to a report done by Pew Research

## Why should you care?

- As of 2020, 40% of consumers will be Gen Z\*
  - By 2030, they will make up an estimated 30% of the labor force
- Currently going through the education system
  - School systems are often under-funded and under-staffed, so students are in need of library resources

\*According to a report done by Global Web Index

## Why should you care?

- They interact with the world in a completely new way
  - In-person research (what was always emphasized to me) is becoming less and less important
  - A large value is placed on communities, both online and offline, with little distinction between the two<sup>^</sup>
    - Group learning and studying has gained traction



<sup>^</sup>According to a report done by McKinsey & Company

*Trust*

*Communication*

*Privacy*

*Purpose*

*Mobile*

# Trust

- Who is telling them about the library?
  - Is it a “faceless organization” or someone they know in their community?
- “6 in 10 [Gen Zs] regularly inform friends and family about new products”\*
  - As a whole, Gen Z is seen to be more easily swayed by the opinions of friends and family
- A small bit of community buy-in can see positive growth as a result

\*According to a report done by Global Web Index



# Trust

- Use your community voices!
  - Find your cheerleaders at your events (especially those that involve teens)
  - Include their voices in your newsletters or social media
  - That personal touch, a voice from someone Gen Z'ers know, makes your library that much more relatable to a new generation



# Trust

- It's a two-way street: trust in your Gen Z patrons
  - Give your teens who regularly come to your programs more control
    - Work with them to come up with events for them to lead
      - Great to add to their college applications or resumes!



# Trust

- Trust in them the space
  - Set up a space in the library where you provide entertainment options and some snacks (everyone loves free food) and let them roam free with that sense of agency where they can do what they like with their friends
- A sense of involvement can create more investment from Gen Z
  - This investment can lead to them using their voice and sharing the program even more



## Purpose

- It's a new age, and the old staples of a library may have changed
  - Students may not see the benefit of using the library as a study resource since so much can be found in a virtual setting
  - They may not be taking out as many movies because of access to streaming services at home

# Purpose

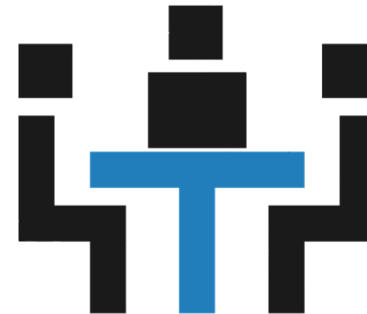
- What makes you stand out?
  - A space for teens to come by after school and hang out
    - Judgment-free zone for teens to engage with each other in their interests
    - Generally independent but sometimes with special events
  - After school educational help
  - Skill-building workshops

# Communication

*Your Message*



*Your Events*



# Communication

- **Your message/purpose**
  - This is often going to be the patron's first interaction with your library
  - For Gen Z, social media is an excellent way to conduct outreach
    - As mentioned earlier, use your community's voice here
  - Communicate your purpose in person!
    - Set up shop in the school library for a day
    - Bring some information about events and services you provide

# Communication

- **Your events**

- Social media is a good way to spread the word about any events, especially as you get more kids following in the first place
- Build an emailing list!
  - As so much has moved to social media, and emails now allow for automatic sorting, inboxes actually have cleared up
  - 58% of Gen Z youths check their email multiple times a day\*



\*According to a report done by Campaign Monitor

# Communication

- Struggling to get people to follow your socials?
  - Hold a raffle or contest!
    - A Kindle or Nook can be an easy, inexpensive offering that ties into services the library offers
    - Partner with local businesses for prizes and promotion
- Small paid ads
  - On Instagram, Facebook etc. can help grow your social media following
- Communication with schools
  - Newsletters to specific departments for events relating to those topics



# Privacy

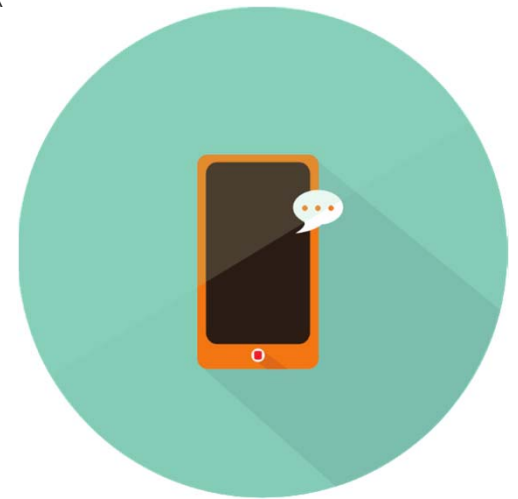
- Online privacy is a huge concern for Gen Z kids
  - 62% worry how their personal data is being used by companies\*
  - 56% prefer to be anonymous online\*
- Privacy is therefore a concern for libraries, too
  - The ALA Policy Manual brings this up specifically:
    - “Protecting user privacy and confidentiality is necessary for intellectual freedom and fundamental to the ethics and practice of librarianship.”



\*According to a report done by Global Web Index

# Mobile

- The generation of smartphones
  - Sometimes called the iGeneration
- On average, Gen Z is 33% more likely to use their phones than their PC/Laptop for their online needs\*
  - When they visit a mobile friendly site, people are 74% more likely to return^



\*According to a report done by Global Web Index    ^According to a study done by Google

# Mobile

- If their experience on a mobile site is poor, its very likely to turn them away – make sure your library has a strong mobile-friendly website presence
- This is a long-term point
  - I can't and don't expect all sites to be completely mobile friendly right away, but as you are looking forward, make sure to keep this as a priority!

*Your New Patrons: Reaching Gen Z*

*Tying it into*  
**tutor.com**<sup>TM</sup>  
A Service of **The Princeton Review**<sup>®</sup>

---

## Tying it into Tutor.com - Trust

- Social media
  - Post testimonials you find in your monthly usage report from all age groups, specifically those in Gen Z.
    - These are voices directly from your community, which helps to build trust.
- Name Recognition
  - Feel free to emphasize The Princeton Review, as it's a name people know with a proven history and track record
- During teen's free time, set up computers with easy access to Tutor.com
  - Kids can get the help they need without feeling bad or ashamed about it

# Purpose

- We are education equalizers
  - People from all different backgrounds can have equal access
  - After school/late night access for all sorts of lifestyles
- How does Tutor.com tie into your new purpose
  - Are you a judgment free-zone for teens to socialize and utilize resources?
  - Are you focusing on education assistance afterschool?



# Purpose

- Utilize our expert tutors to reinforce topics learned in your skill-based courses
  - Computer literacy help
    - Excel – Everyone’s nightmare
    - PowerPoint – Needed for all of those presentations
  - Job help
    - Resume and Cover letter review for those summer jobs/internships
    - Interview practice
    - Help with the job search and application process

## Communication

- Don't forget about our Client Resource Center – <https://www.tutor.com/clientcarelib>
  - Fliers
  - Posters
  - Social media posts
  - Newsletters
- Use Tutor.com as your raffle criteria
  - Have 3 sessions with Tutor.com and you get an extra entrance into the raffle
    - You can use our reports in the Client Portal to check and see who's fulfilled the requirement
      - If you don't know how to access or use this, reach out to your Client Services Manager!



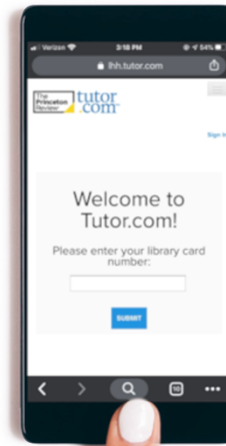


# Privacy

- All of your databases share your privacy concerns
  - Otherwise you wouldn't have them!
- Tutor.com is no exception:
  - COPPA compliant
  - Can be set up for anonymous guest access
    - Anonymity for those who want it

# Mobile

- Mobile is a huge push for Tutor.com in 2020
- New classroom is coming!
  - Makes accessing from your phone or tablet even easier
  - No need to hesitate to link to our site!
- The mobile app is in the process of being updated as well



# Thank you!

-For a list of all reports used, please contact [Marcus.Nebro@tutor.com](mailto:Marcus.Nebro@tutor.com)-