Exporting Gen Z: A new wave of challenges and opportunities in studies abroad

Presented by
Ms Priya Sivaraj, USYD
Ms Sara Dart, ISA
Section 1: What is Gen Z & how do they differ to Millennials (ISA)

**MILLENIALS**
- Idealistic
- Freedom & Flexibility
- Education as investment
- Global
- Digital natives
- Text & email
- Helicopter parents

**GENERATION Z**
- Pragmatic
- Security & stability
- Caution with spending
- Diverse
- Intuitive technology
- Text & face to face
- Stealth fighter parents
SIMILARITIES

Personal Brand
Impact on the World
High Achieving
Wary of Big Business
GEN Z AND HIGHER ED

FOCUSED
Education as means to an end

ENGAGED
Hands-on & experiential

REMOTE
Digital resources & virtual education

FILTERED
8 seconds prioritization window
UNDERSTANDING THEIR PARENTS

INVOLVED WHEN WARRANTED
SKEPTICAL AND PRICE CONSCIOUS
DIGITALLY LITERATE RESEARCHERS
WILLING TO BYPASS SYSTEM
APPEALING TO GEN Z

- Hyper aware of image
- Curated digital footprint
- Digitally proficient
- Drawn to aesthetic products
KEY TAKEAWAYS

BITE SIZE
TIMELY
CONCISE
GRAPHIC
TAILORED
VISUAL
Part 2: When the students arrive at their host university
Focus areas

● What are the key mental health trends in Gen Z & what do they look like?

● Examples of different ways to support your students socially, academically and health-wise
Mental health trends in Gen Z students

- Anxiety ‘overtook’ depression in 2009 (Association for University and College Counseling Center Directors, 2015)
- 41% of UCLA first-years (CIRP Freshmen Survey 2017)
- Strong causation linking anxiety with smartphone usage (Jean Twenge, San Diego State University 2017)
Initiatives we’ve put in place

1. Peer mentoring: MATES Abroad

1. Academic support: Study Hall

1. Staff training: Working with other departments
1. MATES Abroad Mentoring Program

- 600 participants per semester
- Mentors are recent returnees
- Helps exchange students make local friends & integrate
- Mentors provide arrival support and answer questions
Key factors for successful implementation

- Mentor training is compulsory
- Students are personality matched

- Animal Lover
- Likes Techno
- Likes Making Music
- Latin Dancing!
- LGBTIQ+ Friendly
- Gaelic Football
- Likes Yoga
- Vegetarian
- Bingewatching Netflix
- Party Person
Key factors for successful implementation

- BBQ Meet-up Event
- Incentivised feedback survey every semester
MATES Abroad

My mentor actually picked me up from the airport the morning I arrived. After that she took me to breakfast at The Rocks Cafe and took me to the Harbor Bridge and Opera House right away. Once we were done sightseeing a bit, she took me to the Uni and gave me a tour and got me an access card. After she took me to get my keys from my roommate at his work and then helped me move in. We still chat and she answers all of my questions about basically everything.

- Sharaya Holtrop, USA
2. Study Hall Academic Support

- Volunteer tutors (training compulsory)
- Free proofreading, exam preparation tips & content revision
- 3x 2 hours per semester
- Students are matched with a tutor beforehand
Dear Neta,

This is confirmation that you have registered to attend **Study Hall**, next **Wednesday 6th September** at 10.00am, in Codrington Computer Lab 1 (Abercrombie Building).

**Tutor Name:** Raphael Uricher  
**Unit:** PSYC3020  
**Assisting with:** Essay **proofreading**, helping with essay **writing skills** in general

If you are unable to attend but would like to submit written work to be proofread, please email it to me by **Tuesday 5th September at 5.00pm**. Raphael's edits and suggestions will then be sent back to you by 5pm the next day (6th September).

**Please let me know if any of this requires clarification, or if you have further questions.**

Kind regards,

Priya

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**Priya Sivaraj** | Sydney Abroad Officer |  
Sydney Global Mobility  
Global Student Recruitment & Mobility  
DVC Registrar Portfolio

**THE UNIVERSITY OF SYDNEY**  
Level 4, Jane Foss Russell Building (G02) | The University of Sydney | NSW | 2006
3. Staff Training: Working with other departments

- Responding to sexual assault disclosure
- Mental health first aid with Campus Psychological Services
- Supporting students with disabilities
- Working with Special Considerations team
Outcomes

- **More touchpoints** - better oversight over student’s ongoing mental health

- Students have **multiple ready-made support networks** to access

- Accessible **academic support** for students in a social setting

- **Reduced isolation** in group study setting

- **Better equipped staff** for critical incidents
Upcoming initiatives:
Incoming student wellness program
Includes:

• Monthly yoga
• Cooking classes
• Group exercise
• Emphasis on the establishment of healthy habits
Questions & Answers
Section 4: Student Panel Discussion
Discussion Questions

• What motivated you to go on exchange, and how did you choose your destination?
• Did you have friends who studied/wanted to study overseas – what role did that play?
• How was the communication with your study abroad office in the US? What did they do well and what could they have done better?
• Was the application process at both home and host universities easy to understand?
• How much of an influence did your parents have?
• What was a significant challenge you faced studying abroad, and how did you overcome it?
• Did you feel supported, and what could we have done better?