

STUDENT SENTIMENT TREND REPORT 2024: PREPARING FOR GEN ALPHA

Generation Alpha (those born in or after 2010) has entered high school and will soon be in the college pipeline.

GENERATIONAL DIFFERENCES IN INTERPRETATIONS OF KEY LIFE INFLUENCES

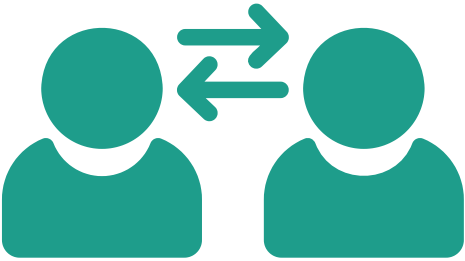
KEY INFLUENCES	GEN ALPHA	GEN Z
DIGITAL LIFE	Create and collaborate	Mostly consume
ONLINE GAMING	Social connections	Escapism
SOCIAL JUSTICE	First-hand experience	Advocate for others
CONSUMERISM	Brand loyal	Value driven

This report highlights the key generational changes and foreshadows the impact on recruitment efforts.

KEY INSIGHTS

Easy, quick access to information

is critical amid declining student patience.

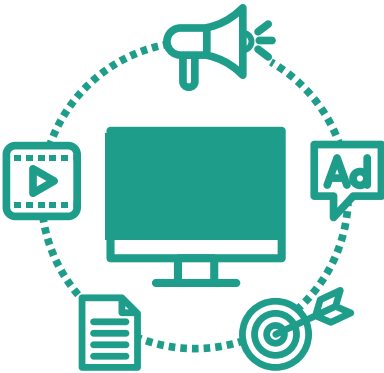
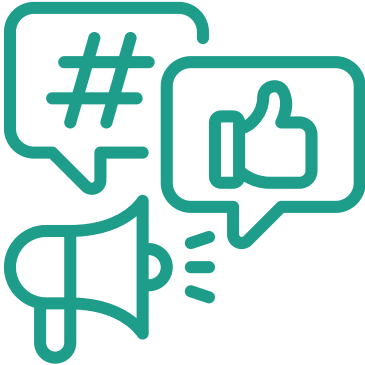


Digital search is becoming more interactive

so make it a two-way conversation.

More students see social platforms as best information source

in early search, application, and enrollment stages.



Multichannel approach with digital focus best

for initial marketing campaigns.

Relevant, personalized content matters

more than the right cadence.

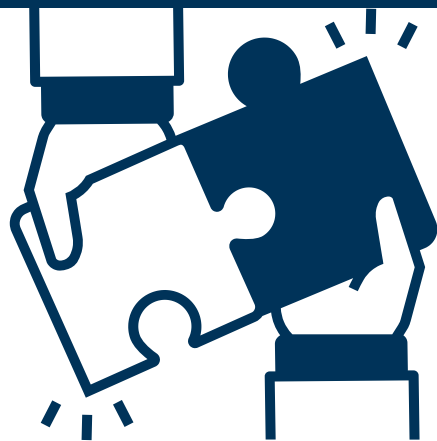


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STRATEGIES TO REACH GEN ALPHA

1

Collaborate and facilitate collaboration.



2

Deepen your understanding of your prospects.



3

Provide quick access to “bite-sized” information.



4

Diversify your channel strategy.



DID YOU KNOW?

Encoura’s Digital Solutions can help not only build brand awareness, but engage students and other key-decision makers throughout the entire academic funnel.

About This Study

This study provides first-hand insight into student perceptions about institutional marketing and communications as well as insight into students’ inherent college search behaviors.

Close to 2,000 college-bound high school students completed the online survey in March of 2024. The data was weighted by high school class year and first-generation status to be comparable to previous years’ data.