

GENERATION Z:

Reimagining the School of Nursing's
Recruitment and Enrollment strategies



Spring Workshop Series

A spring semester workshop series to reimagine the School of Nursing recruitment and enrollment strategies to attract (and retain!) the newest generation of college students, Generation Z.

Session

1

Learn about Gen Z's decision making and worldview

Session

2

Research technologies to enhance recruitment and retention of Gen Z students

Session

3

Explore technologies and look at what other colleges are doing

Session

4

Develop strategies for recruitment using various technological strategies

Session

5

Agree on time-lines to implement new recruitment plans

Session

6

Create content such as video, advertising materials, and other customized engagement

Session

7

Discuss potential constraints to plan and create back-up strategies

Session

8

Implement new recruitment and retention plans!