

Gen Z: The Project

Goal

Understand college students from 2019-2024 so that we can better bring them into the Lightbearers community and better disciple them into the image of Christ.

Teams

Team 1—Jesus (Jesus, Scripture, spirituality/religion)

Hope
Brett A.
Brett K.
Beth
Alia

Team 2—His people (friendships, relationships, church)

Tori
Tyson
Andrew
Rande
Bethany

Team 3—The ends of the earth (nations, missions, politics)

Turner
Steven
Kevin
Rachel
Taylor

First name on each list coordinates group. Communicate every 2(ish) weeks to share learnings and discuss next steps/responsibilities.

Timeline

- Individual research (February)
- Team discussion and preparation (March)
- Present at staff retreat (April)

Research

- Reading material
 - Redeemer City to City sample contextual profile (on intranet)
 - <https://www.visioncritical.com/generation-z-infographics/>
 - <https://www.thegospelcoalition.org/article/3-challenges-and-3-opportunities-for-discipling-generation-z-college-students/>
 - <https://www.impact360institute.org/podcasts/5-surprising-facts-worldview-gen-z/>
(Podcast)
- “Experience” material
 - Shawn Mendes, “Youth” <https://www.youtube.com/watch?v=sJUGAlf1Px0>
 - Instagram--Scroll through 1x/week for a month
 - Go see a movie--Captain Marvel (releases March 8)
 - Watch a show--
 - YouTube--Watch 4 videos from the YouTube channel of one of these:
 - JoJo Siwa (including this one: <https://youtu.be/da34oab10kY>)
 - BTS (including this one: <https://www.youtube.com/watch?v=W4mmfzFazol>)
 - Jacob Sartorius (including this one: <https://www.youtube.com/watch?v=X6yXm88fCa4>)
 - Liza Koshy (including this one: https://www.youtube.com/watch?v=2n_WKNd8_Qk)
- Interview 3 people born between 2000 and 2005
 - Must ask the following:
 - How is your generation different from millennials? That is, how are you different from those 10-ish years older than you?
 - What is the best and worst thing about your generation?
 - How are you typical and and atypical from your generation?
 - What social issues seem most important to your generation?
 - What social media do they use? Ask if you can see their feeds on Instagram, Snapchat and Tik Tok? What are their favorite feeds? Why?
 - What seem to be the top TV shows and movies?
 - Rule #1--Be curious!
- Dig deeper into Gen Z members’ perspective on a certain topic
 - Ask your interviewees questions about your topic--
 - Jesus--What appeals to you about Jesus? What is threatening about Jesus? What does your generation think about Scripture? What is the place of spirituality and religion in your life? The life of your peers? Etc.
 - His people--What does your generation think about church? How do you make friends? What defines a good friends? How does one find a spouse? What defines a good marriage? Etc.

- His plan for the ends of the earth--Is America better, worse or about the same as other countries? How does your generation feel about politics? What international figures today or in the past do you admire? What is the place of missions--why does it matter? Etc.
- Do additional research into your topic. Here's one article to get you going:
 - Jesus--<https://www.barna.com/research/gen-z-questions-answered/>
 - His people--
<https://www.theatlantic.com/magazine/archive/2017/09/has-the-smartphone-destroyed-a-generation/534198/>
 - His plan for the ends of the earth--
<http://www.pewsocialtrends.org/2019/01/17/generation-z-looks-a-lot-like-millennials-on-key-social-and-political-issues/>

Final Project

- Something to watch (YouTube video of 3-10 minutes)
- One pager that includes:
 - 1-5 Key statistics
 - 2-3 Key learnings
 - 2-3 Implications for Lightbearers
- Lead discussion at retreat using the above to outline your learning

Additional Optional Resources

- <https://www.visioncritical.com/generation-z-statistics/>
- <https://www.visioncritical.com/generation-z-infographics/>
- <http://themindsetlist.com/2018/08/beloit-college-mindset-list-class-2022/>
- https://en.wikipedia.org/wiki/2018_Teen_Choice_Awards
- https://www.thegospelcoalition.org/article/3-challenges-and-3-opportunities-for-discipling-generation-z-college-students/?amp;__twitter_impression=true
- <https://www.visioncritical.com/resources/millennials-vs-gen-z/>
- <https://www.vox.com/first-person/2019/1/10/18174263/anxiety-kids-burnout>
- <https://www.buzzfeednews.com/article/tanyachen/millennials-and-gen-xers-why-theyre-quit-social-media>
- <http://www.pewsocialtrends.org/2019/01/17/generation-z-looks-a-lot-like-millennials-on-key-social-and-political-issues/>
- <https://www.focusonthefamily.com/socialissues/citizen-magazine/billy-graham-of-generation-z>
- <https://www.theatlantic.com/magazine/archive/2017/09/has-the-smartphone-destroyed-a-generation/534198/>
- <https://www.marketingdive.com/news/fortnite-shapes-gen-z-friendships-and-what-marketers-can-learn-from-it/541791/>
- <https://www.barna.com/research/gen-z-questions-answered/>
- <https://www.impact360institute.org/podcasts/5-surprising-facts-worldview-gen-z/>

- <https://www.youtube.com/watch?v=aqdm6aBUZII> (compares Mills with Gen Z)
- https://www.youtube.com/watch?v=nFaEPe6T_m4 (how Gen Z will change the world)

Group Discussion at Retreat

- How, specifically, does the Gospel run counter to the idols, sins, and excesses of this culture?
- How, specifically, is the Gospel good news in this culture?
- Where does this culture display the image of God?
- What actions can Lightbearers take to disciple this generation?
- What contextualization does Lightbearers need to take to reach this generation?
- How does this affect Institute, mentoring, community, missions?
- How do we disciple members of Gen Z?
- How do members of Gen Z learn?
- What is important for Gen X and millennials to discuss in matters of faith that is not important to Gen Z? And vice versa?