

UNC Students: Today & Tomorrow

Joint Board of Trustees & Foundation
Board of Directors Meeting
December 11, 2025

Understanding Generational Generalizations

Most statements are generalizations about generations – there are always outliers – but knowing who are current and future “customers” are is important to any business including education

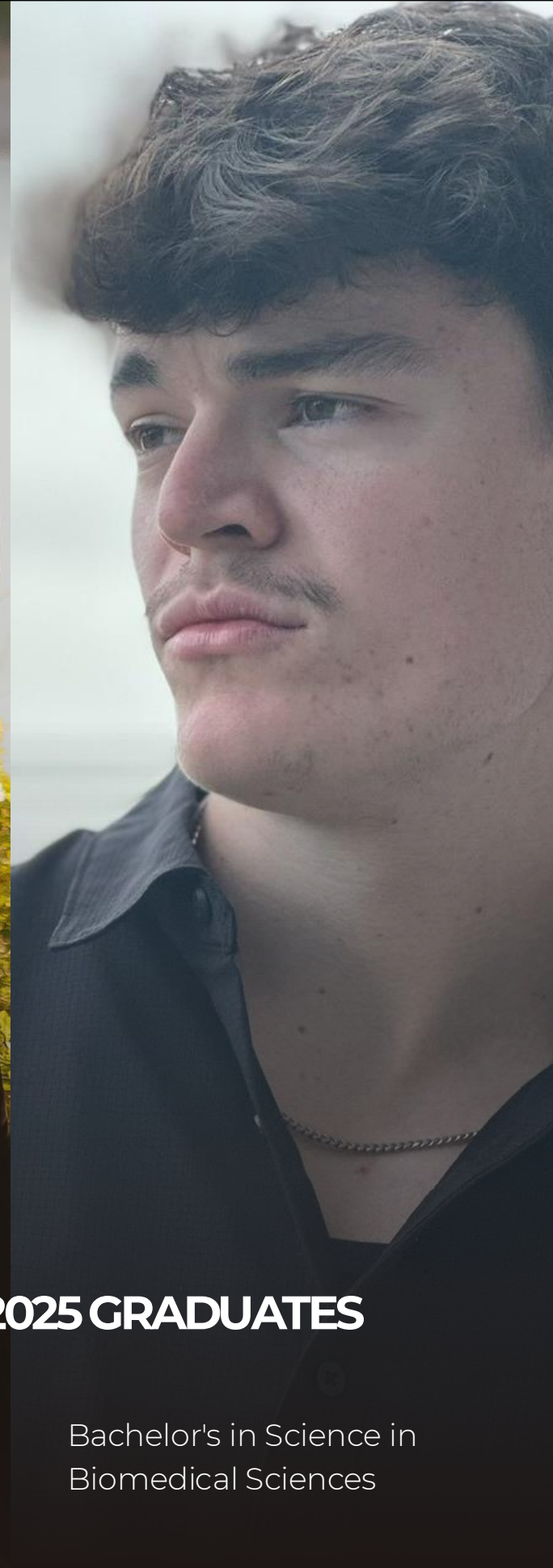
These are our future major donors, alumni, and parents of future Bears.



Bachelor's in Science in
Accounting and Finance



Bachelor's in Science in
Accounting




Bachelor's in Science in
Biomedical Sciences



Bachelor's in Science
Business Administration
with a focus in Marketing

FACES OF FALL 2025 GRADUATES

Understanding Generational Generalizations

A photograph of a campus scene. In the background, there are several brick buildings, some with large windows. In the foreground, there are green trees and a road. A street sign for "11th Ave" is visible. The sky is blue with white clouds.

...with unique expectations, challenges, and opportunities.



Most UNC
students
are
GenZ'ers:
Shaped by...





Digital Landscape



Climate Anxiety

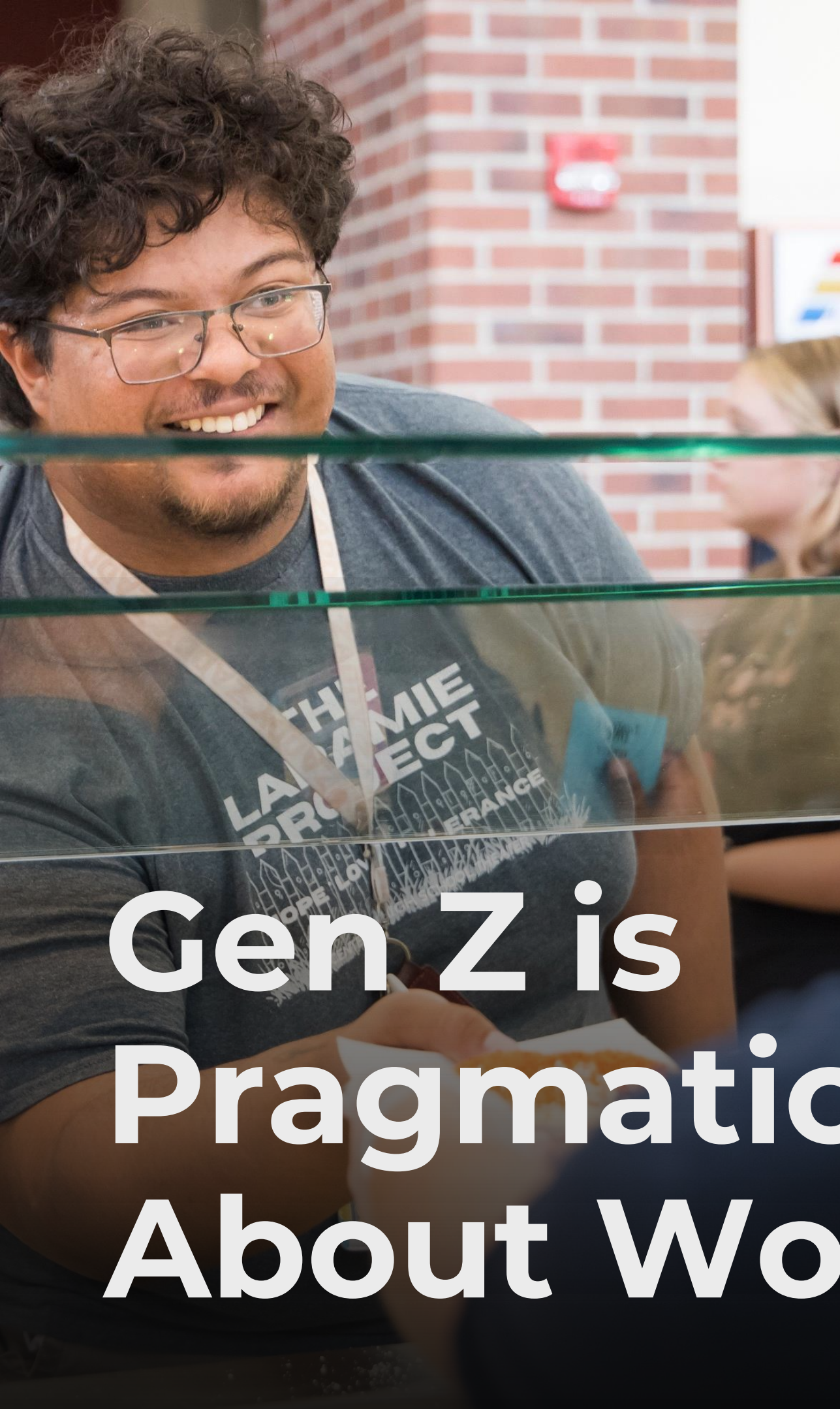


Shifting Financial Landscape





COVID
19



**Gen Z is
Pragmatic
About Work.**

A young woman with long, dark, wavy hair is shown from the chest up, looking out of a window. She is wearing a blue long-sleeved shirt. The background is a blurred city skyline with tall buildings, suggesting an urban setting. The lighting is soft and natural, coming from the window. The overall mood is contemplative or perhaps anxious, as suggested by the text overlay.

Gen Z is Prone to Anxiety



Gen Z are into Saving and Investing



Gen Z Loves to Travel



Environmental Responsibility Shifts to Large Organizations



Their DEI Views are Shifting

A young woman with dark, curly hair is lying down, propped up on a yellow pillow. She is holding a smartphone in her hands and looking at the screen with a smile. The background is dark and out of focus. A blue gradient overlay covers the bottom half of the image, where the text is located.

**Social Media & Gaming are about
Communicating and Connecting**



Big Users of AI

What does all this mean for UNC and leadership?



ChatGPT 5.1>

What can I help with?

+ What does all this mean for UNC and leadership?  



ChatGPT 5.1>

+ What does all this mean for UNC and leadership?



Values based fundraising can start a culture of giving

Expect university, boards to take strong leadership positions

Income outcomes are important – gateway to future enrollment

Flexible, contemporary academic programs

Increased credit for volunteer, life experiences?

Should students be allowed to communicate in preferred language – especially in an AI age?

A photograph of a diverse group of students in a classroom. In the foreground, a young Black boy and a young white girl are looking intently at a computer monitor. The boy is pointing at the screen. Behind them, another student is visible, also looking at the screen. The background is slightly blurred, showing other students and classroom furniture. The overall atmosphere is one of focused learning and collaboration.

Meet the future: Generation Alpha

Born 2013 to present

Current Alphas are in 6th or 7th grades

Gen Alpha is shaped by:

- **Being digital natives**
- **Hyper connected**
- **Visual and interactive learners**
- **Independent and self directed**
- **Socially conscious**



Gen Alpha values:

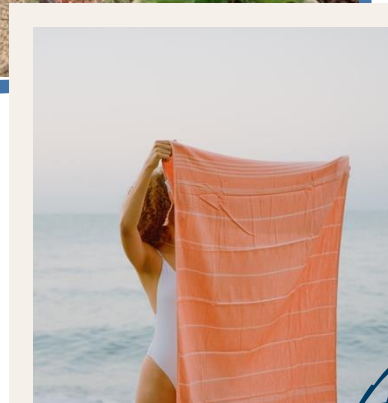
- **Diversity and inclusion**
- **Family and wellness**
- **Authenticity and purpose**
- **Adaptability**

Diversity and Inclusion



2025

Authenticity and Purpose



Adaptability



Family and wellness



What can UNC and leadership do to prepare?



ChatGPT 5.1>

What can I help with?

+ **What can UNC and leadership do to prepare?**





ChatGPT 5.1>

+ What does all this mean for UNC and leadership?



Integrate technology into every aspect of learning

Lead with values – and reinforce them

Develop flexible degree paths

Be a leader in DEI, wellbeing

Consider more self-guided academic experiences

Having a relationship with student's family will be important

Closing / Q & A slide