RECOGNIZE THAT EVERY GYMNAST HAS VALUE AS BOTH A PERSON, A CHILD, AND AN ATHLETE
POPULATION BY GENERATION

As of 2019...

**Boomers**
1946-1964
21%

**Generation X**
1965-1980
20%

**Millennials**
1981-1996
25%

US Population
331,002,651
GENERATION Z

27%
1997-TBD
THE GENERATION OF DISRUPTION
...AND THEN COVID HAPPENED!

Online School
Work from home
Streaming services became crucial survival
People rediscovered take out
Online grocery store delivery
Online sports training
20—Born 2000

- 9/11--2001
- No child left behind--2001
- Global War on Terror-2003
- Cell Phones meet 3G-2001
- Social Media
- Reality Tv

To Grow Up Generation Z
BORN 2005

Katrina—2005
Virginia Tech Shooting—2007
Recession—2008
Obama—2008
Sonya Sotomayor to Supreme Court—2009
National Bullying/Hazing Laws enacted—2007-2011

To Grow Up Generation Z
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BORN 2015

Charleston Church Shooting--2015
Same Sex Marriage becomes legal—2015
Pulse Shooting-2016
Trump-2016
Women’s Movement-2017
MeToo-2017
Parkland Shooting-2018
March for Our Lives-2018
Dreamers Movement-2018
Covid-19-2020
<table>
<thead>
<tr>
<th>GENERATION Z PREDICTIONS</th>
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<td>More accepting of diverse populations</td>
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<td>Most entrepreneurial generation</td>
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<td>Better educated</td>
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<td>Environmentally conscious</td>
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<td>More comfortable with non-traditional families</td>
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<td>More global</td>
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<td>Less likely to have job experience entering the workforce</td>
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SOCIAL COGNITIVE DEVELOPMENT THEORY

- Everyone a child encounters impacts their socialization.
- Socialization happens faster for kids today, because they are exposed to more factors that add to their development now.
- A child’s cognitive development is based on social interactions.

Technology is socialization for kids today.
GENERATION Z AND SELF EXPRESSION

- In person and talk about the issues of the day
- Their writing skills are weaker than other generations, because of communicating in emojis, lol-ing and brb-ing.
- Candor is respected and they value authenticity
- They are growing up in a post social media confusion. Meaning, they are more likely to be private with their personal details.
- All about re-creation
- Are more than likely to learn a new skill by watching a video, than reading
Social Media

YouTube
• Used more than any other site
• 63% of Gen Z uses it at least 2 hours a day

TikTok
• 800 million active users worldwide.
• 41 percent of TikTok users are aged between 16 and 24

Influencers
• 76% follow an influencer on social media
• 85% learn of new products through social media influencers

55% say their social media image is very or somewhat close to who they are in real life.
INTERESTING TECHNOLOGY FACTS

Smartphones
- 95% of 13-17 year olds have access to a smartphone

Gaming
- 61% of Gen Z game at least once a week
- 48% of gamers believe gaming is a skill that will help them later in life

Fitness Apps
- 40% of Gen Z use a fitness App at least once a week

Cash
- 28% want to go completely cashless
Parents can get instant, real time info on their children’s academic performance, why wouldn’t they want this for their child’s athletic performance?
WHAT YOU COULD SEE AS A COACH

• Highly independent
• More likely to talk about mental health than previous generations
• More likely to speak out
• Heightened awareness of diversity
• Want to see a digital strategy
• Acknowledgement of their hard work
• On-demand critique
• Shorter attention spans
• An explanation of the “why”

Did you know…
There is no scientific evidence that kids want awards that weren’t deserved.
DEVELOPMENTAL STAGES

- Early 5-8
- Middle 9-11
- Early adolescence 12-14
- Middle adolescence 15-18
- Late adolescence 19-23
Positive youth development is an approach to working with youth that emphasizes building on youth’s strengths and providing supports and opportunities that will help them achieve goals and transition to adulthood in a productive, healthy manner. --HHS.Gov

As coaches, we need to instill a frame of mind that is optimistic so we can influence the students to participate in the world in a positive manner.
Not fully matured

Development and connectivity develops from back to front

Continues to develop well into the 20’s

Emotions rule, because the pre-frontal cortex that regulates decision-making is last to mature.
CRITICAL ELEMENTS OF YOUTH DEVELOPMENT

- Positive relationships with caring adults
- Inclusive environment
- Safe environments
- Structured environments
- Free time
- Opportunities to achieve competency and mastery
- Opportunities for self-determination
- Purposeful
- Opportunity to serve others
THE 40 DEVELOPMENTAL ASSETS

EXTERNAL ASSETS
The supports, opportunities, and relationships young people need across all aspects of their lives.

INTERNAL ASSETS
The personal skills, commitments, and values they need to make good choices, take responsibility for their own lives, and be independent and fulfilled.

--Search Institute
Youth need at least three adults with whom they trust aside from their parents.
CONSTRUCTIVE USE OF TIME

- **Creative activities**—three or more hours per week in lessons or practice in music, theater, or other arts.

- **Youth programs**—three or more hours per week in sports, clubs, or organizations at school and/or in community organizations.

- **Religious community**—one or more hours per week in activities in a religious institution.

- **Time at home**—Young person is out with friends “with nothing special to do,” two or fewer nights per week.
COACHING THE WHOLE CHILD

- **Gym environment values youth**—Young person perceives that adults in the gym value them as youth.
- **Youth as resources**—Young people are given useful roles within the gym community
- **Safety**—Young person feels both physically and emotionally safe
- **Family**—Coaches support family time and welcomes the family as a part of the conversation
- **Personal power**—Young person feels they have control over things that happen to them.
- **Self-esteem**—Young person reports having a high self-esteem.
- **Bonding**—Young person feels they are able to bond to multiple institutions including school, church, family, and sports.
DEVELOPMENTAL RELATIONSHIPS

1. Express Care
2. Challenge Growth
3. Provide Support
4. Share Power
5. Expand Possibilities
WHAT DO THEY NEED FROM YOU, THE COACH?

R: Reaching/Repeating
Operating on the edge of one's ability. How many reaches are you making each minute? Each hour?

E: Engagement
Immersive, attention gaining, emotion driven practice

P: Purposefulness
Tasks are directly connected to skill building

S: Direct, Immediate, Feedback
Real time, clear, and concise feedback on achievement, mistakes, and directions
THE 4 S'S
INTERVIEW FROM SEARCH

- Sparks
- Strengths
- Struggles
- Supports
THX!

For more information or to schedule a tailored training for your club, please contact:

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