

# Caring For Teenagers





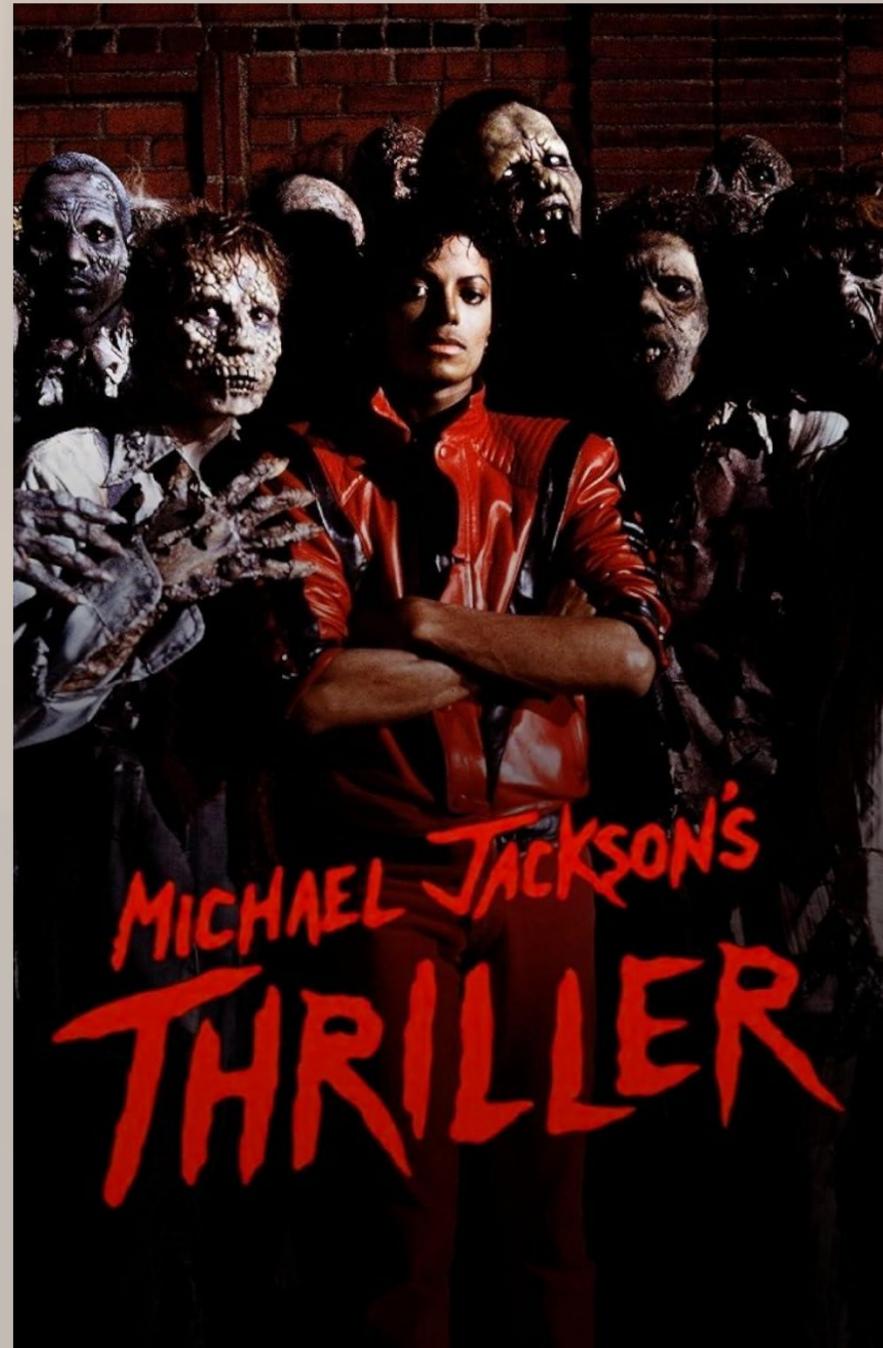
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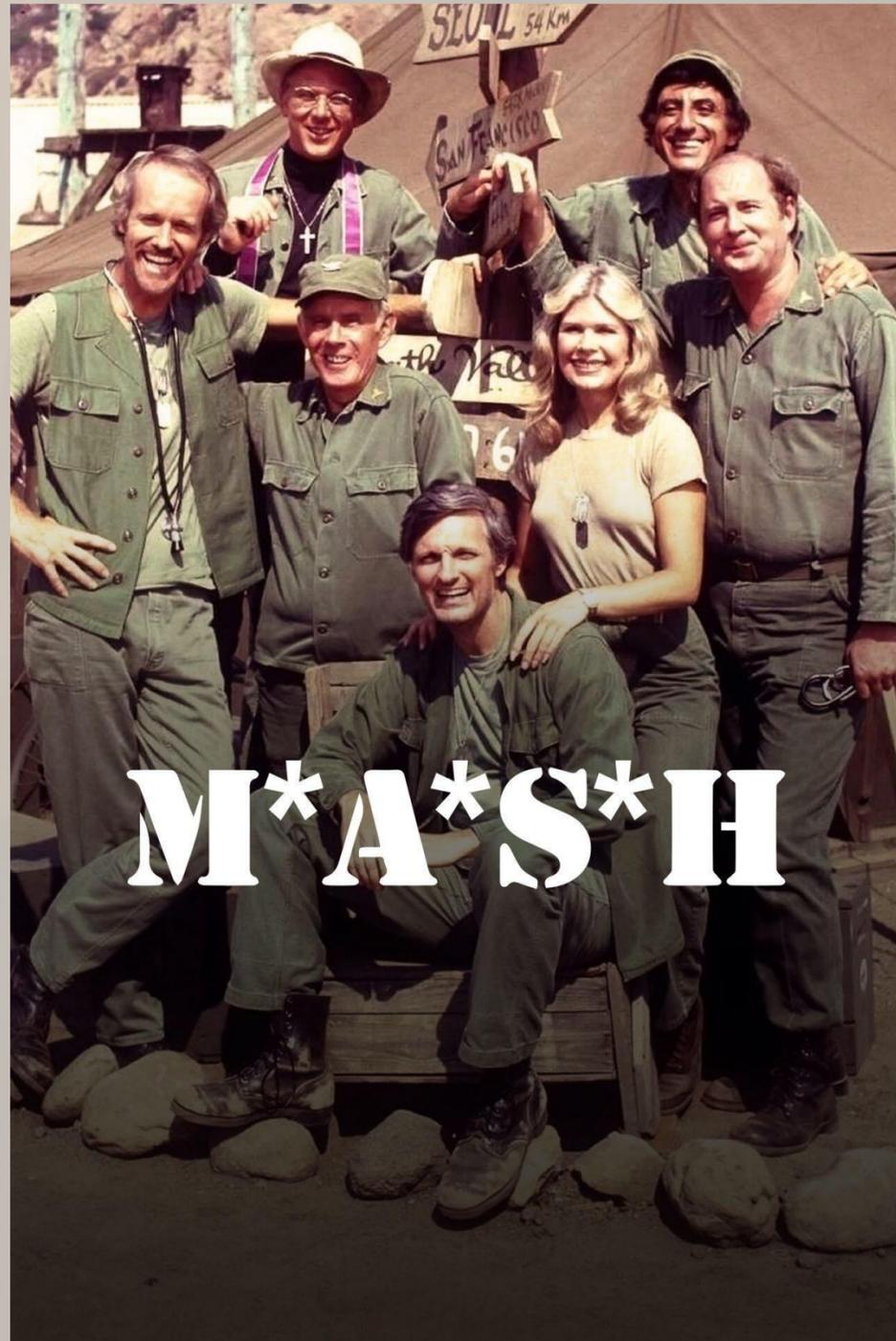


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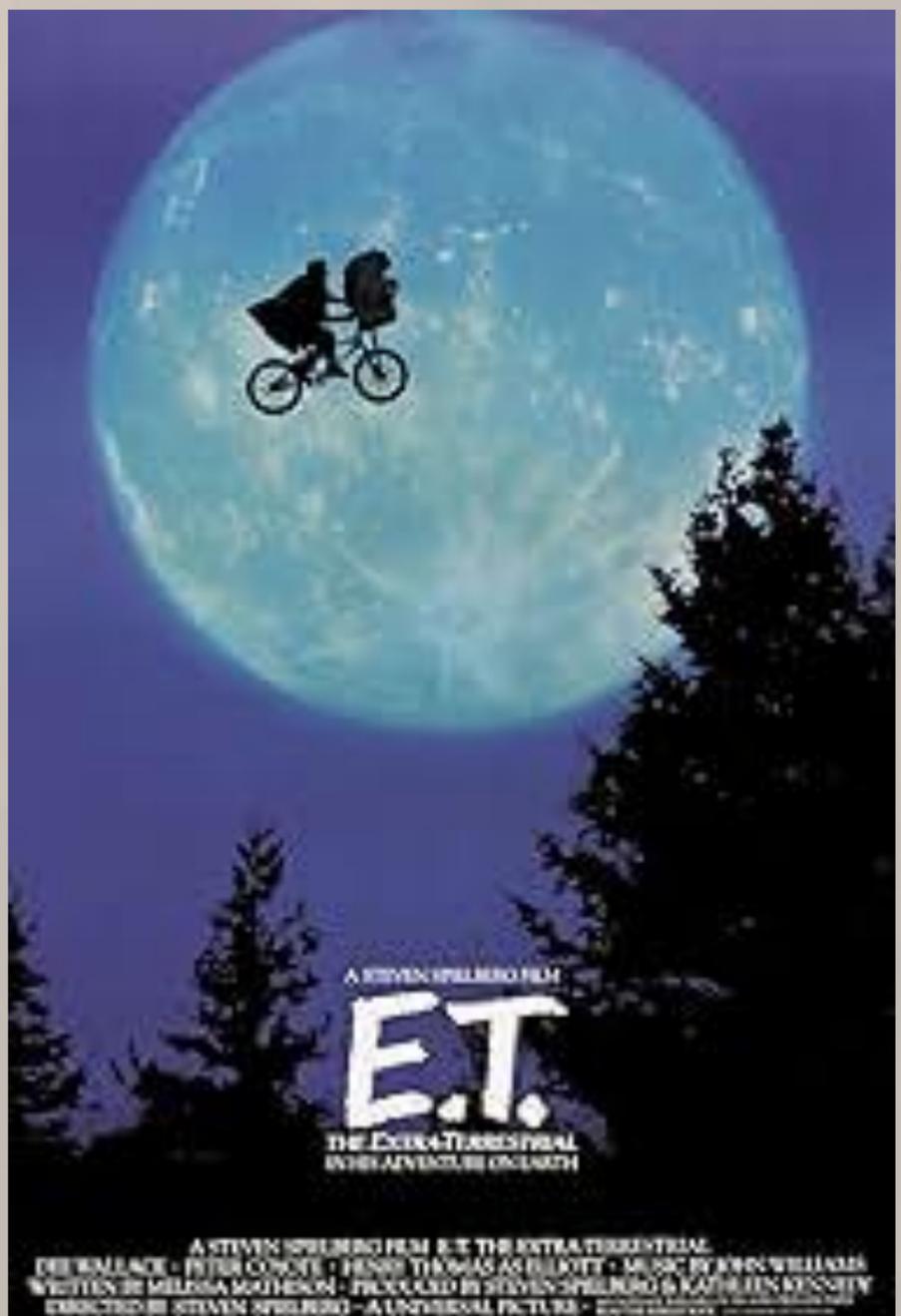




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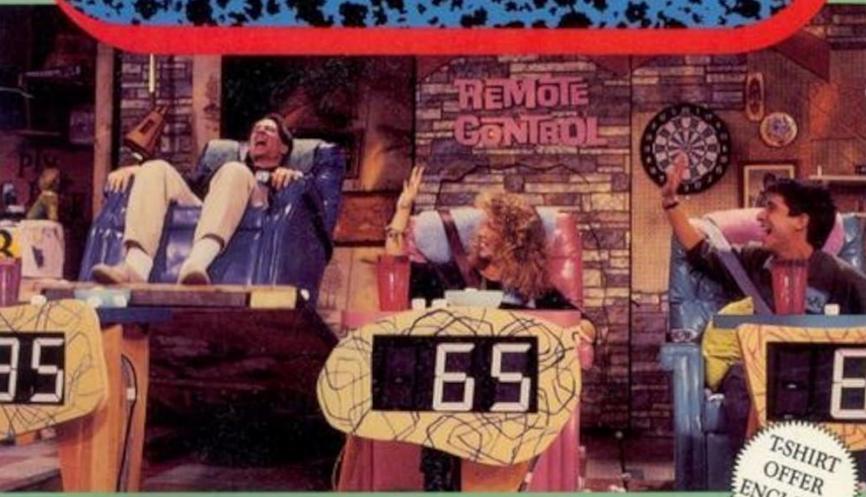


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3M, Tandy & 100%  
compatible with 256K,  
Color Graphics Adapter,  
OS-2.0 or higher  
Apple II e/c/GS  
with 128K  
(5.25" diskettes)



# REMOTE CONTROL



35 65 E

T-SHIRT  
OFFER  
ENCLOSED



HI TECH



PROFESSIONS  
Games

The Official Computer Software  
Version of MTV's Ridiculous Trivia  
Game Show

mobygames.com

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If you want to influence the faith and future  
of future generations.....

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Pov: a 1990's bully  
transported to 2023

TikTok  
© 90skid4lyfe

"Hey dork face.."



# Gen Z

# 1995 - 2010

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# Gen Alpha

## 2010-2025

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# VABE

Values

Assumptions

Beliefs

Expectations

# VABE

Values

Assumptions

Beliefs

Expectations



Younger Gen Z

Older Gen Alpha

# VALUE

Highly Collaborative  
Flexibility  
Relevance  
Self-Care  
Security  
Identity

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# ASSUMPTIONS

Lazy

Zero Attention Span

Won't Work Hard

Consumed by Technology

# BELIEFS

More Progressive  
Take Action  
Extremely Vocal  
World View

# EXPECTATIONS

Learn from Experiences

Freedom

Flexibility

Diversity and Representation

# VABE

Values

Assumptions

Beliefs

Expectations



Gen Alpha

# VALUE

Digitally Dependent  
Authenticity  
Connectivity  
Inclusivity  
Creative Expression

# ASSUMPTIONS

Emotional

Confident

Highest Rate of Anxiety

Demanding

# BELIEFS

Being Shaped by Polarized World  
Higher Value on Family  
Unchurched

# EXPECTATIONS

Learn Visually  
Early Adopters of AI  
Diversity and Representation  
Algorithm Will Shape Actions

V.A.B.E. is always changing

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CULTURE is changing and always will

We have to get GOOD at discovering and rediscovering the VABES of every incoming class

To the Jews I became like a Jew, to win the Jews.

To those under the law I became like one under the law (though I myself am not under the law), so as to win under the law

To those not having the law I became like one not having the law (though I am not free from God's law but am under Christ's law), so as to win those not having the law.

To the weak I became weak, to win the weak. I have become all things to all people so that by all possible means I might save some. Do all this for the sake of the gospel, that I may share in its blessings.

To the GenZ's I became like a GenZ, to win the GenZ's.

To those who worry about the environment, I became like one who cares about the environment (though I myself am not a lover of paper straws), so as to win those who live with environmental anxiety.

To those who want justice for their friends, I became as one who wants justice for their friends (though I don't even know their friends), so as to win their hearts.

To the socially anxious and introverts I became introverted, to win the introverts.

I have become all things to all people so that by all possible means I might save some. I do all this for the sake of the gospel, that I may share in its blessings.

What's always true?

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# PHASE

A timeframe in a student's life when you can leverage distinct opportunities to influence their future

# MIDDLE SCHOOLERS

Think like engineers

Engineers solve problems by  
connecting concepts so they  
work together

## 6<sup>th</sup> Graders

Asking: Who Do I Like? Who Likes Me?

Need: Acceptance

Result: Gain Stability

## 7/8th Graders

Asking: Who am I?

Need: Affirmations

Result: Discover Uniqueness

What do they need from us?

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Middle Schoolers need leaders  
who will **AFFIRM** their journey

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# Gen Alpha

- Roughly 13 - 0 years old
- Technologically Integrated
- Diverse
- Globally Connected
- Spiritual
- Unique COVID-19 Reflections
- Feisty (Not Researched)

# HIGH SCHOOLERS

Think like philosophers

High Schoolers want to discover meaning  
and learn best by processing out loud

# 9th Graders

Asking: Where do I belong?

Need: Connection

Result: Community

# 10th Graders

Asking: Why should I believe?

Need: Adults who listen carefully

Result: Clarify Values

# 11<sup>th</sup> Graders

Asking: How can I matter?

Need: Opportunities to lead and serve

Result: Refine Skills

# 12th Graders

Asking: What will I do?

Need: Encourage experiences

Result: Create Vision

What do they need from us?

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High Schoolers need leaders who  
will **MOBILIZE** their potential

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# Gen Z

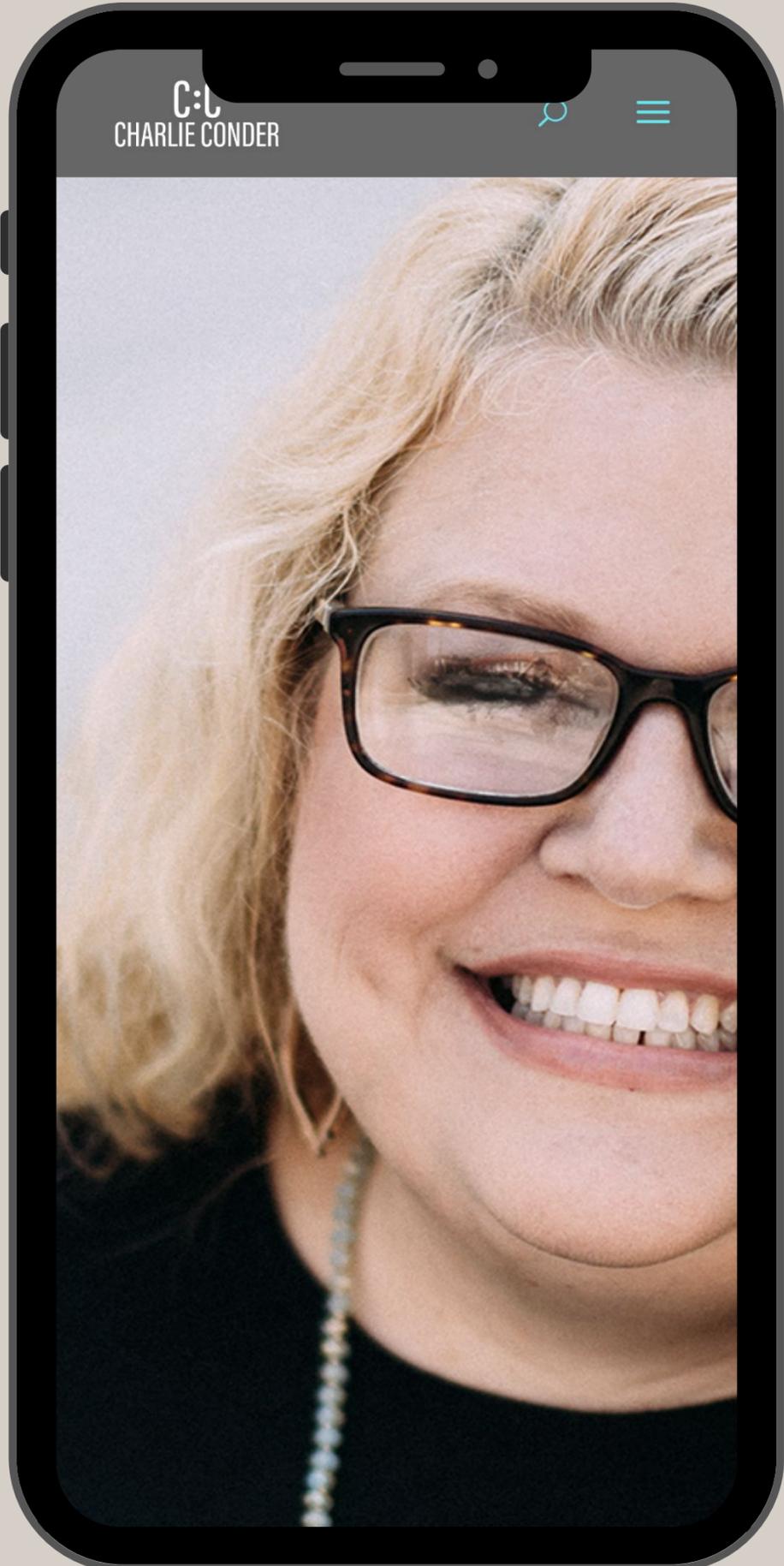
- Roughly 14 - 27 years old
- Recession marked
- Covid-19 Adolescence
- Digital Natives
- Stressed, Depressed, Anxious
- Passion for Social Issues
- Spiritual but Not Religious
- Identity Fluidity

Why does this research matter?

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What's changing culturally?

What's NOT changing but is true of this PHASE of development?



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# CONNECT WITH ME

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