SCIENCE & STRATEGIES FOR SUPPORTING OUR TWEENS AND TEENS IN PANDEMIC RECOVERY AND A RAPIDLY CHANGING WORLD

Stephanie Malia Krauss, Alum & Author of Making It: What Today’s Kids Need for Tomorrow’s World
WHO ARE TODAY’S TWEENS & TEENS?

- **2001**: 9/11 & The War On Terror
  - High School & College-Aged

- **2007**: Start of Great Recession & Smart Technologies
  - Middle Schoolers

- **2021**: COVID-19
  - Next-Gen
DISRUPTION & DIGITAL NATIVES
# Today’s Teen & Tween Experience

<table>
<thead>
<tr>
<th><strong>Disruption Life</strong></th>
<th><strong>Digital Life</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>COVID-19</td>
<td>Technology Assistants, Siri &amp; Alexa</td>
</tr>
<tr>
<td>Climate Change and Extreme Weather</td>
<td>Interactive Games, Minecraft &amp; Roblox</td>
</tr>
<tr>
<td>Economic Volatility</td>
<td>Curated Content, Spotify &amp; YouTube</td>
</tr>
<tr>
<td>Political and Community Division</td>
<td>Subscription Media, Netflix &amp; Disney+</td>
</tr>
<tr>
<td>Racial Violence and Racial Urisings</td>
<td>Instant Online Shopping, Amazon</td>
</tr>
<tr>
<td>Mass Shootings, Often at Schools</td>
<td>Smart Technologies</td>
</tr>
<tr>
<td>Changes to Learning and Work</td>
<td>Digital Footprint, Snapchat and TikTok</td>
</tr>
<tr>
<td>Longer Lives and Livability Gaps</td>
<td>Hyper-Connected, 5G and Broadband</td>
</tr>
</tbody>
</table>
WHAT DO EXPERIENCE AND ENVIRONMENTS DO TO TWEENS AND TEENS?

“Being digital and disruption natives has evolved young people’s basic wiring. As our own lives show, we are shaped by our experiences and environments.

Today’s kids are growing up in a rapidly changing world, full of historic firsts. As a result, they don’t just seem different, they are different. Their childhood experiences and ever-evolving environments are wiring them to learn, work, and operate in new ways.”

- Making It
CHANGES TO HOW TWEENS & TEENS LIVE, LEARN AND WORK

Tech-Touch Relationship
Hyperconnectivity
Stretched Adolescence
Cognitive Load & Information Obesity
The 80-Year Work Life
LET’S CONSIDER THE COVID CONTEXT

NOT TODAY #COVID19
THE BIGGER CONTEXT DOESN’T WORK
THE OUTDATED “PATH TO SUCCESS”

Graduate with your diploma
Get your degree
Get jobs
Get promotions
Better jobs
Build savings, earn benefits
Money for you
Money for your kids
TEENS & TWEENS NEED CURRENCY-BUILDERS

Whole Person, Whole Life Approach
Build Currencies Wherever
Build Currencies Whenever
Be Just, Inclusive, & Caring
Be An Advocate and Ally
CURRENCY-BUILDING STRATEGIES

COMPETENCIES

• Teens & tweens are wired differently
• Context and circumstances matter
• Competencies aren’t everything they need
• Competencies can be learned & developed early in life, and strengthened later on

CONNECTIONS

• Teens & tweens are wired to connect
• Be a lifeline
• Connect to people and programs that are door openers
• Help them find navigators
CURRENCY-BUILDING STRATEGIES

CREDENTIALS

- Shrink the time horizon
- Ask good questions
- Challenge your biases
- Work with your school(s) to modernize the high school diploma
- Understand your credential consumers

CASH

- Build recession resilience in tweens & teens
- Learns tips and tricks for cash savviness
- Lighten the load in times of cash scarcity
- Upgrade bandwidth in times of cash scarcity
- Understand how to teach tweens and teens to smooth out
“Krauss offers the roadmap we need to get kids ready for a rapidly changing and challenging world. Her call for every adult and educator to become a currency-builder is one we should take seriously. This is a must read.”

ARNE DUNCAN, FORMER US SECRETARY OF EDUCATION
STAY IN TOUCH!

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