

**NET IMPACT** 

WALTON FAMILY  
FOUNDATION

SECOND VIRTUAL  
EVENT OF 2021

## REIMAGINING CAPITALISM

SESSION 7

### THE NEW AMERICAN DREAM

EXPLORING HOW NEXTGEN LEADERS ARE RESHAPING THE VISION



**Kristen Soltis  
Anderson**

Co-Founder of  
Echelon Insights



**Emma  
Pengelly**

Deputy Director for  
the Home Region  
Program at Walton  
Family Foundation



**Nayancie  
S. Matthews**

Business Student  
at Baruch College

**FEBRUARY 24, 2021 | 10:00 AM PST | 1:00 PM EST**

# Agenda

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10:00 am PDT: Welcome & Context Setting

10:10 am PDT: Presentation of Key Findings by Kristen Soltis Anderson

10:20 am PDT: Perspectives and Experiences of Gen Z and Millennials

10:30 am PDT: Q/A with Audience

10:50 am PDT: Summary and Call to Action

10:55 am PDT: Thank you & Formal Closing

11:00 am - 11:30 am PDT: Option to Connect and Network with Call Participants in Wonder, an online networking platform.





***We are curious to know, what is most important for you in creating the life that you envision?***

- a. Being able to afford your own home*
- b. Being able to afford quality education*
- c. Having the right network/connections*
- d. A healthy economy*
- e. Something else - what is that for you?*

# Emma Pengelly

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Deputy Director, Home Region Program, Walton Family Foundation



Emma is currently the Deputy Director for the Home Region Program where she supports team operations and strategy development and implementation. Prior to joining the Home Region Program, Emma was a Senior Program Officer for the K12 Education Program where she focused on innovation in education and new teacher pipelines and also taught classes on leadership at the Harvard Graduate School of Education. Before joining the Foundation, Emma was a teacher and a school leader in Brooklyn, NY. Emma has a BA in Women's Studies from Harvard College, a Master's Degree in General Childhood Education from Bank Street College of Education and a Doctorate in Education Leadership from Harvard Graduate School of Education.

# Kristen Soltis Anderson

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Pollster and Co-founder, Echelon Insights



Kristen Soltis Anderson is a pollster and is co-founder of Echelon Insights, a research and analytics firm. For over fifteen years, Anderson has worked in the field of public opinion research and has focused on understanding emerging audiences such as the Millennial generation. She is the author of *The Selfie Vote* and is the host of *The Trendline with Kristen Soltis Anderson* on SiriusXM. She is also a columnist for *The Washington Examiner* and is a contributor to Fox News Channel.

# Nayancie Matthews

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Net Impact Up to Us Leader and Student of International Business and Finance,  
Baruch College



Nayancie Matthews is a current Junior at Baruch College, majoring in international business and finance. Nayancie is a first-generation college student and immigrant born in St. Kittle and Nevis, and raised in Guyana. Nayancie is a passionate lifelong learner who believes in the value of people and community. Nayancie is also a three-time alumnus of the Up to Us competition.

After graduating from Baruch, Nayancie plans to work in the realm of finance while incorporating her love for community and economic development. Nayancie additionally plans to attend law school to receive her Juris Doctorate and MBA to practice civil rights law.

# Elizabeth John

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MBA Student, NYU Stern School of Business, Sustainable Business, Innovation and Marketing



Elizabeth John is a full-time MBA student at NYU Stern, specializing in Sustainable Business & Innovation and Marketing. She is interested in how companies can become more socially responsible and has spent the past year as a Fellow with Williams-Sonoma, Inc., focusing on supplier diversity.

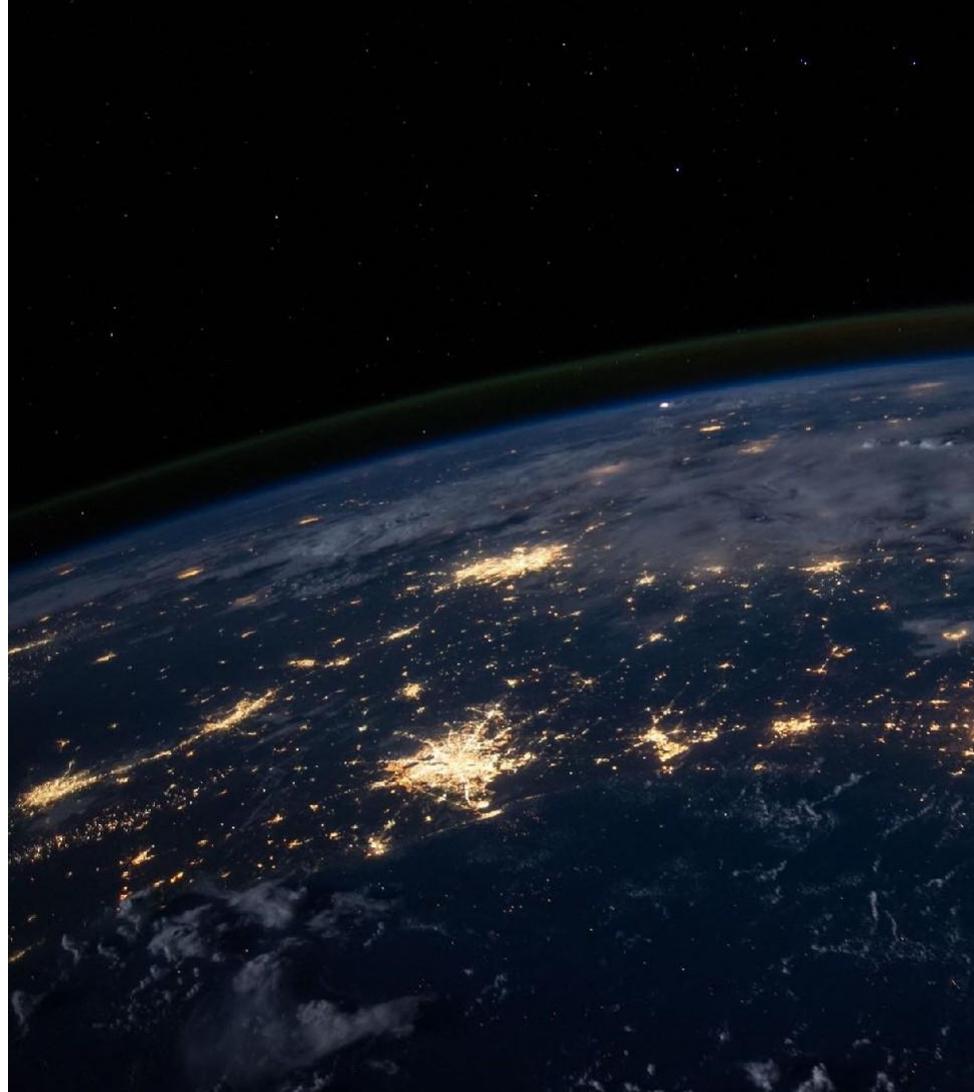
Before starting her MBA, Liz served as the New York City Executive Director at PowerMyLearning, a national education nonprofit that advances educational equity and accelerates students' social-emotional learning and academic achievement.

A former New York City Teaching Fellow, Liz also taught sixth and eighth-grade math at a high-need public school in Sunset Park, Brooklyn. Liz holds an M.S. in Teaching from Pace University and a B.A. in History from New York University.



# Millennials and Generation Z: Agents of Change

Nationwide Survey of  
1,000 Americans age 13–23 (Generation  
Z) and 1,000 Americans age 24–39  
(Millennials)  
January 12–22, 2021



During Summer 2020, in the midst of a growing pandemic and protests around racial justice, we asked Millennials and Gen Zers how they felt about their own futures.

What we found? Optimism and confidence.

We asked again this time and wanted to dig into *why...*



# Views On American Dream, Opportunity, And Mobility Consistent With Previous Survey Of Gen Zers And Millennials

Q. In general, do you believe or not believe the following statement?

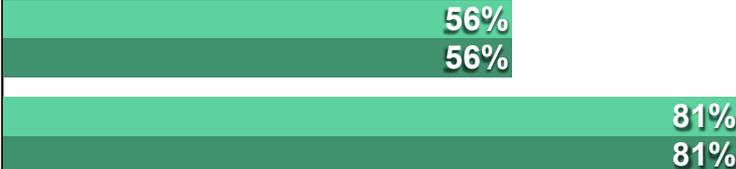
*% Believe*

■ Jun. 2020    Jan. 2021

“I have the opportunity to achieve the American dream.”



“All people in my generation have the opportunity to achieve the American dream.”



“If I work hard, I will have the opportunity to succeed in life.”



“Most people in my generation who work hard will have the opportunity to succeed in life.”



“If I work hard, I will be able to move up the economic ladder from where I am today.”

“Most people in my generation who work hard will be able



# Those With The Most Education Are The Most Optimistic

Q. In general, do you believe or not believe the following statement?

%  
*Believe*

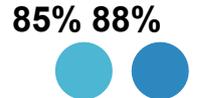
● Age 18+, HS or less  
● Age 18+, Bachelor's

● Age 18+, Some college  
● Age 18+, Graduate

“I have the opportunity to achieve the American dream.”



“If I work hard, I will have the opportunity to succeed in life.”



“If I work hard, I will be able to move up the economic ladder from where I am today.”



# Optimism Cuts Across Race and Ethnicity With Young People of Color Particularly Upbeat About Their Futures

Q. In general, do you believe or not believe the following statement?

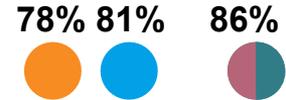
%  
Believe

● White ● Black ● Hispanic Asian ●

“I have the opportunity to achieve the American dream.”



“If I work hard, I will have the opportunity to succeed in life.”

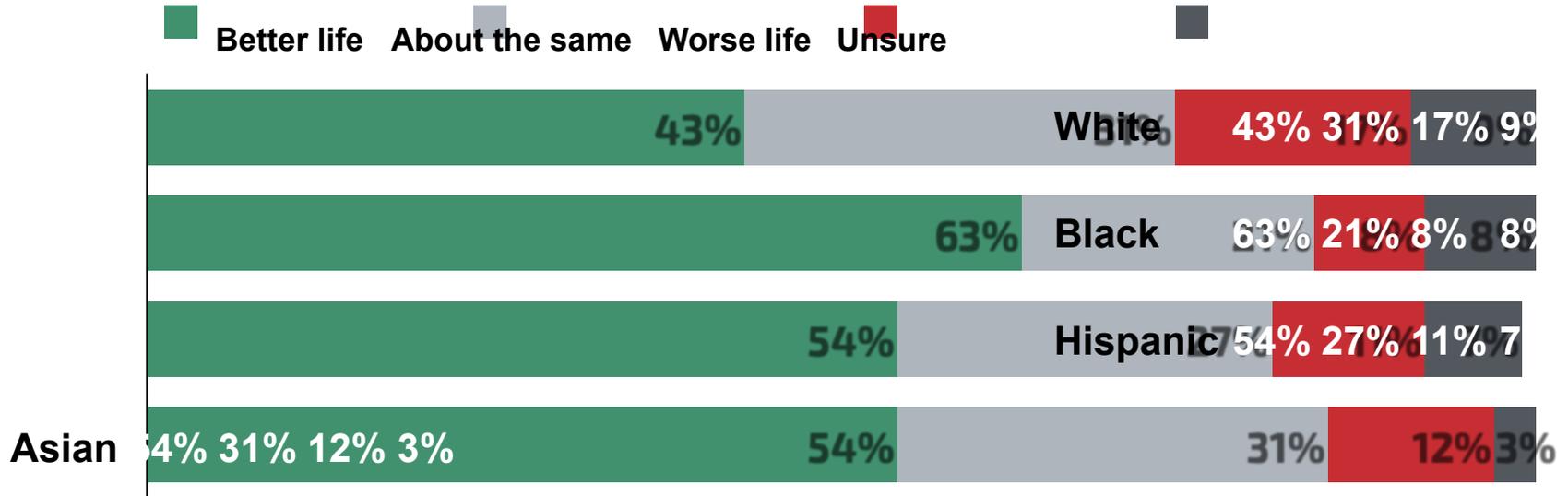


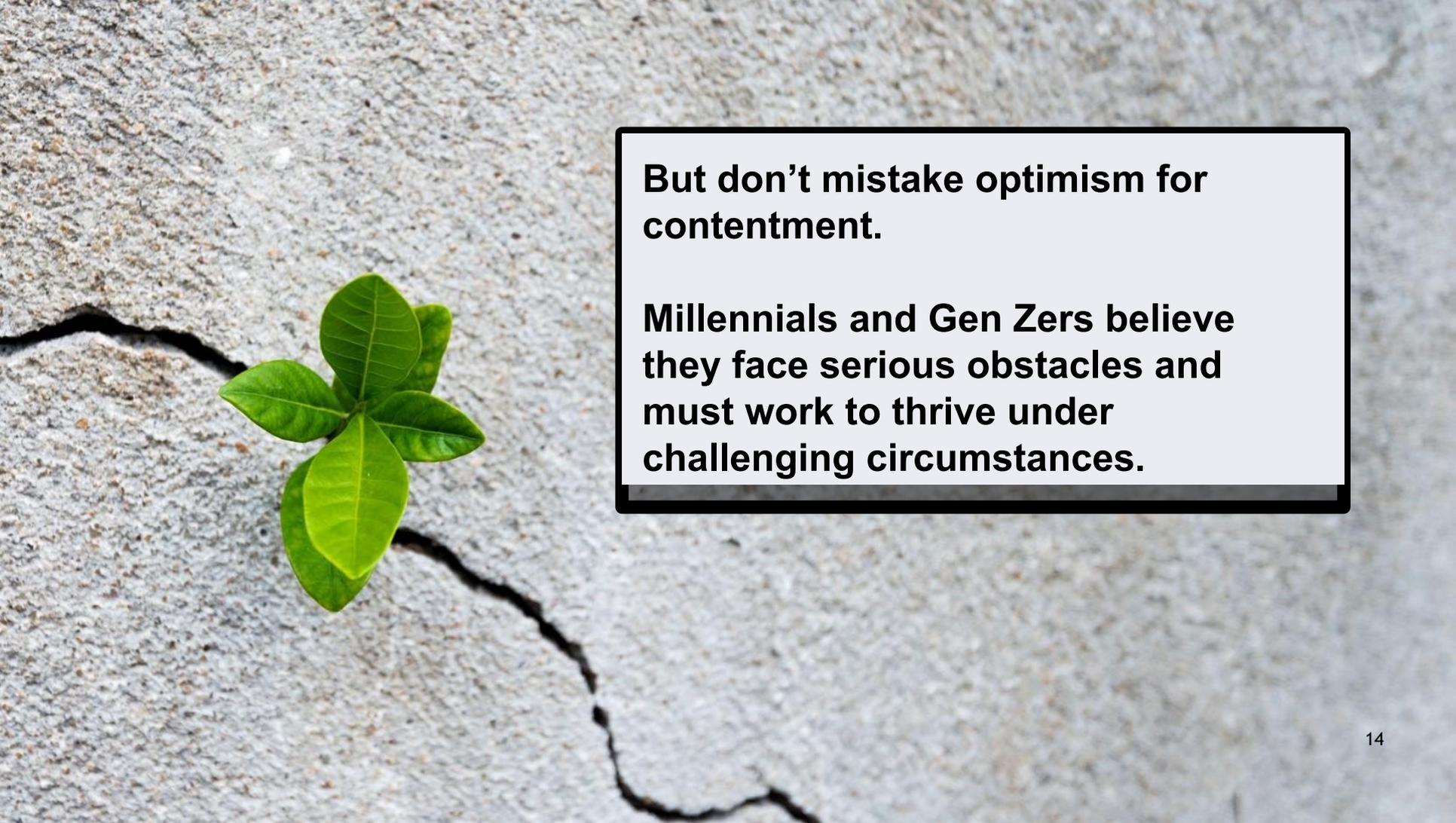
“If I work hard, I will be able to move up the economic ladder from where I am today.”



# Gen Zers And Millennials Of Color More Likely Than Whites To Believe They Will Have A Better Life Than Their Parents

Q. In thinking about the life your parent or parents have had so far, do you expect that you will have a life that is better, worse, or about the same as your parent or parents?





**But don't mistake optimism for contentment.**

**Millennials and Gen Zers believe they face serious obstacles and must work to thrive under challenging circumstances.**

**In our Summer 2020 study, we found that affording and accessing higher education was the top barrier Millennials and Generation Z faced.**

**For this survey, we added some new options to the list and found that not being able to afford a home is the top barrier Millennials and Generation Z say they face.**

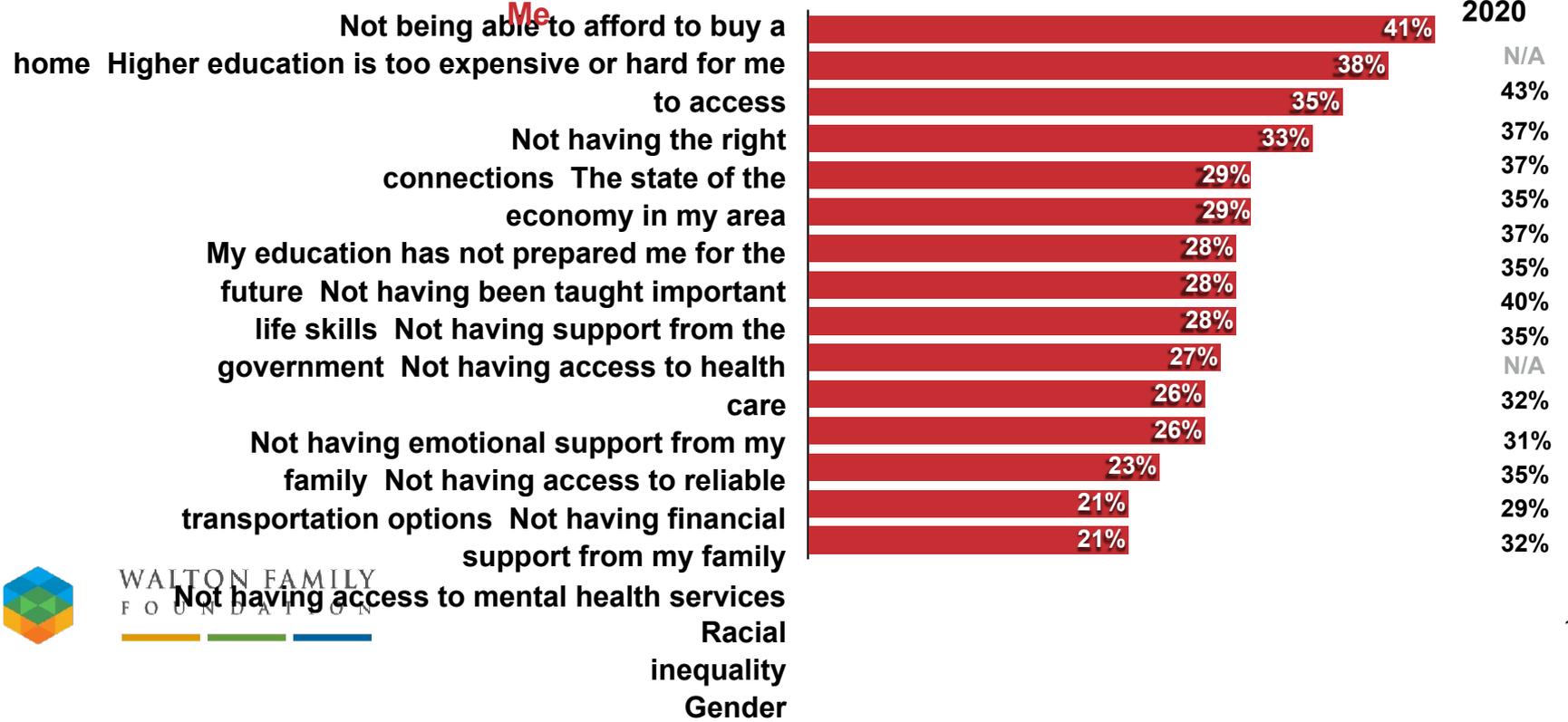


# Inability To Buy Home, Access Higher Education Top Problems

Q. In thinking about things that might keep you from having the opportunity to live a “better life” or the life you want to live, which of the following do you think are problems you do face or will face? How much of a problem do you think they are or will be for you, if at all?

**% Extremely or Very Big Problem For**

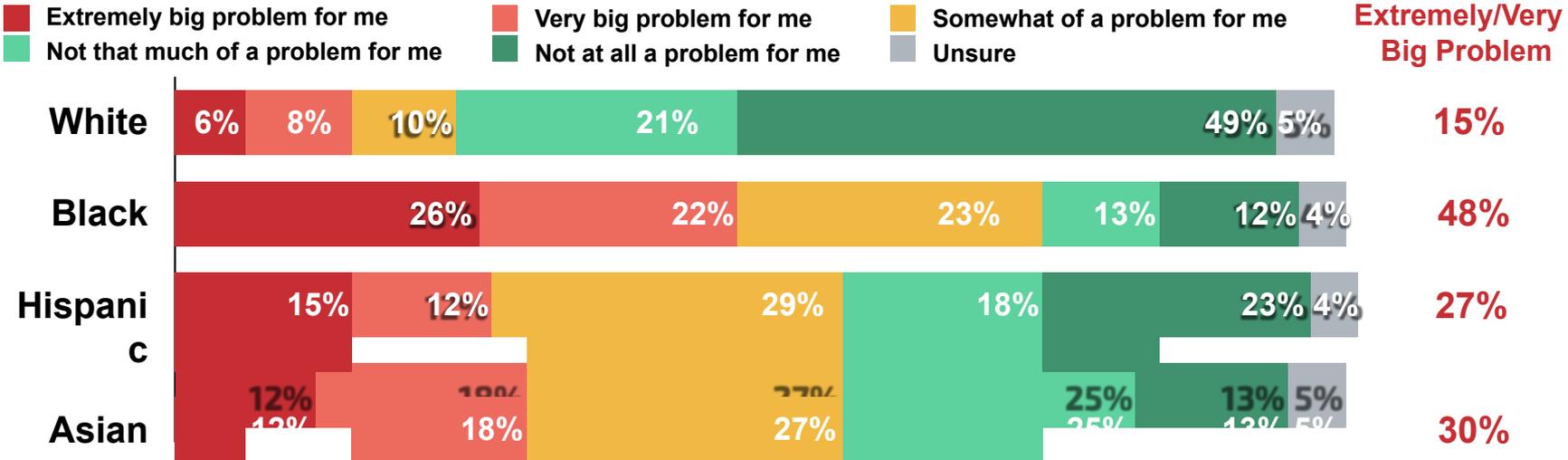
**Jun. 2020**



# Racial Inequality Is A Top Problem Black Millennials and Gen Zers Say They Face Or Expect To Face

Q. In thinking about things that might keep you from having the opportunity to live a “better life” or the life you want to live, which of the following do you think are problems you do face or will face? How much of a problem do you think they are or will be for you, if at all?

## Racial Inequality



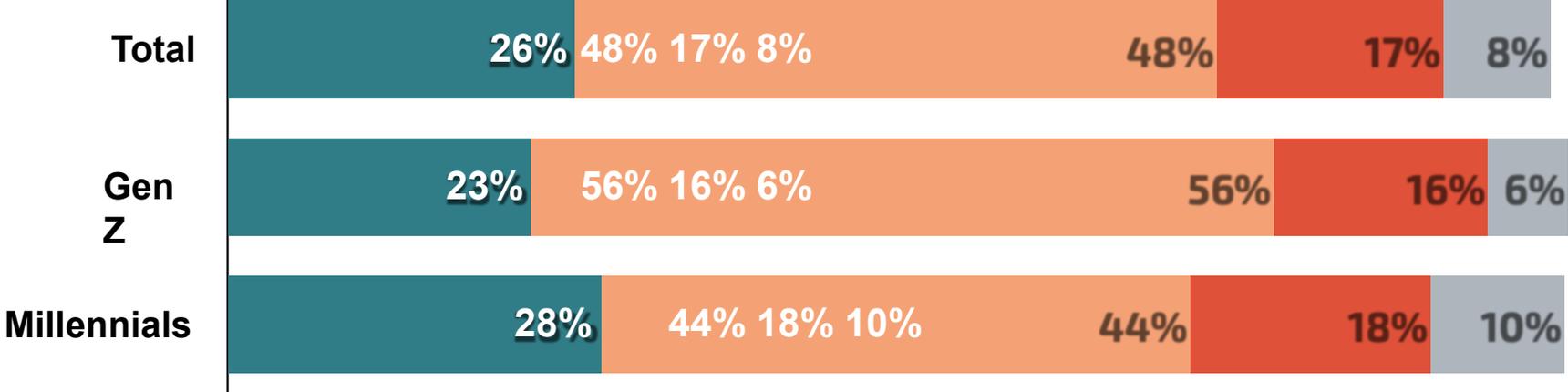
**With all these hurdles, why are so many so positive about their own prospects for the future?**

**Simple. They believe they will adapt to overcome barriers or change the world to remove those barriers entirely.**

# Gen Zers And Millennials Generally Don't Think Things Are Going Well, But Most Gen Zers And 44% Of Millennials Think They Can Improve Things

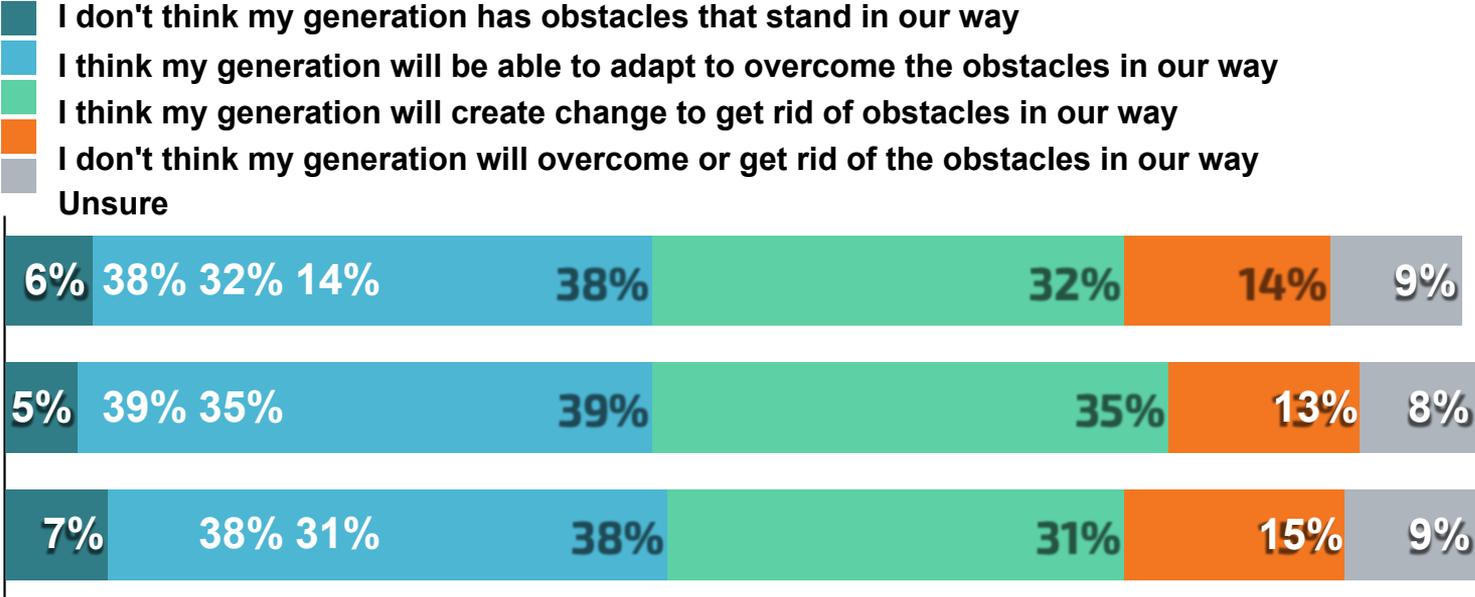
Q. Even if none are perfect, which of the following do you think you agree with most?

- I think things are going well for my generation
- I don't think things are going well for my generation, but I think we will be able to improve things
- I don't think things are going well for my generation, and I don't expect it to change
- Unsure



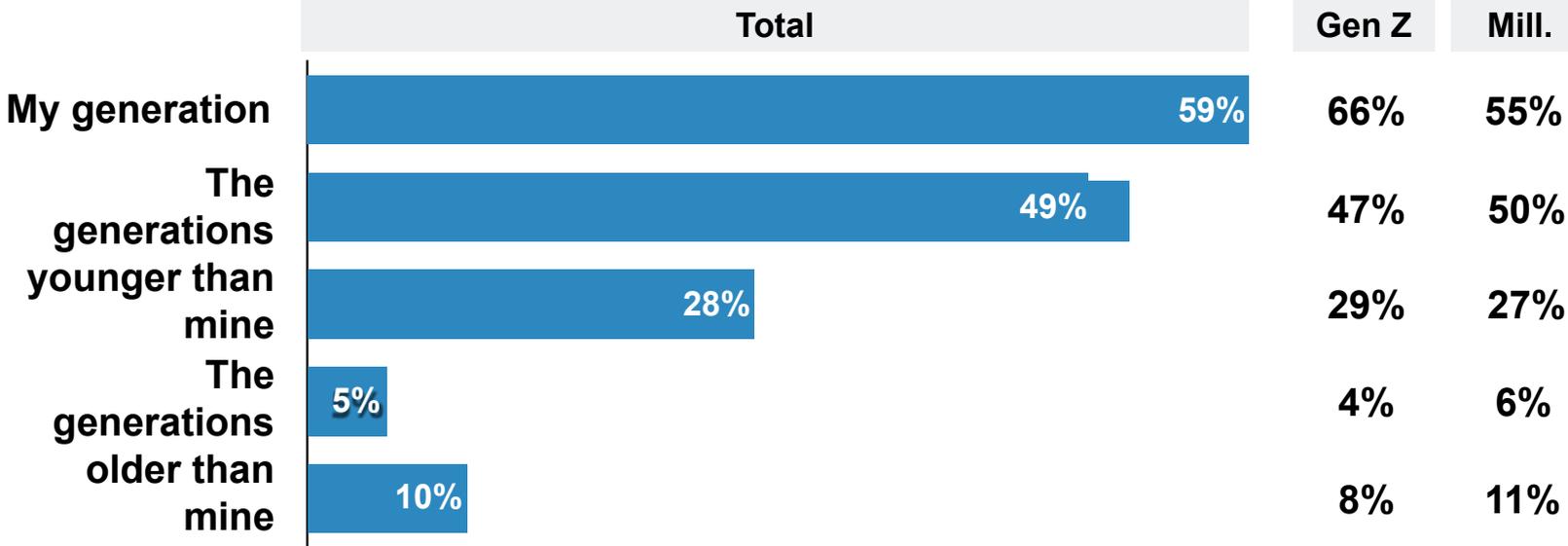
# Most Gen Zers And Millennials Feel They Will Be Able To Adapt To Overcome Or Create Change To Get Rid Of Obstacles

Q. Even if none are perfect, which of the following do you think you agree with most?



# Majority Believe *Their* Generation Will Bring Positive Change, Half Also Look To Their Younger Peers To Play A Role

Q. What generation or generations do you expect will play a role in bringing about positive change during your lifetime? You may choose any and all that apply, or you may choose none if none apply.



**We asked what they felt about their role in creating change:**

**“We're tired of how previous generations have failed us and we're already standing up and making a difference.”**

**- Gen Zer**

**“It's up to us to create the changes needed to improve our lives. Can't count on previous generations.”**

**- Millennial**



Who Do They Say Has A Role in Creating  
Change?

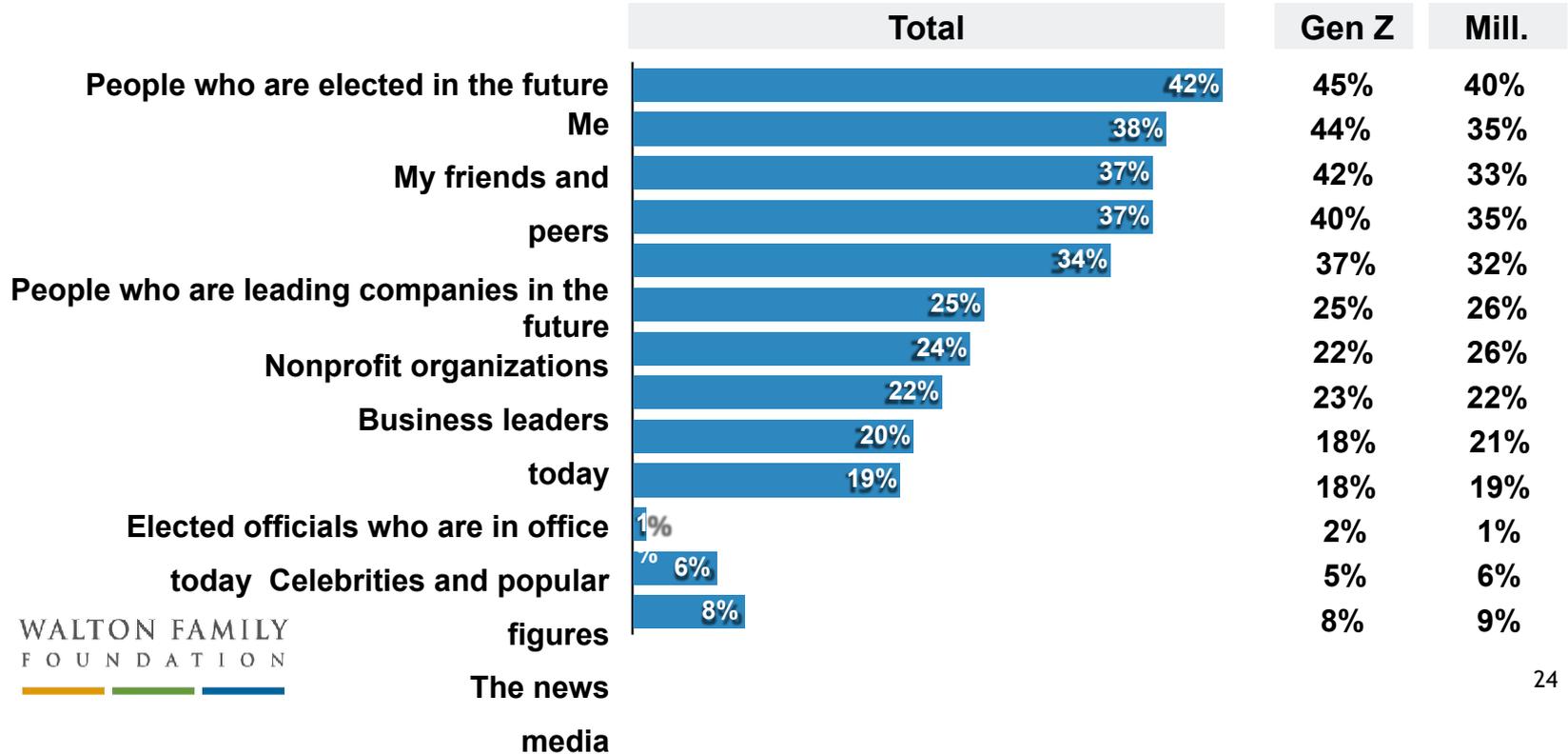
“Me.

”



# They See Themselves Personally Having A Role To Play

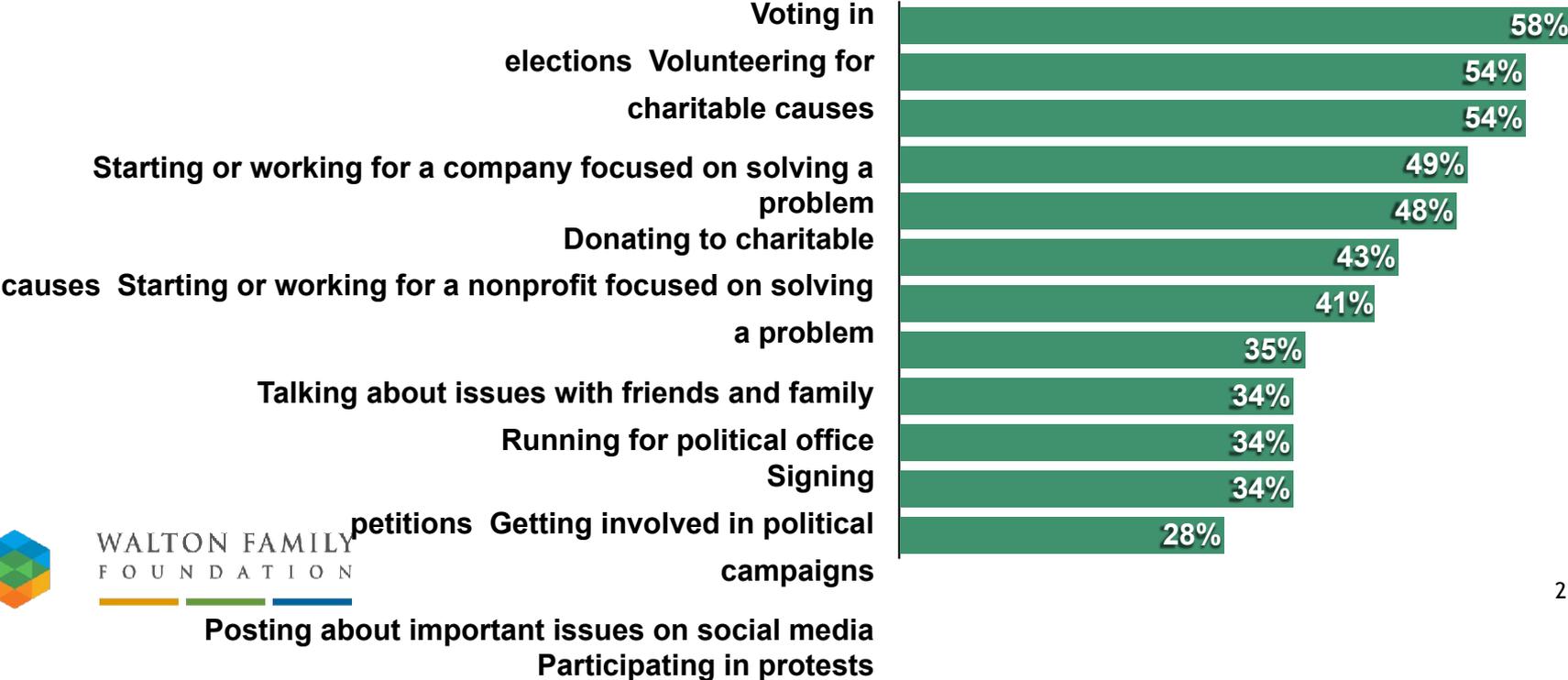
Q. What people or institutions do you expect will play a role in bringing about positive change during your lifetime? You may choose any and all that apply, or you may choose none if none apply.



# Voting, Getting Involved in Charitable Causes, Starting Companies and Nonprofits Seen As Most Effective

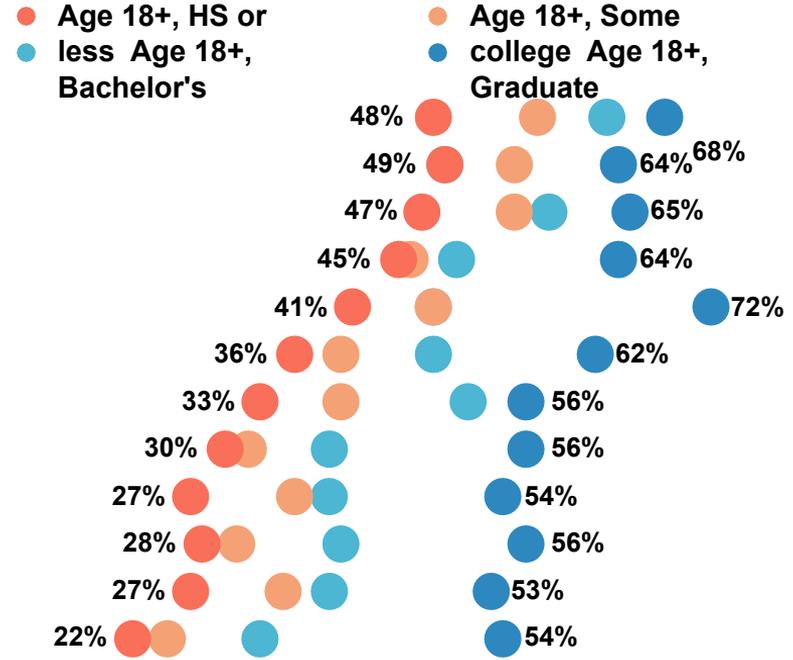
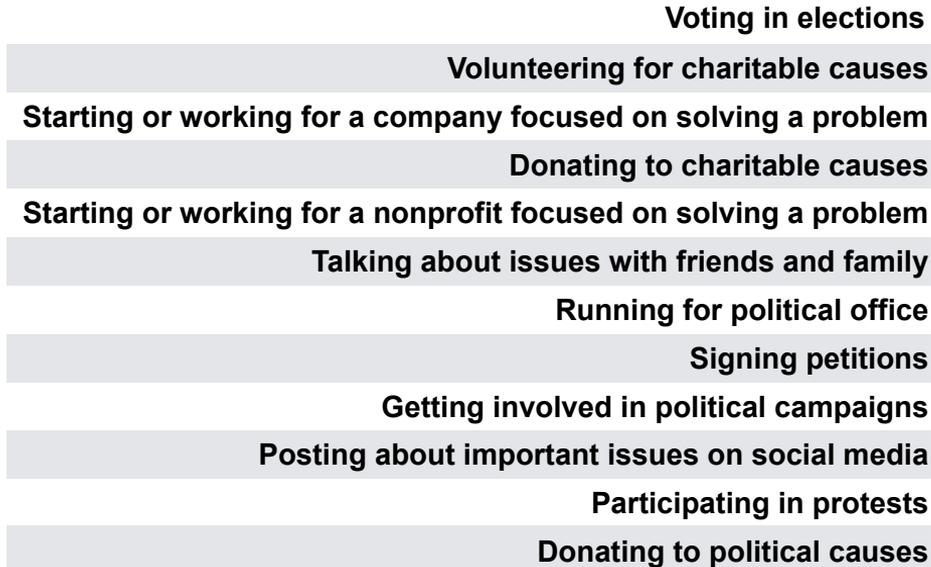
Q. There are many ways people might try to create change in their community or their country. For each of the following, tell me if you think it is an effective way that people in your generation can bring about change.

## % Extremely or Very Effective



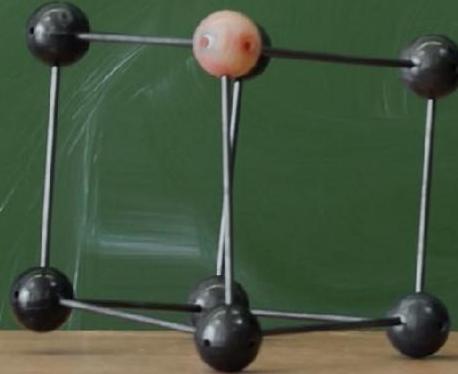
# College Graduates Are Most Likely To View Starting or Working For A Nonprofit As A Highly Effective Way To Make Change

*% Extremely or Very Effective*



**We also looked more specifically at key issue areas like education, the environment, and community.**

**Over and over, Millennials and Gen Zers say: our generation - our teachers, our scientists, ourselves - we will create the change we want to see.**



In our Summer 2020 study, we asked Millennials and Gen Zers what they thought K-12 schools should focus on.

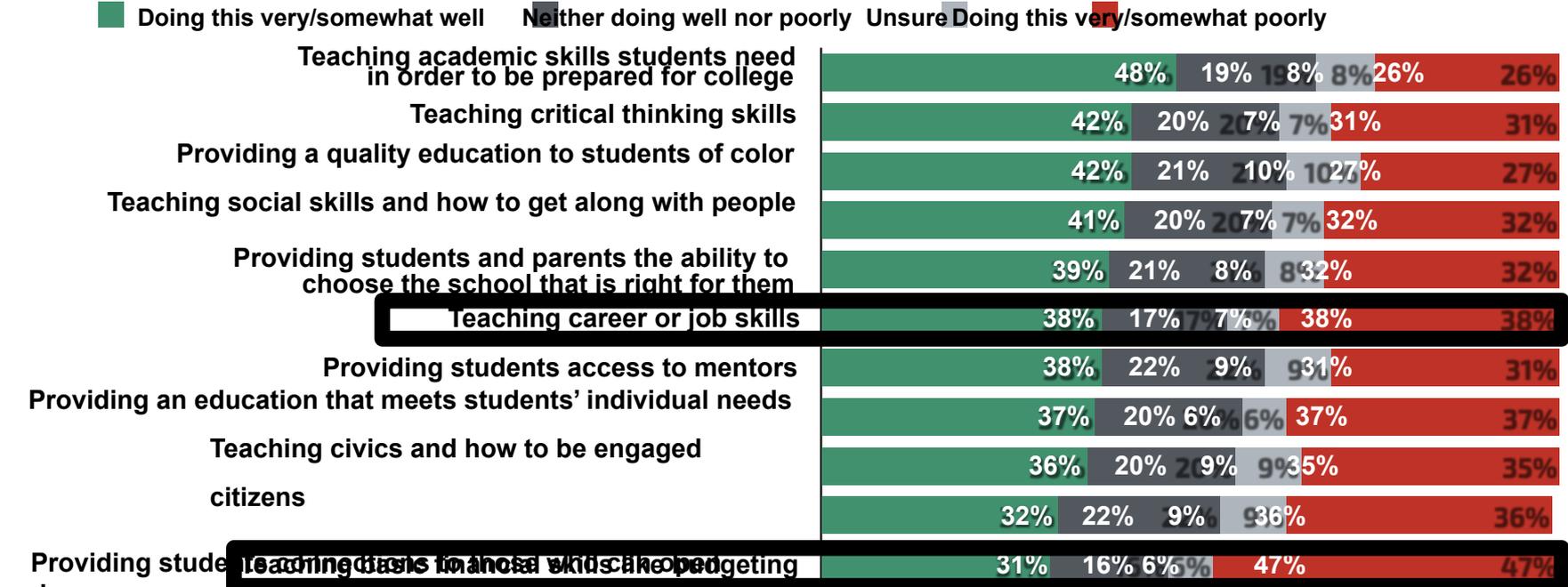
They said they thought schools needed to focus on providing career and job skills, as well as financial literacy.

When we asked in this survey how they think schools are doing, those were the two areas where Millennials and Gen Zers most think schools are doing *poorly*.



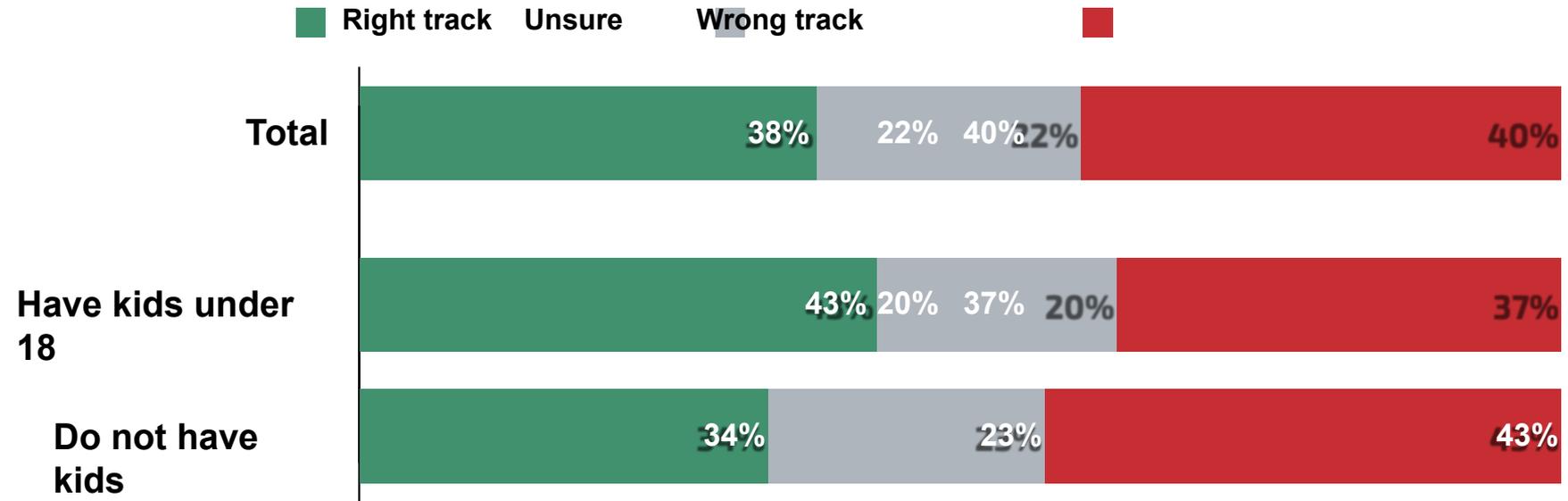
# Career and Financial Skills Are Highest “Taught

Q. How well or how poorly do you think most public schools for students in grades K-12 are doing these days at each of the following?



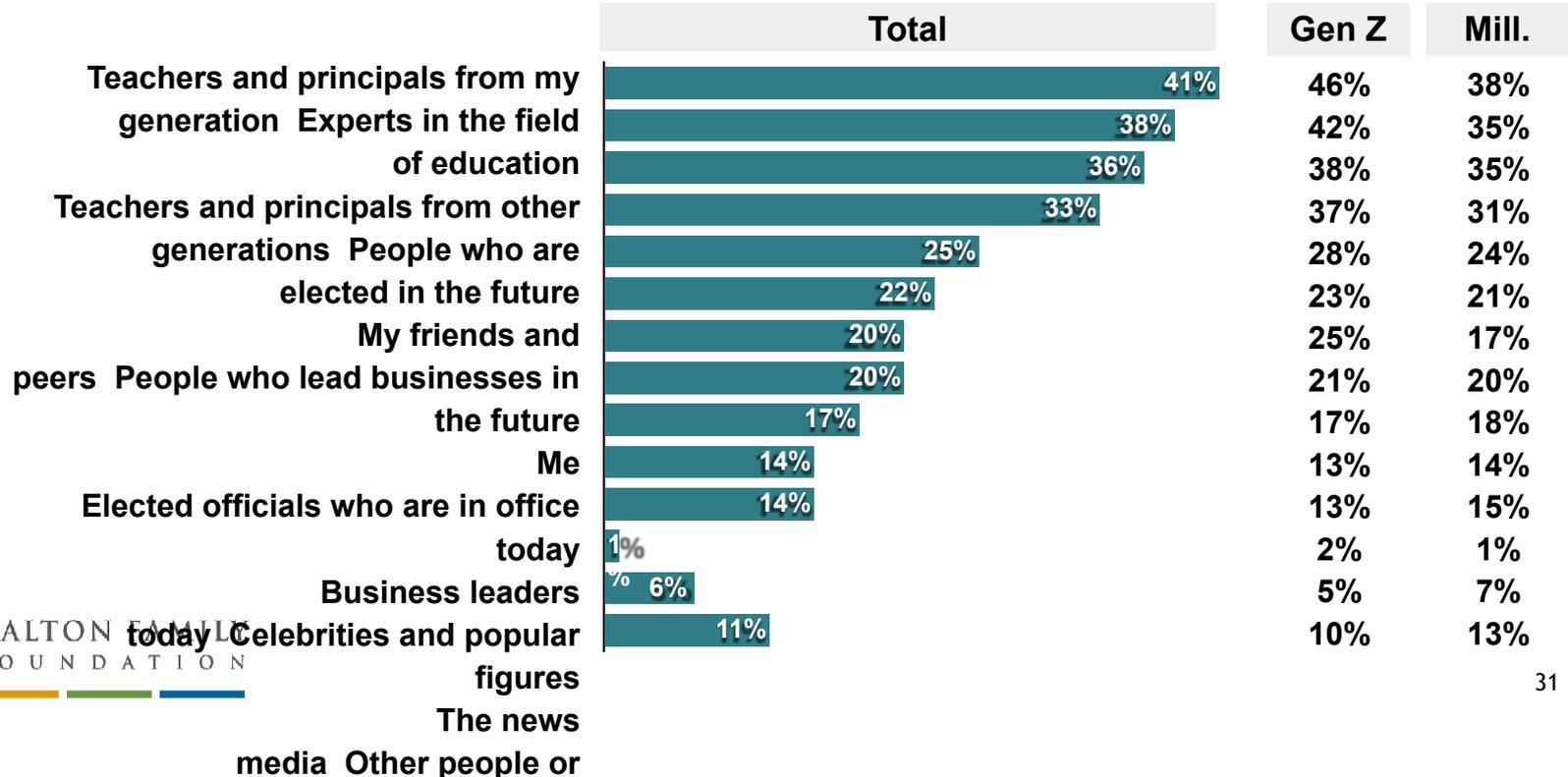
# Gen Zers And Millennials Divided On Whether K-12 Public Education Is On Right Or Wrong Track

Q. Would you say that public education for students in grades kindergarten through 12 grade is on the right track or the wrong track?



# Teachers And Principals, Education Experts Most Broadly Expected To Bring About Positive Change

Q. What people or institutions do you expect will play a role in bringing about positive change in K-12 public schools during your lifetime? You may choose any and all that apply, or you may choose none if none apply.



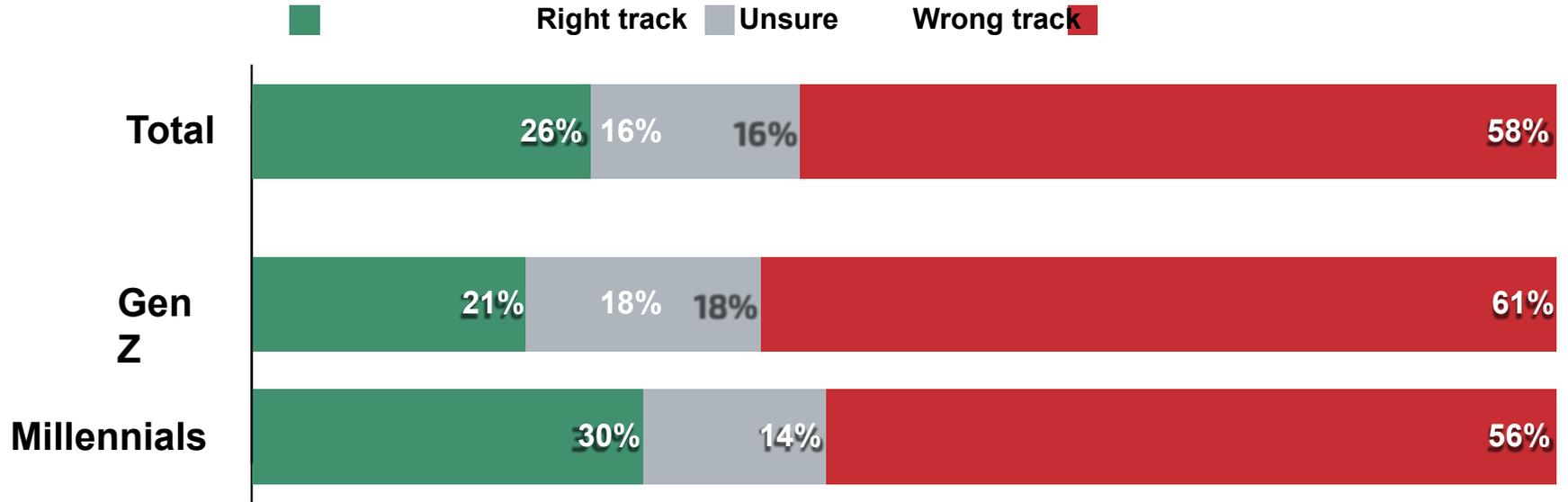


**Even in our Summer 2020 survey, despite an overall sense that the future would be bright, one area saw Millennials and Generation Z the most worried and pessimistic - the environment.**

**When we dig deeper, we find many think sustainable food production and protecting our water are bright spots where things are doing better.**

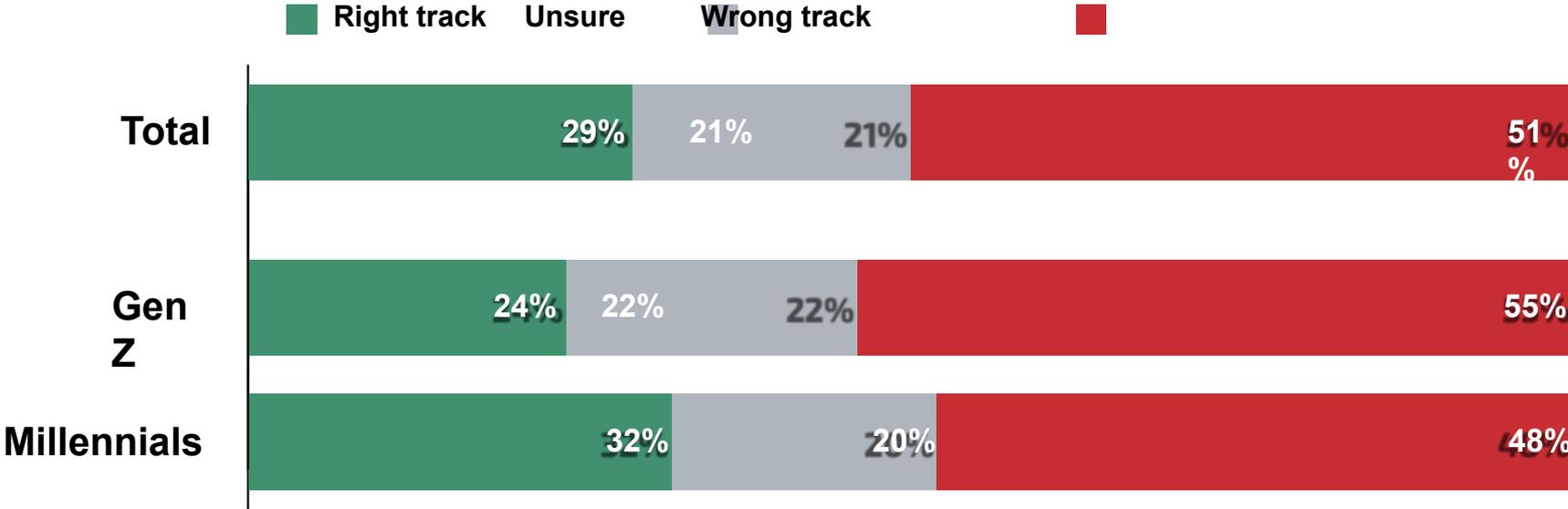
# Most Say Environment In U.S. Is On The Wrong Track

Q. Would you say that the current state of the environment in the United States is on the right track or the wrong track?



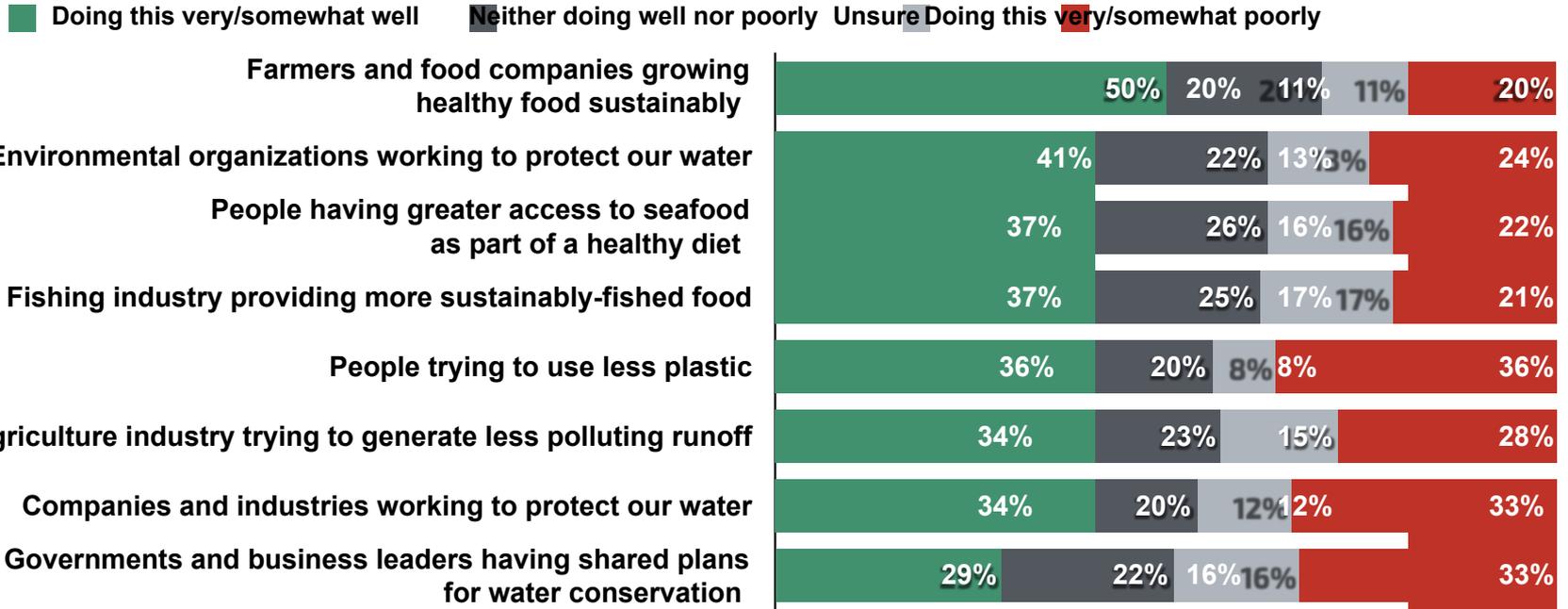
# Though Slightly Less Negative On Quality Of Lakes, Rivers, And Ocean, Most Say It Is On The Wrong Track

Q. More specifically, would you say that the quality of water in our lakes, rivers, and oceans in the United States is on the right track or the wrong track?



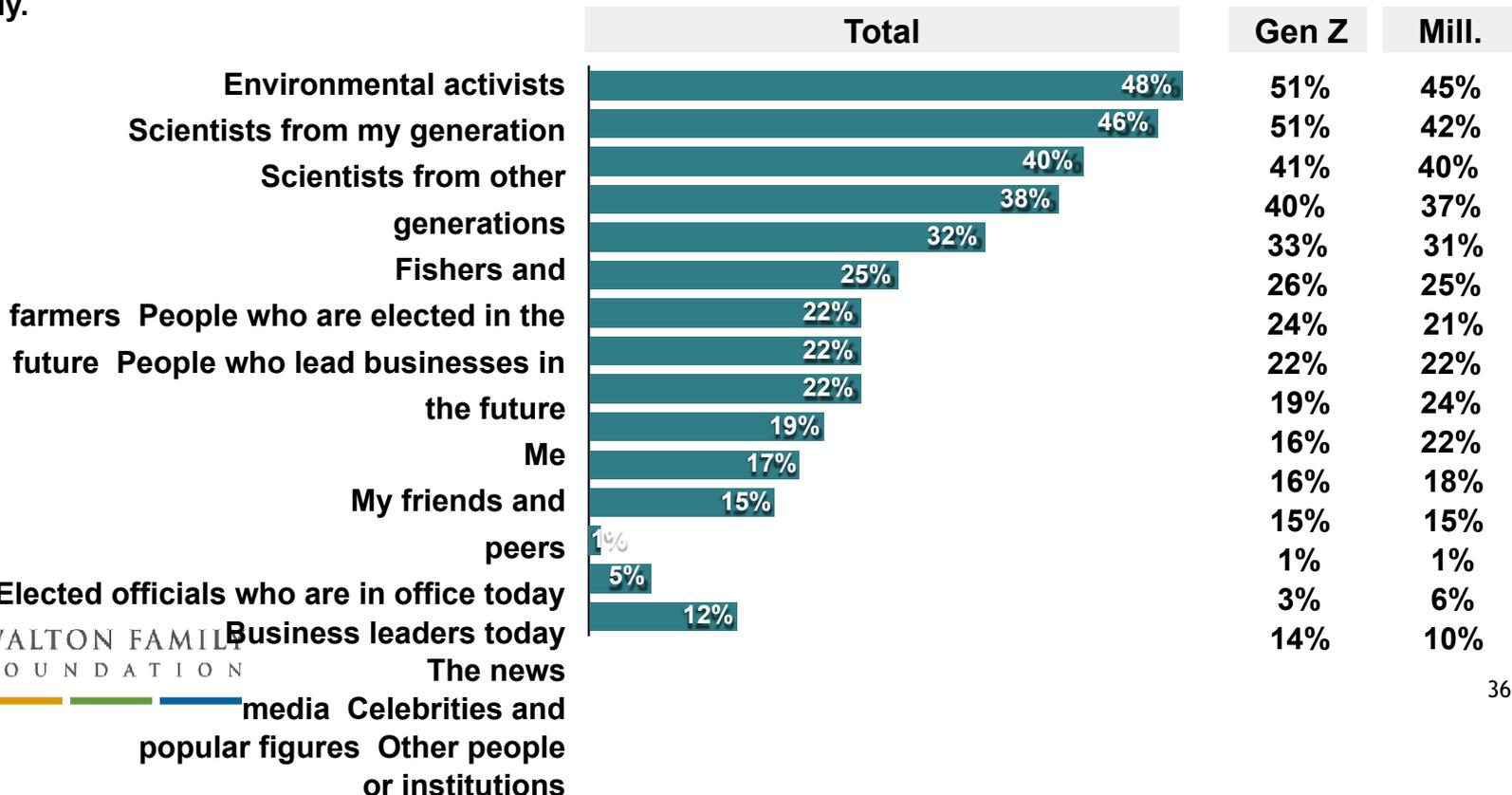
# Farmers, Food Companies Growing Sustainably Rated Highly

Q. How well or how poorly do you think the United States is doing these days at each of the following?



# Highest Expectations For Environmental Activists And Scientists

Q. What people or institutions do you expect will play a role in bringing about positive change in the quality of our rivers and oceans during your lifetime? You may choose any and all that apply, or you may choose none if none apply.



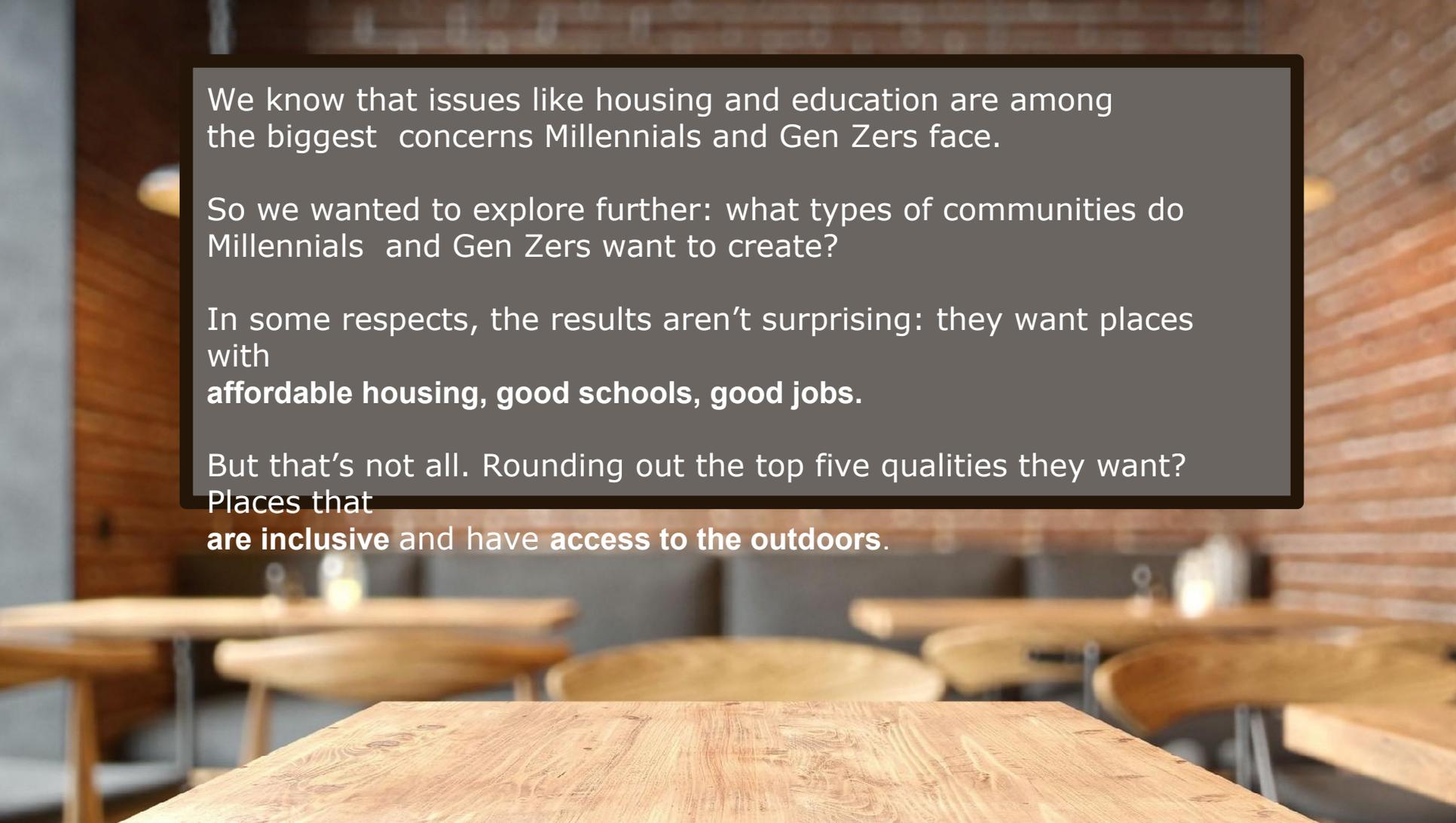
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# Challenges And Creating Change: Communities For The Next Generation



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We know that issues like housing and education are among the biggest concerns Millennials and Gen Zers face.

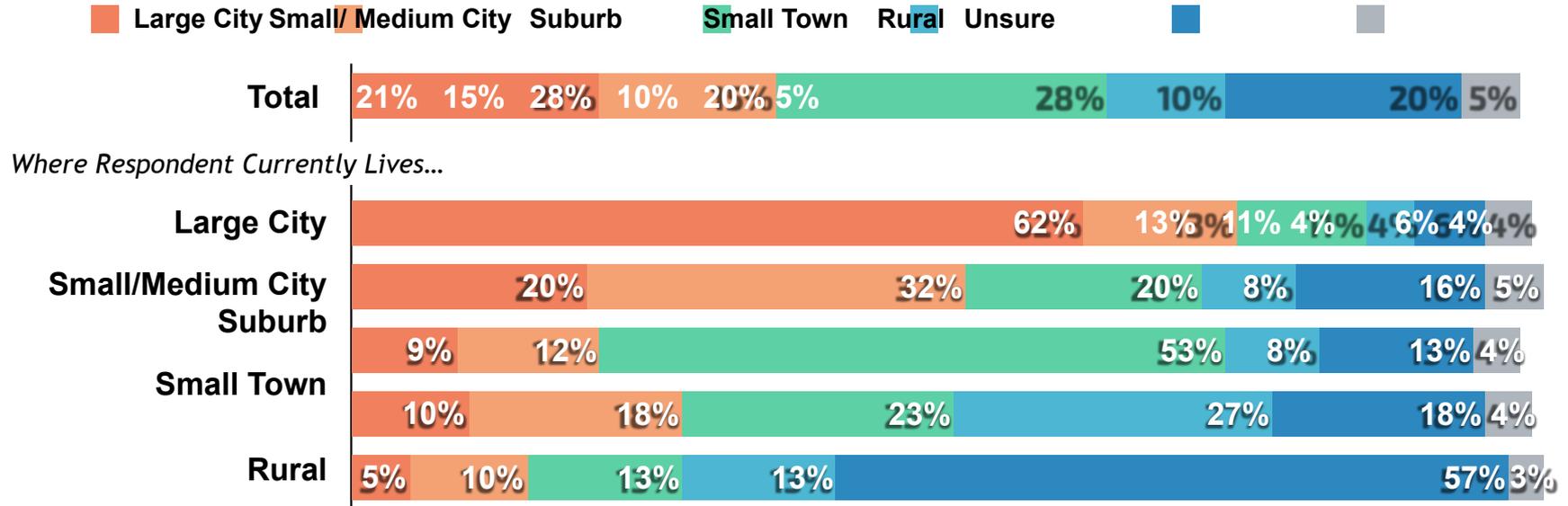
So we wanted to explore further: what types of communities do Millennials and Gen Zers want to create?

In some respects, the results aren't surprising: they want places with **affordable housing, good schools, good jobs.**

But that's not all. Rounding out the top five qualities they want? Places that **are inclusive and have access to the outdoors.**

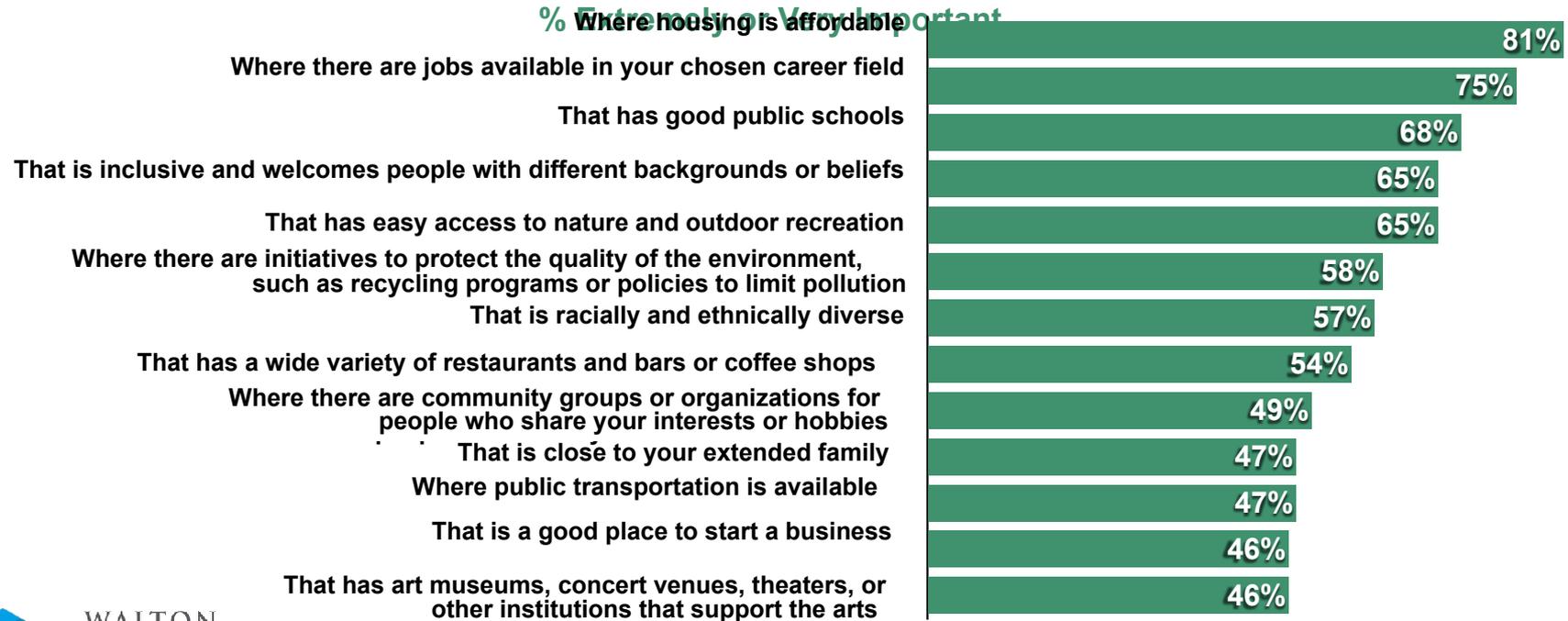
# Giving The Choice Of Living Anywhere, Most Gen Zers And Millennials Would Choose An Area Similar To Their Current One

Q. If you had the ability to live anywhere you wanted, how would you describe the ideal area in which you would want to live?



# Affordable Housing, Jobs In Chosen Field Are Top

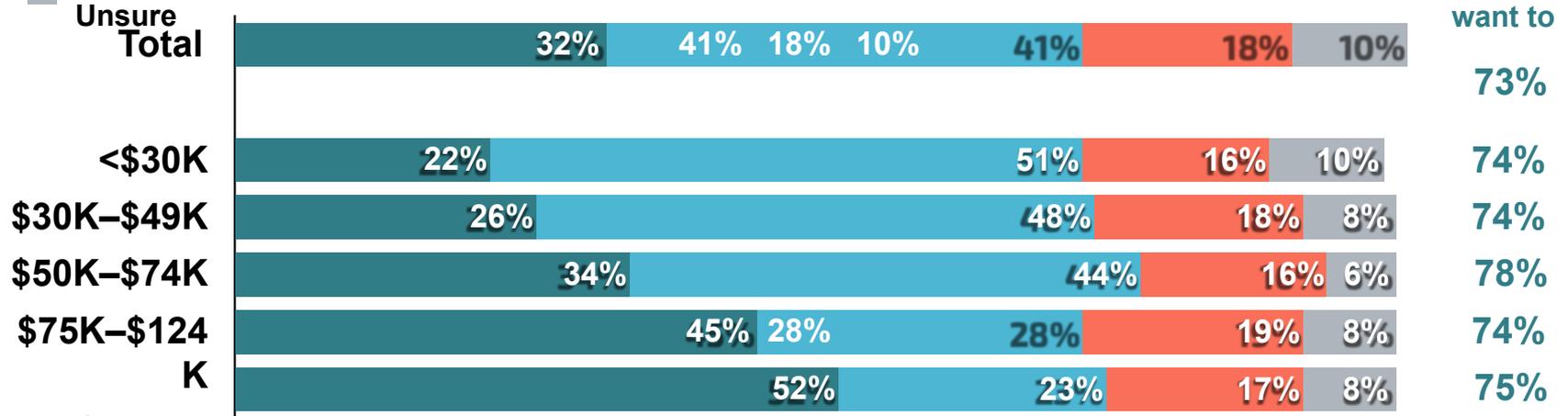
Factors  
 Q. If you had the ability to live anywhere you wanted, how important would it be to you to live in a community . . . ?



# More Than 7 In 10 Interested In Starting Own Business, But Those With Lower Incomes Less Confident They Could Get Necessary Resources

Q. Would you ever want to start your own business, and if so, do you think you would be able to get the financial resources you would need to do so?

- Yes, I would want to, and I think I would be able to get the financial resources I would need
- Yes, I would want to, but I do NOT think I would be able to get the financial resources I would need
- No, I would not ever want to start my own business
- Unsure



**Millennials and Generation Z don't think things are perfect.**

**But they feel confident they can create a future that opens doors and creates opportunity for themselves and their peers.**

**They aren't waiting on anyone else to do it.**

**And whether in the political arena, the business world, or the world of nonprofits and foundations Millennials and Generation Z are planning to make big change.**





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# Call to Action

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- ▶ **How do your peers and family members feel about the American dream?**
  - ▶ Share the recording for this event and engage your family and friends in this conversation.
- ▶ **Support the American dream for your fellow community in Texas.**
  - ▶ Feeding Texas (<http://www.feedingtexas.org/>)
  - ▶ Coalition for the Homeless (<https://www.homelesshouston.org/>)
  - ▶ Salvation Army of Texas (<https://www.salvationarmytexas.org/ways-to-give/>)
- ▶ **Join a Net Impact Chapter!**
  - ▶ Each Chapter is a like-minded community committed to making a lasting impact
  - ▶ Find a Chapter near you: **[netimpact.org/chapters/search](https://netimpact.org/chapters/search)**



# Thank you for joining the conversation!

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**Please take the survey** and let us know what you thought of today's event. Scan the QR or click the link in the chat from Net Impact!

QR Code: Open the camera app on your smartphone to scan the code. Tap the notification to open the survey link

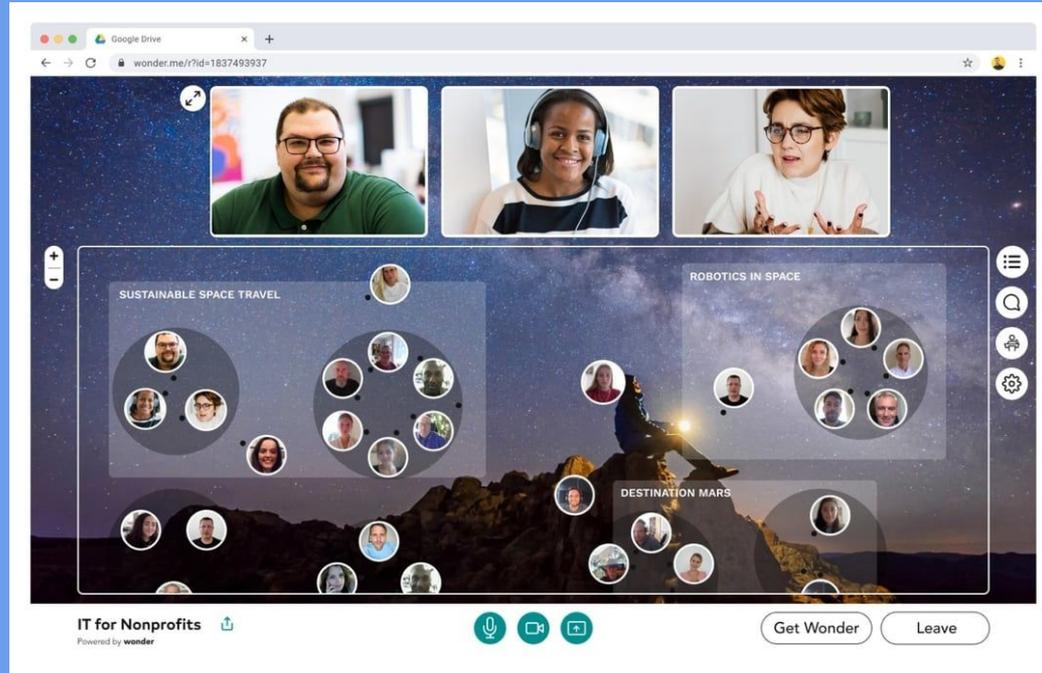
Link: <http://bit.ly/rcevent7>



# Upcoming Events and Programming

- ▶ **March 13th: Good Work: Designing a Career for a Just and Sustainable World**
  - ▶ Join us for this half-day conference where you will have the opportunity to learn about emerging trends in the social impact space, participate in a career workshop with Shannon Houde, and meet with companies and career coaches during our virtual career expo.
  - ▶ Register here: **<https://www.netimpact.org/good-work-career-just-and-sustainable-world>**
- ▶ **Apply for the Future of Energy Challenge**
  - ▶ This accelerator and pitch competition is seeking ideas to reduce carbon emissions. If selected, you'll join an innovative community of mentors and experts who will give you all the support you need for creating a viable solution!
  - ▶ Apply here: **<https://www.netimpact.org/programs/future-of-energy-challenge?action>**

# Come Network with Participants in Wonder!



Click the Link in the Chat to Join!

# Come Network with Participants in Wonder!

- Check out the links in the chat to join us on Wonder and for “Tips and Best Practices”.
- Please make sure that you are muted and video off in Zoom.
- Look for themed rooms once you join:
  - Racial Equity, American Dream, Social Entrepreneurs, Chapters, etc.
- “Bump” into one of the participants and have your own conversation.
- Please review Net Impact’s code of conduct before logging into Wonder. We ask everyone to be respectful of each other.
- Have fun and meet new people!