

NEXTGEN

The USMB logo is a white rectangular box with the letters "USMB" in a bold, sans-serif font, positioned in the center of the "X" in the word "NEXTGEN".The logo for "NextGen USMB" is displayed in a large, bold, blue font. The word "NEXTGEN" is in a stylized, blocky font, and "USMB" is in a smaller, white, sans-serif font inside a white rectangular box, positioned in the center of the "X" in "NEXTGEN".A woman is sitting on a rocky cliff edge, looking down at a smartphone. She is wearing a white tank top and shorts. A backpack is visible behind her. The background shows a vast, hazy landscape of rolling hills and a forest.

Generations



**RIDGEPOINT
CHURCH**

**The NextGen Pastor
Wichita, KS**



**20+ Years In
Youth Ministry**

**(Iowa, Illinois,
South Dakota, & Kansas)**



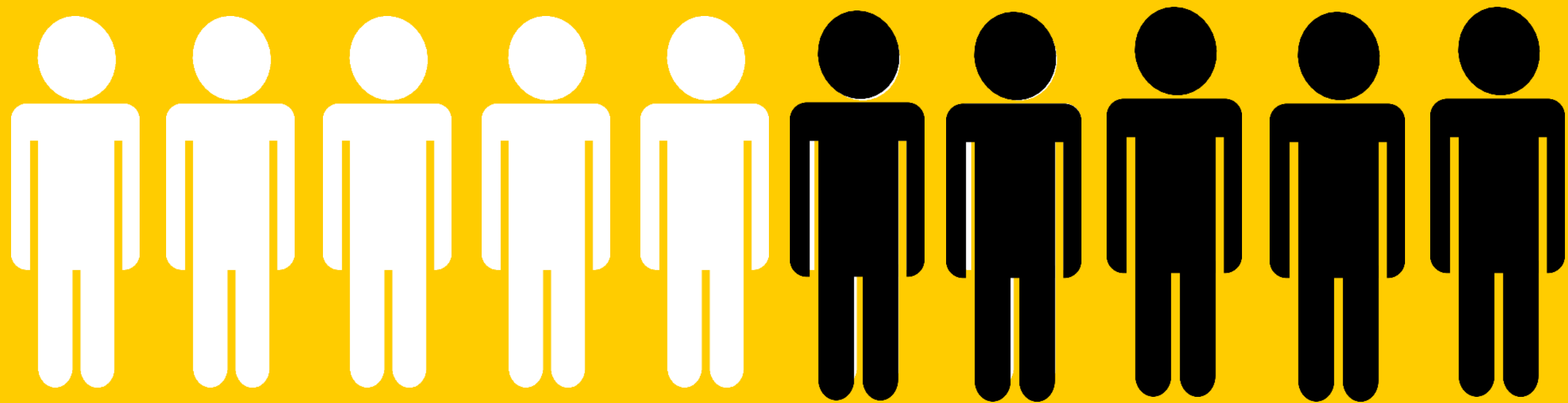
**leadership
PIPELINE**

NEXTGEN



30%

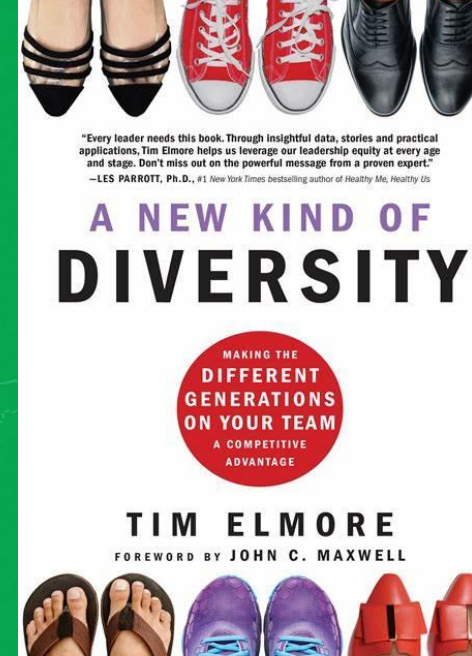
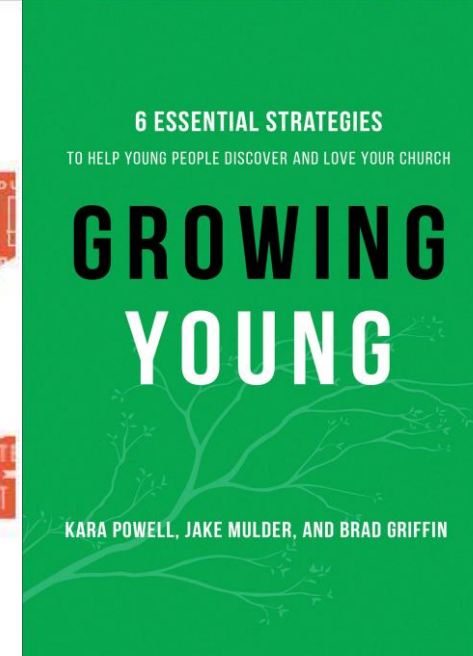
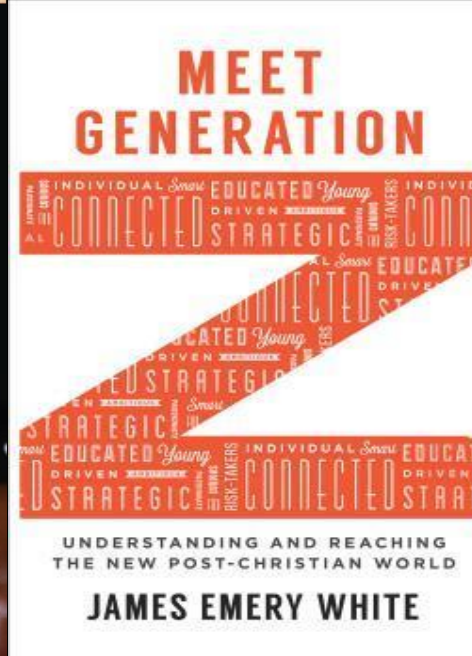
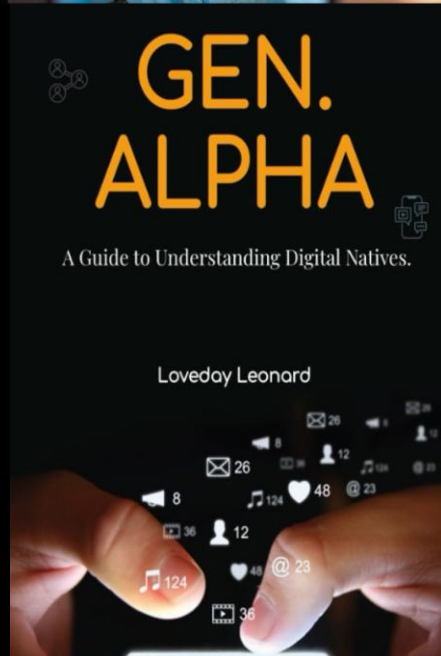
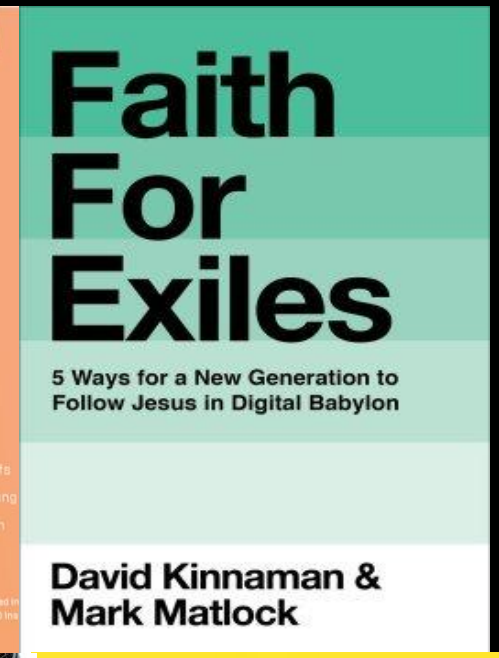
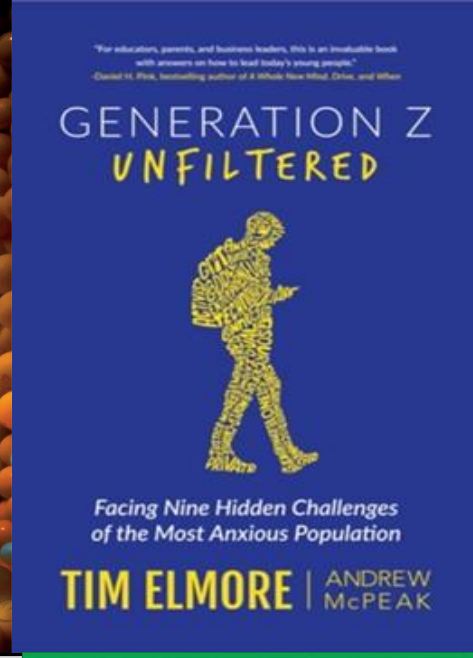
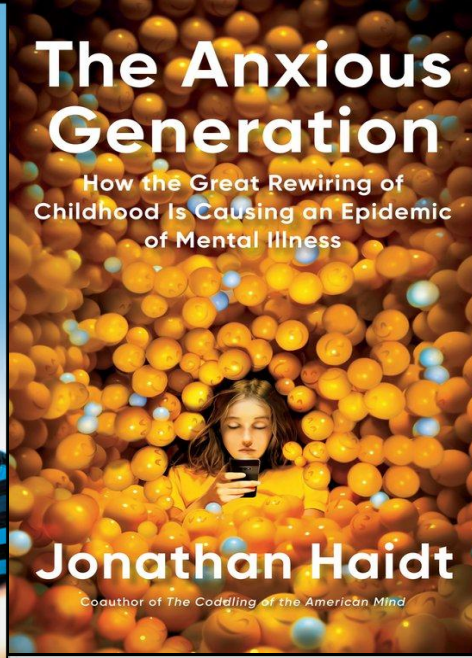
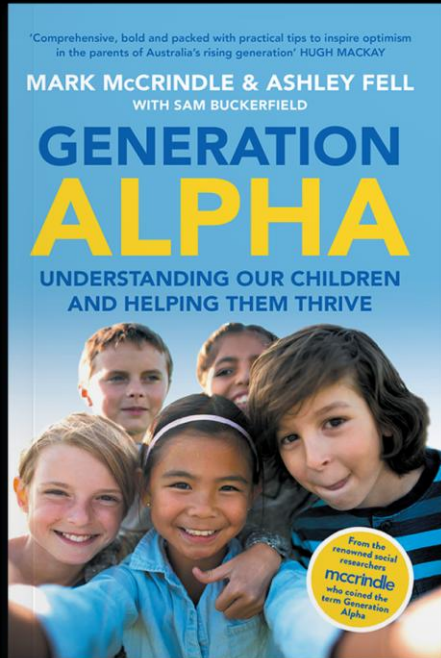
Of Teens Quit



Church After High School

***Lifeway Research 2022**

Resources on Gen Z & Gen Alpha



MEET THE NEXT GENERATIONS

**BABY
BOOMERS**

1940

**GENER
ATION
X**

1960

MILLENNIALS

1980






**GEN
Z**

1990

**GENER
ATION
ALPHA**

2015



By Kyle Goings	Baby Boomers	Generation X	Millennials	Gen Z	Gen Alpha
Birth Years & Ages	1946-1964 (60-78)	1965-1981 (43-59)	1982-1996 (29-42)	1997-2010 (14-28)	2011-2025 (1-13)
Unique Influence	Moon landing, sexual revolution, Vietnam, JFK, MLKJ	AIDS crisis, end of cold war, MTV, rise of computers	9/11, Columbine, the internet, apple products	YouTube, great recession, social media, COVID-19	A.I., online retail, environmental challenges, Trump political landscape
Size in US	71 Million	65 Million	83 Million	68 Million	56 Million
Characteristics	Confident & Sociable	Flexible & Skeptical	Ambitious & Risk Taker	Creative & Sensitive	Adaptive & Self Reliant
Popular Items					
Attitude Toward Authority	Replace Them	Endure Them	Choose Them	Not Sure I Need Them	I'll Decide If I Trust Them
View of the Future	Create It	Skeptical	You Only Live Once	Fear Of Missing Out	Shape It To Sustain It
Slang Words	<i>groovy, mellow, hip</i>	<i>phat, whatever, bling</i>	<i>lit, bae, selfie</i>	<i>bet, ghosting, cap</i>	<i>rizz, skibidi, sigma</i>

“They have trouble making decisions. They would rather hike in the Himalayas than climb a corporate ladder.”

- Time Magazine

2001





“...it's the first generation
in American history to live
so well and complain so
bitterly about it.”

- *Washington Post*

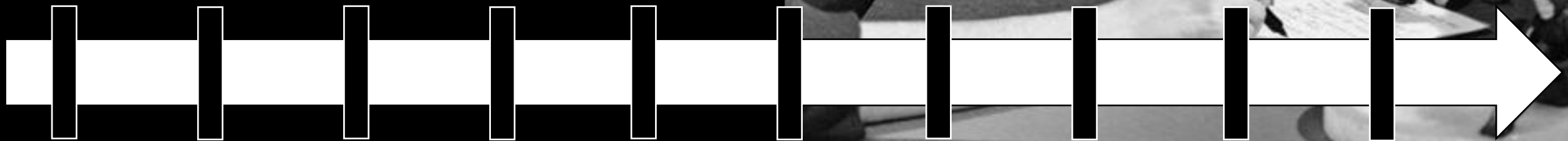
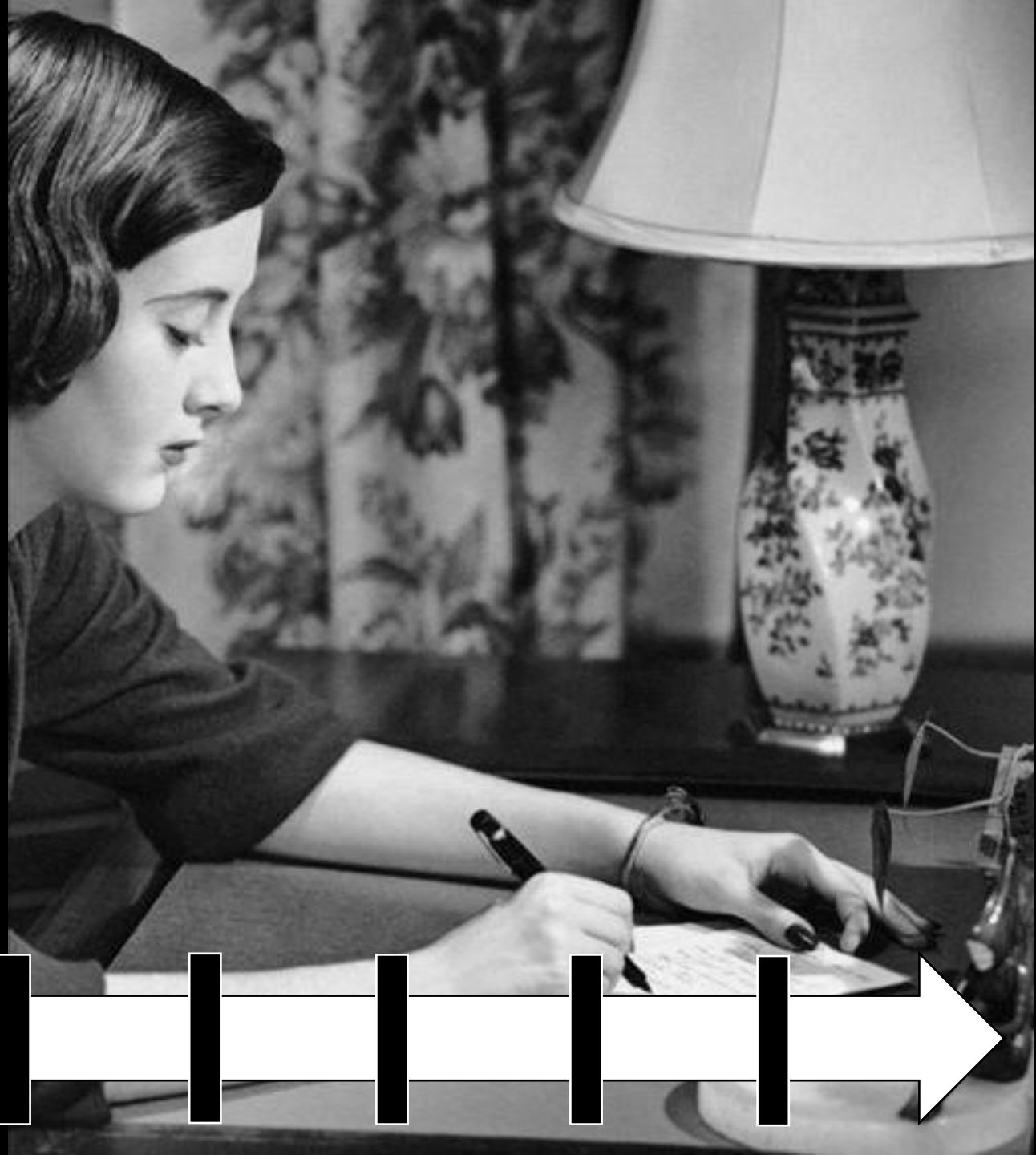
1993



“Many young people were
so pampered nowadays
that they had forgotten
that there was such a
thing as walking...”

- Falkirk Herald Newspaper

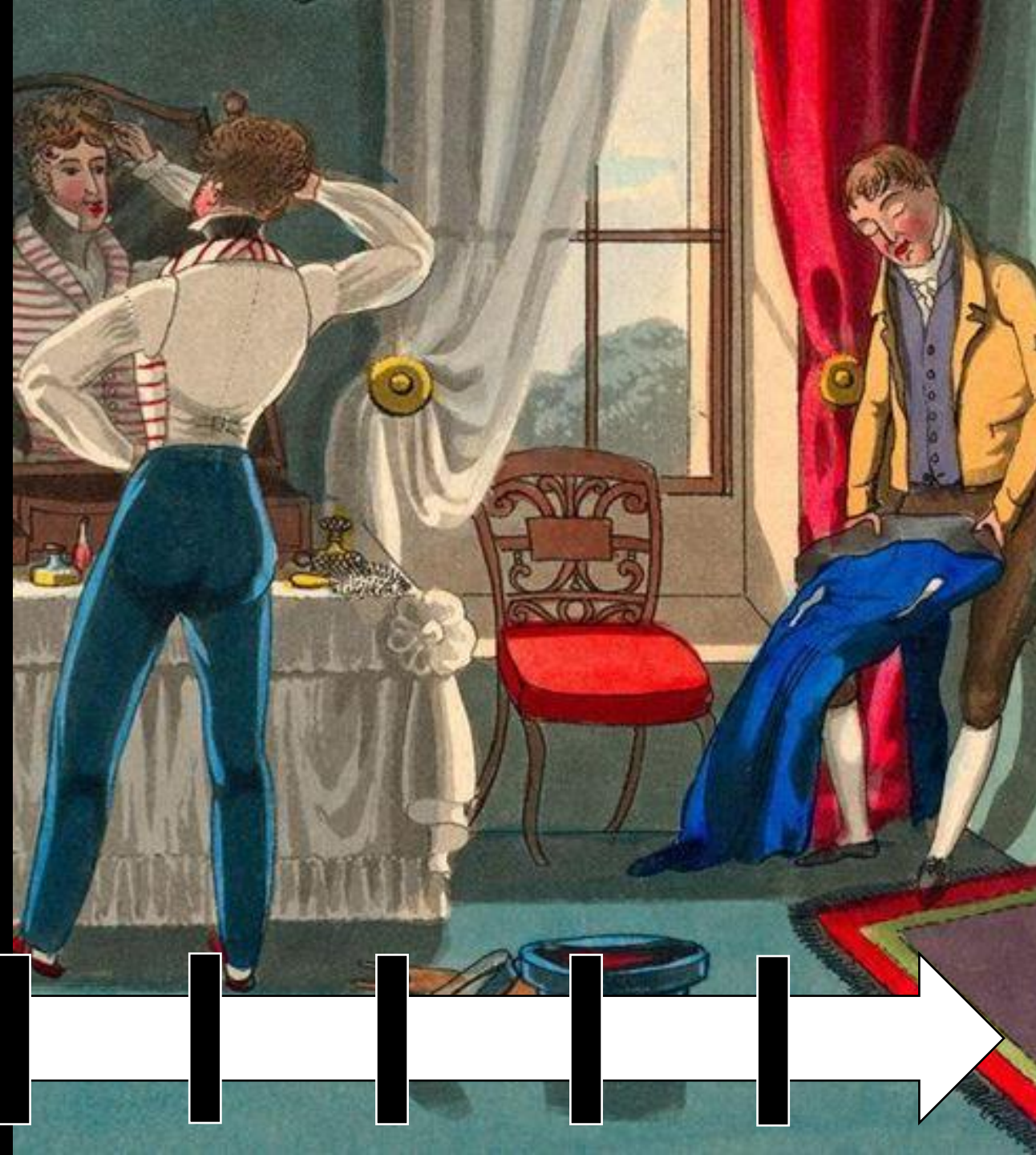
1951



“The free access which many young people have to romances, novels, and plays has poisoned the mind and corrupted the morals of many a promising youth...”

- Reverend Enos Hitchcock

1790

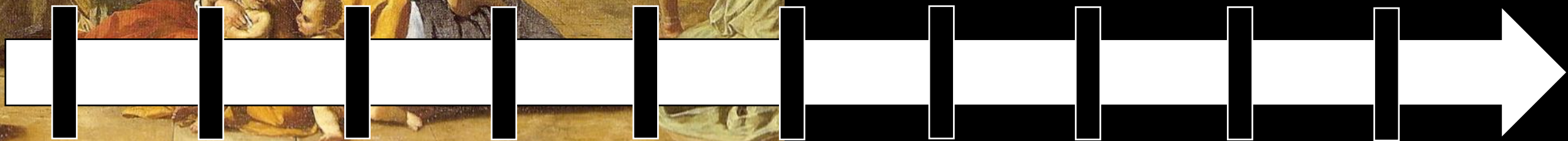




“Young people are high-minded because they have not yet been humbled by life... They think they know everything, and are always quite sure about it.”

- Aristotle

400 BC





**The Silent
Baby Boomers
Generation X**

When screens went
from public to private

Younger generations
discount the wisdom of
older generations

They become impatient

Past generations have
made any idol of their
own experiences

They become impatient

**Millennials
Generation Z
Gen Alpha**

A word cloud centered around the word **EMPATHY** in large teal letters. Surrounding it are various related terms in red, including:

- HEAR** (top left)
- COMPASSIONATE** (top left)
- CONNECT** (bottom center)
- LISTENING** (bottom center)
- FEELINGS** (bottom center)
- COMMUNION** (top right)
- EMPATHIC** (top right)
- ALIVE** (top right)
- HEART** (top right)
- MUTUAL** (top right)
- AWARENESS** (top right)
- PRESENCE** (bottom left)
- NEEDS** (bottom right)
- PRESENT** (bottom right)
- WARMTH** (bottom right)
- SAFETY** (bottom right)
- CONSCIOUSNESS** (bottom left)
- I HEAR YOU MEETING** (bottom left)
- HEARING** (middle left)
- SPEAK** (middle left)
- REQUEST** (middle left)
- GIVING** (middle left)
- DIALOGUE** (middle left)
- INSIGHT** (middle left)
- SOUL** (top left)
- RELATIONSHIP** (top left)
- AUTHENTICITY** (top left)
- EMOTION** (top left)
- UNDERSTAND** (top left)
- INTERPERSONAL** (top left)
- UNDERSTANDING** (top right)
- SELF-EMPATHY** (top right)
- COMMUNICATION** (top right)
- EMOTIONAL** (bottom center)
- RESPONSIVE** (bottom center)

A background image showing soldiers in a trench during a war. The soldiers are wearing helmets and combat uniforms. The scene is gritty and realistic, with smoke and debris in the air. The text is overlaid on this image.

**WE NEED TO STOP VIEWING
THE NEXT GENERATIONS AS
REPLACEMENTS
BUT
REINFORCEMENTS**

EMOTIONAL
CULTURAL
SPIRITUAL
DIGITAL



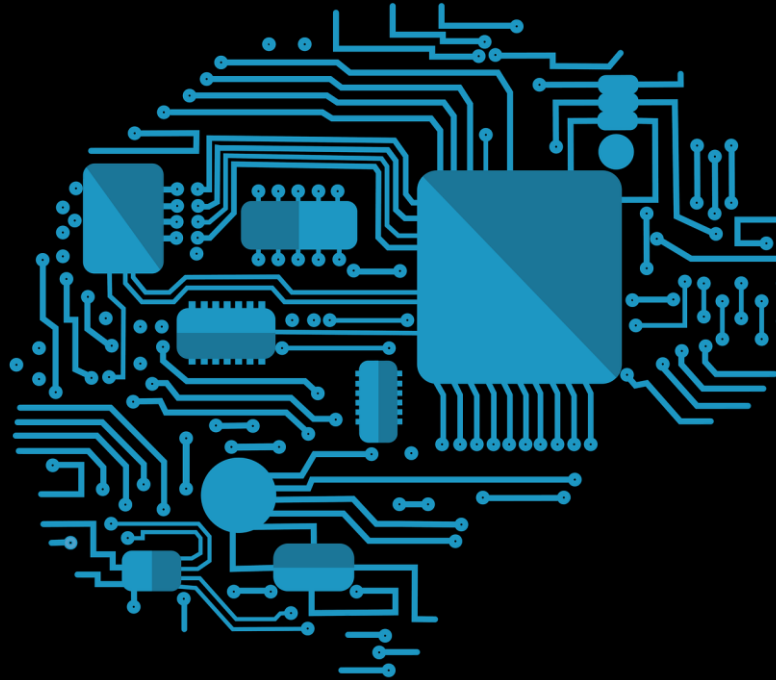
DIGITAL

Experiences Are First Digital

Parents use screens for info.
Kids first play is with a screen

Social Media = News

“Not being on” is stronger than
expectations to share oneself



Cringe Culture

Lives where every misstep is
scrutinized and archived

Visual Retention*

Using visuals improves
learning retention up to 400%

6.5

Hours a week with
NO adult supervision

Shout Out UK

98%

Of Gen Z owns a
smartphone
in America

Content Science Review

10.8

Average age of first
time exposure to porn

Enough is Enough

74%

Of public schools
offer a computer to
each student in 2025







National Center for Education

66%

Feel “incomplete”, anxious,
or addicted to their devices
without phone

Harmony Healthcare IT

SCREEN TIME IN AMERICA

			<u>DEFINING APP</u>	<u>DAILY USAGE</u>	<u>TYPE</u>
GENERATION Y		MOBILE PIONEERS		6.8 Hours (4.3 on phone)	Video Games Streaming Service On-demand Music
GENERATION Z		DIGITAL NATIVES		9.1 Hours (6.1 on phone)	Entertainment on computer Watching Live TV
GENERATION A		TECH EXPLORERS		TBD Hours (Most are too young for complete data)	Searching for Information on Computer Watching Podcasts



MR BEAST

EMOTIONAL
CULTURAL
SPIRITUAL
DIGITAL



EMOTIONAL

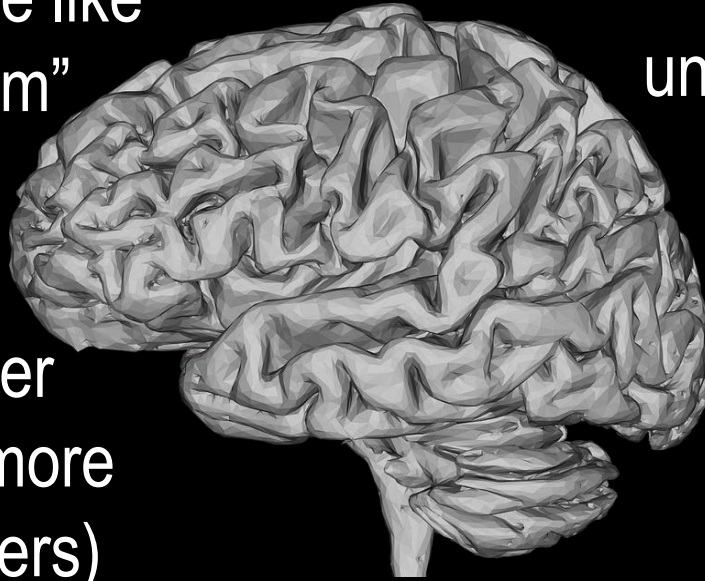
**Pew Research & Barna Group
& Onehope.net*

Gender & Sexuality is Fluid

Identity is now found in “what we like” rather than “where we come from”

More Risk-Averse

Tends to avoid risky behavior like underage drinking, drugs* & smoking



Existential Dread

Most are living an emotional roller coaster (Millennial parents are more tech savvy & aware than Gen Xers)

Declining Verbal & Social Skills

Feels more comfortable texting, grammar is a lost art, the “Gen Z stare”

48%

Feel stressed “all or most of the time” (highest of all generations)

National Social Anxiety Center

53%

Gen Z felt lonely regularly (highest of all generations)

Aprilaba & GWI

2nd

Suicide is the 2nd leading cause of death for 10–14-year-olds

CDC

55%

Have experienced real cyberbullying

Pew Research Center

1 in 5

Identify as LGBT (59% of those identify as bisexual)

Gallup 2025

Global Kids Online & Erikson Institute Found:

SMART PHONE
USAGE DIDN'T
CAUSE
DEPRESSION
OR ANXIETY
BUT MERELY
LINKED TO IT

THEY GO
TO THEIR
PHONES FOR
**COMFORT &
ACCEPTANCE**

MAYBE THE **PHONES** ARE
NOT THE MAIN PROBLEM?

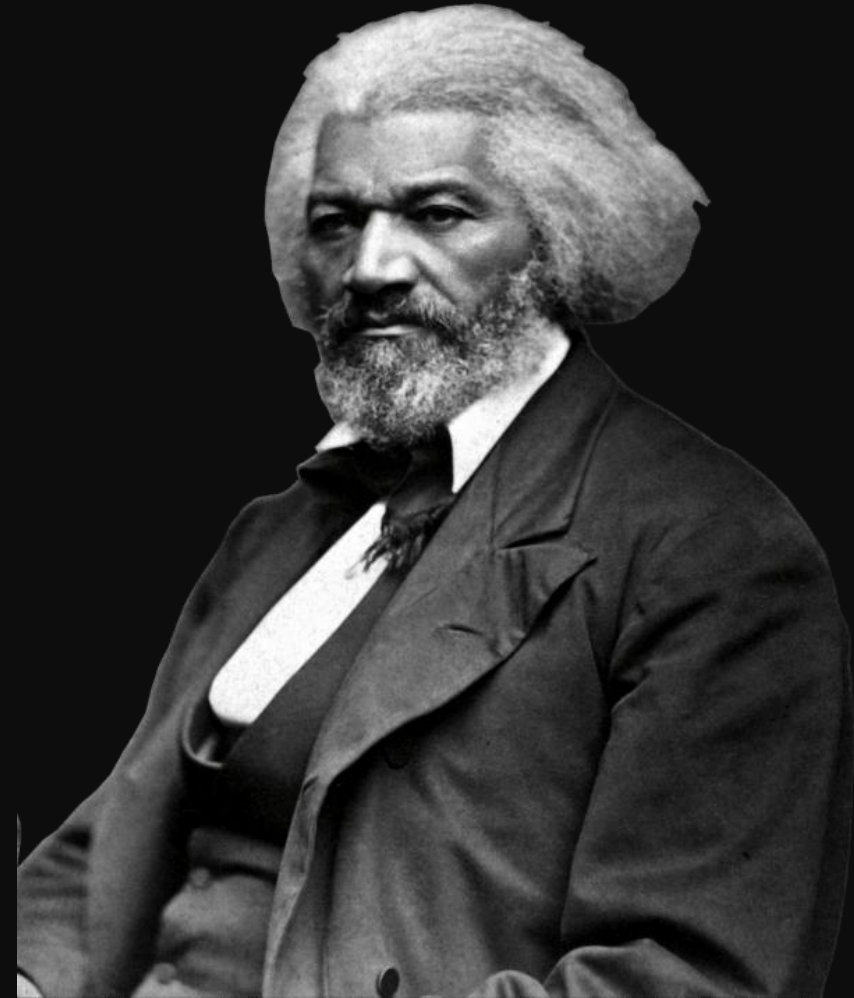


EMPATHY IS UNDERSTANDING...



**“It is easier to build
strong children
than to repair
broken men.”**

- Frederick Douglass



WHO IS GEN Z & ALPHA



CULTURAL

*Newsweek
**Business Insider

Culture Changes Faster

BOOMERS

20 YRS

GEN X

10 YRS

GEN Y

5 YRS

GEN Z

5



Changes In Job Market*

2/3 of Gen Alphas will work jobs that don't exist today

Most Diverse Generation*

25% Hispanic

15% Black

6% Asian/Pacific Islander

5% Multiracial

51%
Non-White

Transition Into Adulthood**

Delayed full-time work, marriage, and home ownership

26%

Global population is Gen Z

36%

Identify as Democrats (down from previous)

1 in 3

Gen Z grew up in a single parent home

29%

Have at least one immigrant parent

18%

Live in multigenerational households

*CTAM.com

PRRI.org

Pew Research

Wikipedia

Pew Research

EMOTIONAL
CULTURAL
SPIRITUAL
DIGITAL



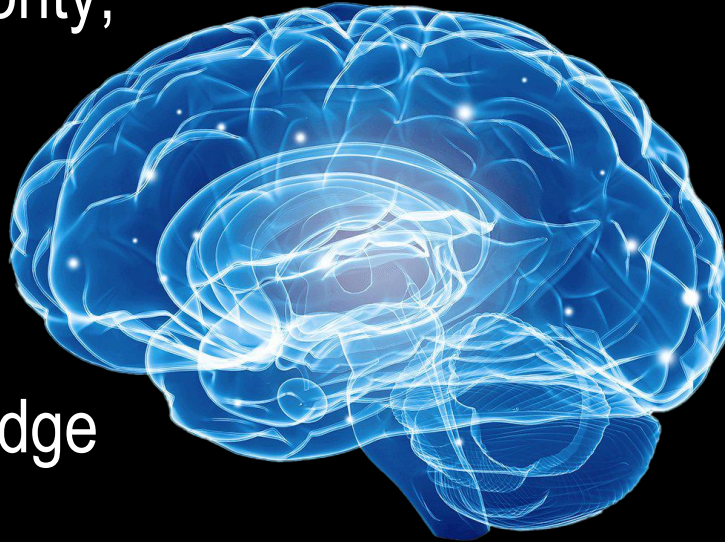
SPIRITUAL

Competition to Church & Scripture

The Bible has little to no authority,
the Church is just one of
MANY influences

More OPEN Spiritually

Willing to embrace the knowledge
of the spiritual world more



Spiritual and Moral Relativism

Right and wrong is determined by
the individual/society

Rise of A.I. Companionship

83%* believe they could form a
meaningful connection with A.I.
(even replace human companionship)

60%

Say they became
more open to God
post-pandemic

edgeclub.org

1 in 2

Have not attended
a church in over
six months

edgeclub.org

34%

Classify themselves
as "Religiously
Unaffiliated"

Barna Research

60%

Affirm moral truth is
subjective

Barna Group

64%

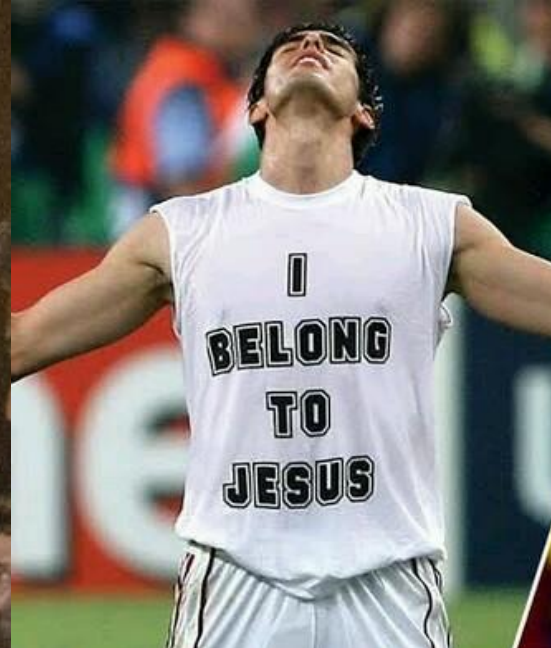
Report praying in
the past week

Barna Group

**GEN Z IS THE
OPEN
GENERATION**



ASBURY
UNIVERSITY

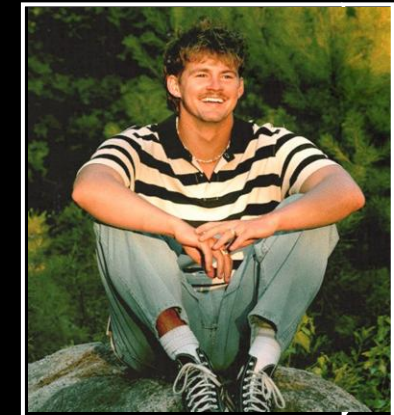


HOT 100 Faith-Based Songs



“Ordinary” by Alex Warren

PK
1



“Hard Fought Hallelujah” by
Brandon Lake and Jelly Roll

PK
40



“Your Way’s Better” by Forrest Frank

PK
61

“Rescue” by Lauren Daigle

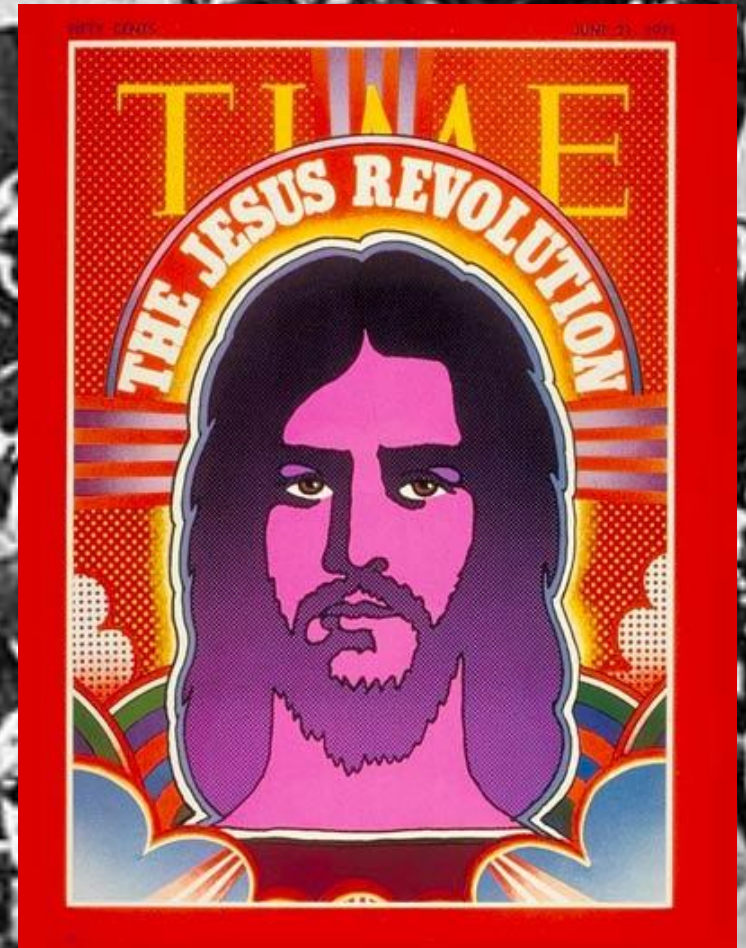
PK
89



**JESUS
REVOLUTION**

FROM THE CREATORS OF
I CAN ONLY IMAGINE

FROM THE CREATORS OF
I CAN ONLY IMAGINE

[illegible]

**“GEN Z IS IN
REVIVAL AND
RETREAT AT THE
SAME TIME”**



- Carey Nieuwhof
(Pastor, Leader, Podcaster)

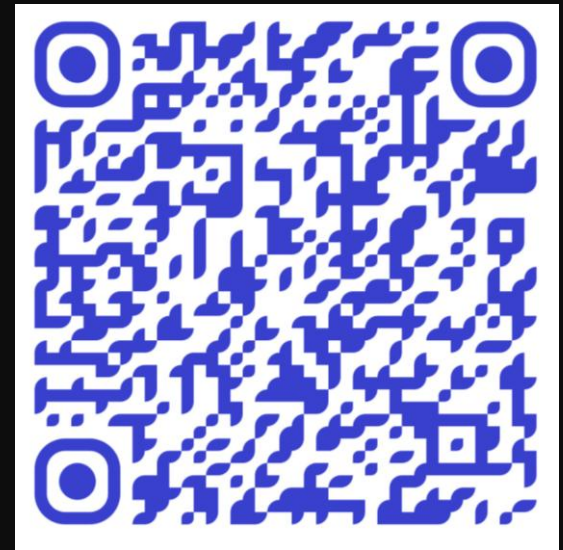
**So What
Should We Do?**



Discussion Questions:

1. What else stood out to you about Gen Z & Alpha?
2. 8 in 10 Gen Z report a traumatic experience in their life. Do you think Gen Z is disproportionately affected or just needs to toughen up?
3. What do you think it means that Gen Z is in revival and retreat at the same time?

SCAN
FOR EXTRA
RESOURCES



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Slang Words	<i>groovy, mellow, hip</i>	<i>phat, whatever, bling</i>	<i>lit, ghost, selfie</i>	<i>bet, ghosting, cap</i>	<i>rizz, skibidi, sigma</i>

**EMOTIONAL
CULTURAL
SPIRITUAL
DIGITAL**



**“GEN Z IS IN
REVIVAL AND
RETREAT AT THE
SAME TIME”**



- Carey Nieuwhof
(Pastor, Leader, Podcaster)

TUNE-UP DIAGNOSIS



Engine tune-up has long been the term used to indicate almost any group of service operations covering repairs and adjustments of the ignition, compression, and carburetion systems on automobile engines. Many car owners in the past years have had, at times, the experience of having their cars "tuned up" only to find that the trouble they were experiencing was not corrected.

In trying to avoid this difficulty, tune-ups which included just about every service that could be done on an engine were recommended. While these complete tune-ups were successful in correcting many troubles, they were expensive and owners sometimes paid a lot of service they didn't need.

To assist owners in getting what they need and avoiding unnecessary expense, many Pontiac dealers are offering a special Tune-Up Diagnosis Service. This includes: First, the few minor adjustments to the ignition, compression and carburetion systems needed at regular intervals; Second, a group of minor adjustments and maintenance jobs on the electrical system ne

or every 10,000 miles; and finally a complete test and diagnosis to tell you the condition of the entire ignition, compression, and carburetion systems.

This service may be obtained at a nominal cost. While it is not intended as a "cure-all", it will help eliminate guesswork in locating potential causes of engine trouble and prevent future trouble.

WHEN TO HAVE A TUNE-UP DIAGNOSIS JOB—Due to the differences in driving habits and driving conditions, it is rather hard to set a definite schedule for this service. Generally speaking, it is good practice for the average driver to have a Tune-Up Diagnosis in the Spring and again in the Fall. If you use your car in your work and put on a lot of miles, you may want to have this job performed every 10,000 miles.

On the other hand, some owners may prefer to get a tune-up only when some irregularity such as hard starting or missing at low speeds indicates that some service is needed. This is not a bad rule when a car is fairly new, but as mileage increases the possibility of failures in the ignition, compression, and carburetion systems increases. Furthermore, failures experienced on the road might prove costly, particularly if they happen at night or on a Sunday drive when service stations are closed. Your Pontiac dealer's Tune-Up Diagnosis service will help find deficiencies in the ignition, compression, and carburetion systems before they occur, thus saving you inconvenience and expense.

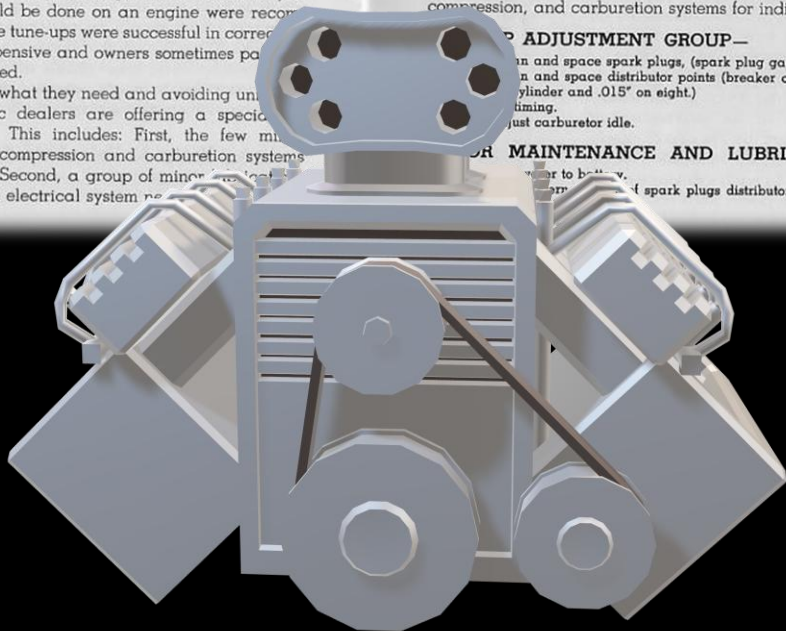
SERVICES INCLUDED IN THE TUNE-UP DIAGNOSIS—The services of the Tune-Up Diagnosis can be segregated into three groups of operations. The first group includes the adjustments which are recommended as necessary every Spring and Fall or every 10,000 miles. The second group has the lubrication of those engine units which do not require attention every 2,000 miles. The last part of the Tune-Up Diagnosis covers checking and testing the ignition, compression, and carburetion systems for indications of trouble.

ADJUSTMENT GROUP—

Adjust and space spark plugs, (spark plug gap .025").
Adjust and space distributor points (breaker contact gap .020" on
cylinder and .015" on eight).
Timing.
Adjust carburetor idle.

FOR MAINTENANCE AND LUBRICATION GROUP—

Oil change to bottom.
Clean and grease of spark plugs distributor cap, coil terminal



“If you think you’re smarter than the previous generation, consider this: 50 years ago the owner’s manual of a car showed you how to adjust the valves.

Today, it warns you not to drink the contents of the battery.”

- Derric Johnson

**GEN Z IS THE
OPEN
GENERATION**

Faith For Exiles

5 Ways for a New Generation to
Follow Jesus in Digital Babylon

David Kinnaman &
Mark Matlock

DIGITAL BABYLON*

*Barna



DIGITAL BABYLON*

*Barna

JERUSALEM (Past)

BABYLON (Present)

Mostly Christian Culture

Pluralistic & Post-Christian

Trusted Institutions
(family, church, scripture, government)

General Mistrust
(social media, fake news, AI)

Christianity is a Public Norm

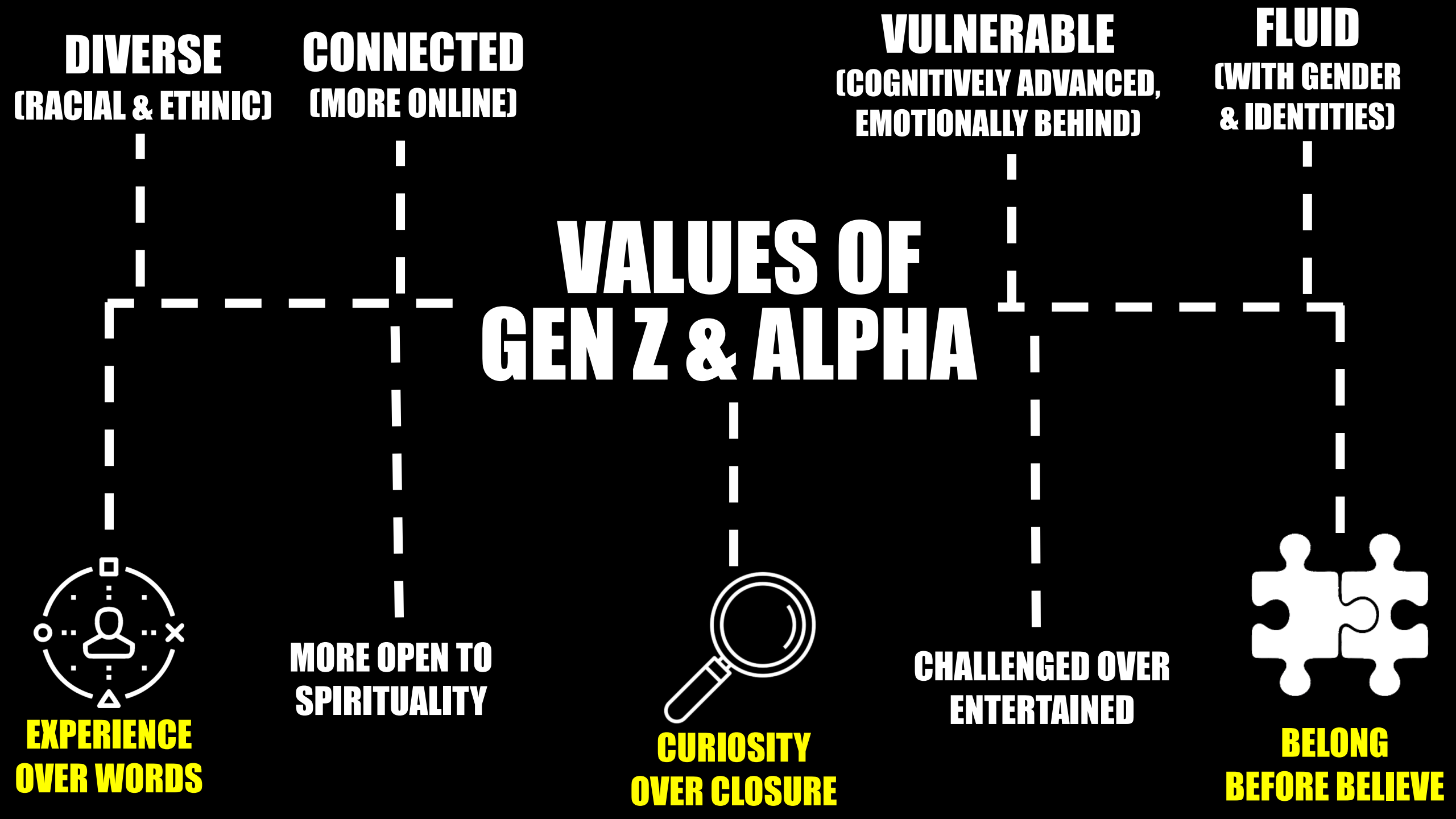
**Christianity is Often
a Private Conviction**

Culture is Slow and Steady

**Culture is Fast, Frenetic,
and Personalized**

Main Idol: False Piety

**Main Idol: Fitting In or
Being up to Speed**



DIVERSE

(RACIAL & ETHNIC)

CONNECTED

(MORE ONLINE)

VULNERABLE

(COGNITIVELY ADVANCED,
EMOTIONALLY BEHIND)

FLUID

(WITH GENDER
& IDENTITIES)

VALUES OF GEN Z & ALPHA

**MORE OPEN TO
SPIRITUALITY**

**CHALLENGED OVER
ENTERTAINED**

**BELONG
BEFORE BELIEVE**

**CURIOSITY
OVER CLOSURE**

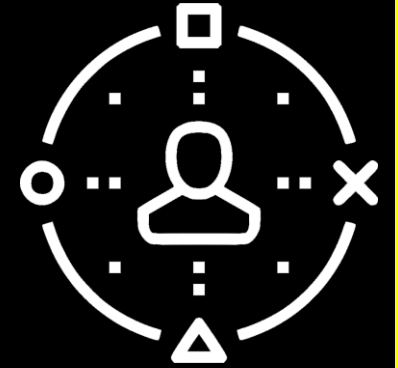
**EXPERIENCE
OVER WORDS**

EXPERIENCE IS MORE TRUSTWORTHY THAN WORDS

- ↳ Truth is relative and up to interpretation
 - ↳ Leaders might not be trustworthy
 - ↳ Actions speak louder than words

If truth is relative...
what determines truth?

1. **My** experiences
2. **My** feelings
3. **My** society



Gen Z's LANGUAGE IS WORSHIP

*Spotify's Culture Next Report

4 hrs

Gen Z spends per
day, streaming
music (*soundguys.com)

4/5

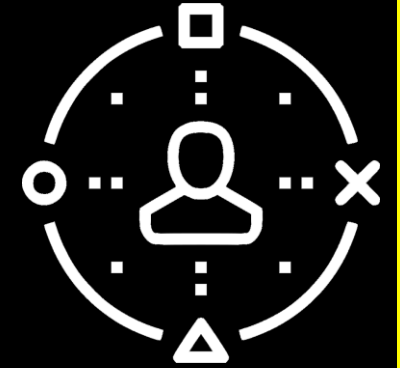
Said they learned something
about themselves when
listening to music*

69%

Felt less lonely when
listening to music*



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“This generation doesn’t
merely want to know that
Christianity is *true*.

They also want to see that
Christianity is *good*.”



- **Mark Matlock**

(Author, Pastor, Former Director of Youth Specialties)

CRINGE CULTURE

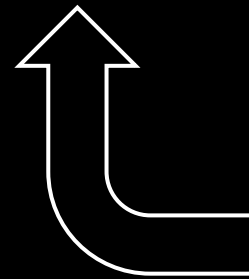
A social phenomenon where people mock, shame, and ridicule others for being awkward, overly enthusiastic, sincere, or simply “uncool.”



**Millennial
Fashion**

“Ironic Detachment”

They express themselves in a way that keeps their true feelings hidden behind sarcasm or humor



**MAINTAIN CONTROL
OVER YOUR IMAGE
AT ALL COST!**



Crocs

DON'T KILL THE PART OF YOU THAT'S CRINGE
KILL THE PART OF YOU THAT CRINGES



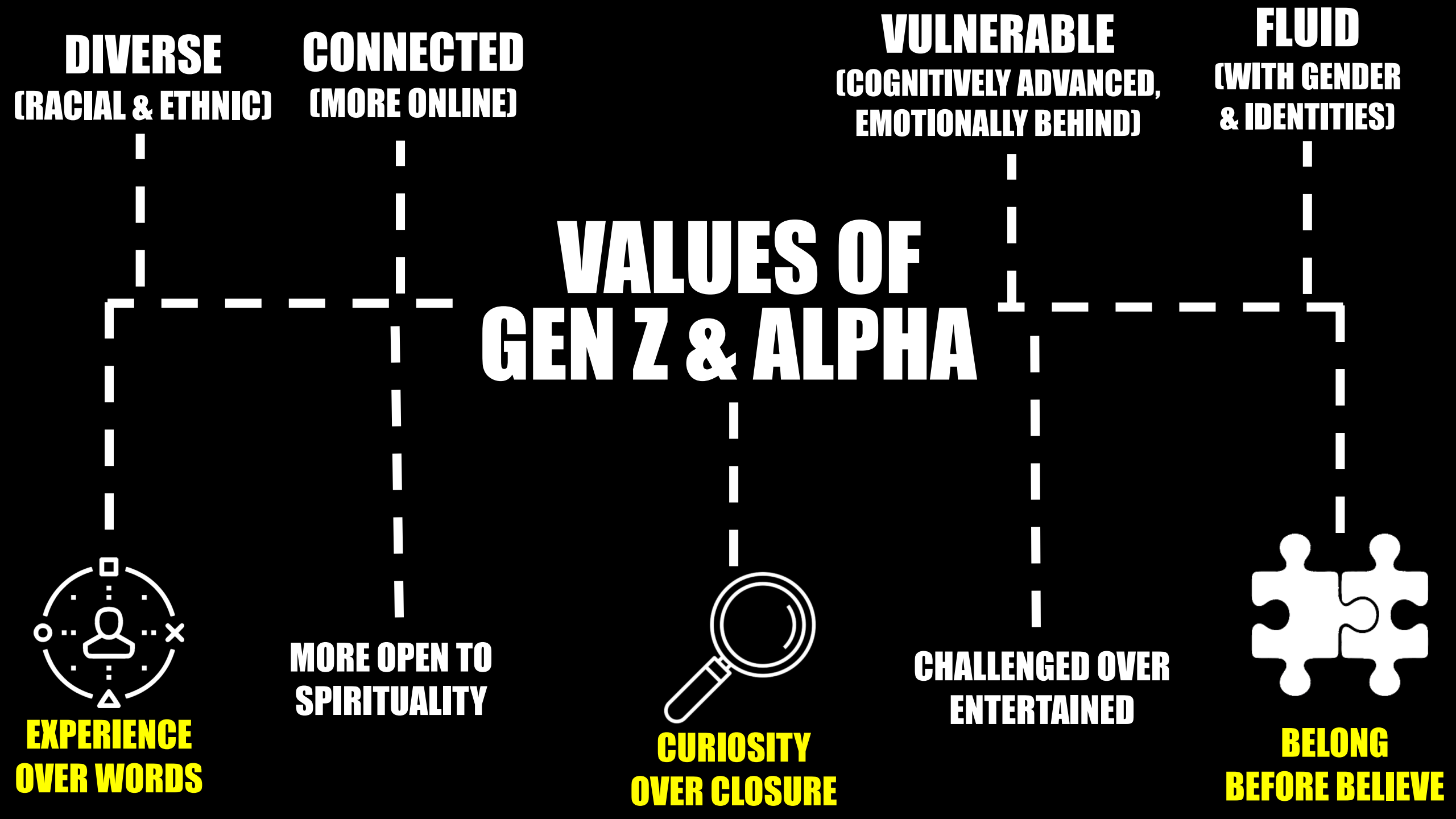
Timothee Chalamet



Chappell Roan



Tyler The Creator



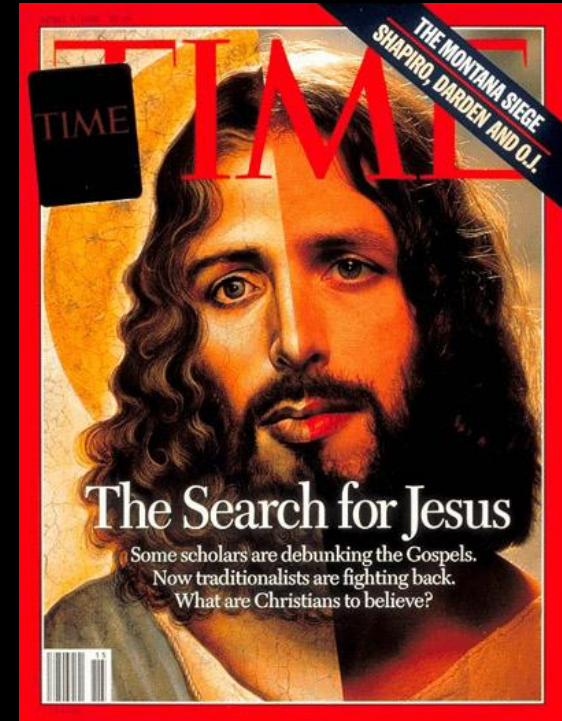
DESIRES CURIOSITY OVER CLOSURE*

- ↳ Desires teachings that are more open-ended
 - ↳ Mistrust of religious institutions
 - ↳ Explore without the pressure to conform

Desires a D.I.Y. Discipleship

1. Explore in Community
2. Needs Safety Around Doubts & Questions
3. Always Increasing in Intensity

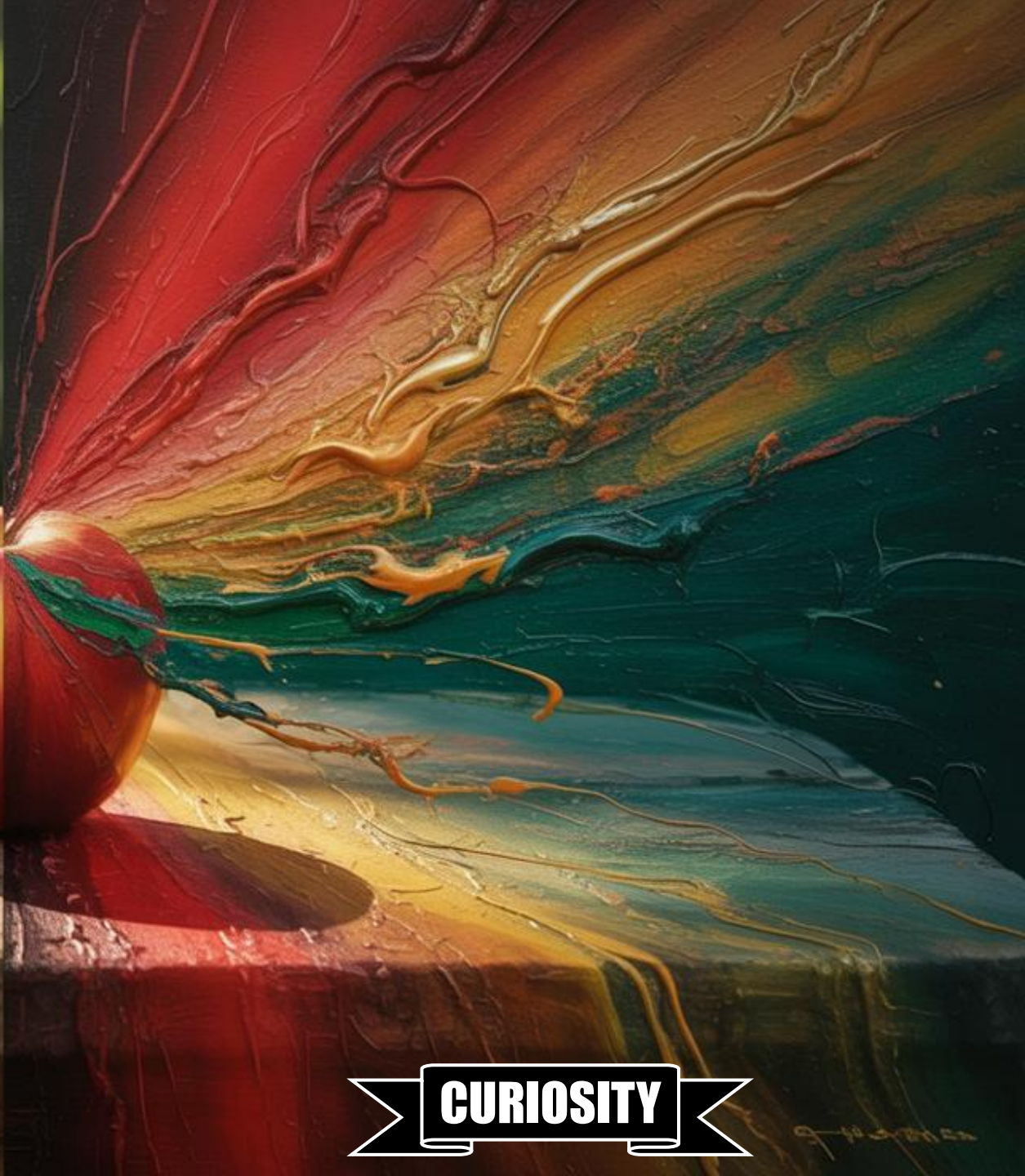
*Mark Matlock



View Jesus more by how he behaved
as a historical or mythological figure
than his teaching on salvation*



CLOSURE

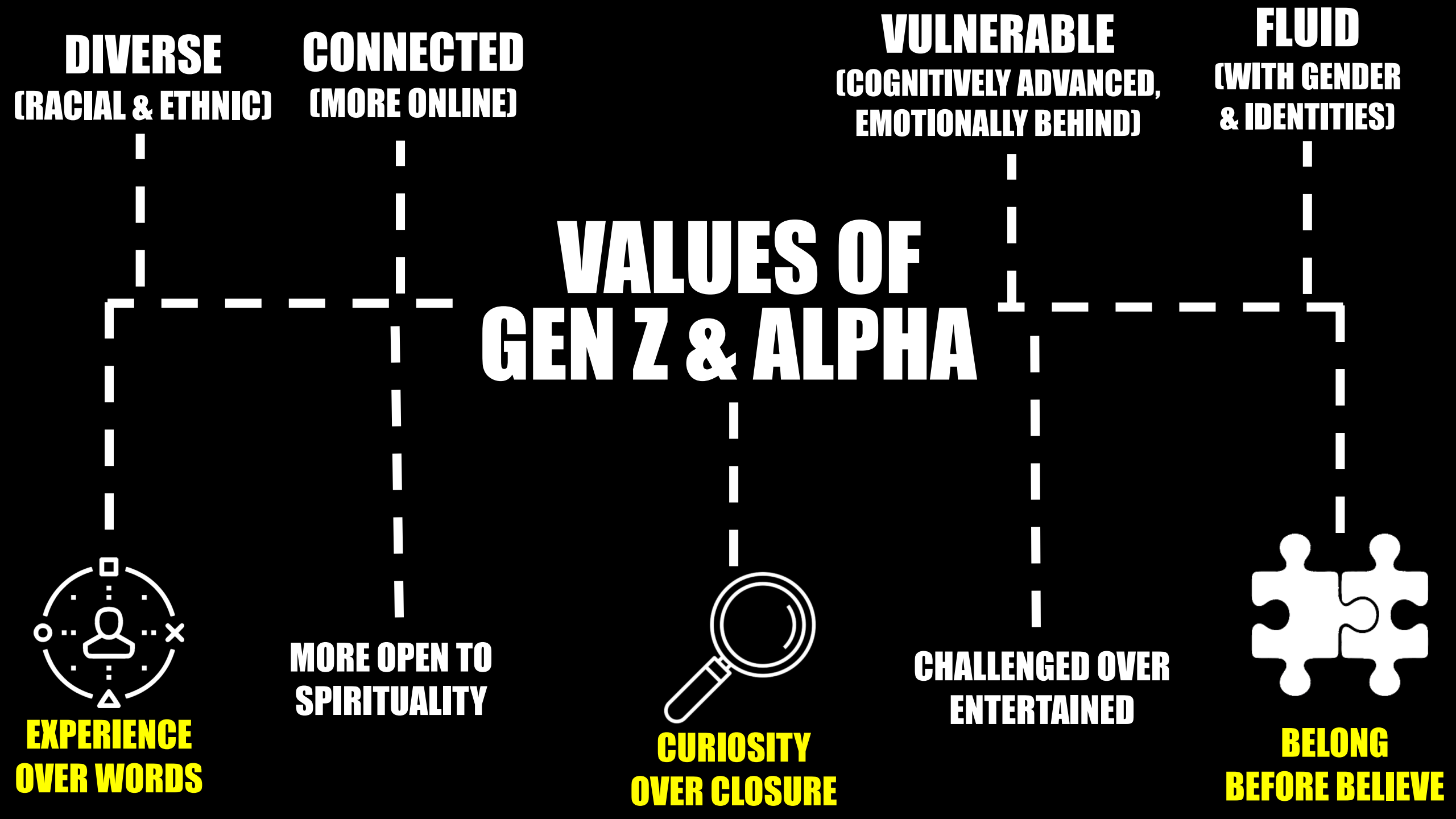


CURIOSITY

“If content was king,
engagement is
emperor.”



- **Nona Jones**
(Faith Based Partnerships Lead, Facebook)



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**MORE OPEN TO
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**BELONG
BEFORE BELIEVE**

**EXPERIENCE
OVER WORDS**

**CURIOSITY
OVER CLOSURE**

WANT TO BELONG BEFORE THEY BELIEVE

- ↳ Truth is relative = experience dominates
 - ↳ Feeling accepted must come first
 - ↳ More sensitive to non-sensitivity



Test-Drive Christianity

In The Past:

~~**BELIEVE**~~



~~**BEHAVE**~~



~~**BELONG**~~

The New Reality

BELONG



BEHAVE



BELIEVE

Jesus called out to them,

“Come,

BELONG

follow me, and

BEHAVE

**I will make you
fishers of people.”**

BELIEVE

Mark 1:17 NLT

OLD REALITY

BELIEVE ➡ BEHAVE ➡ BELONG

Stressor **Commitment**

Motivation **Drive**
(only certain people)

They **Choice**

Builds A **Deep**
Connection

NEW REALITY

BELONG ➡ BEHAVE ➡ BELIEVE

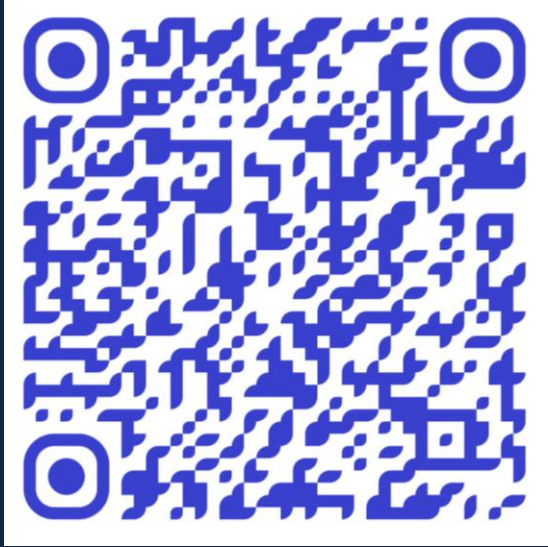
Choice

Drive
(everyone belongs)

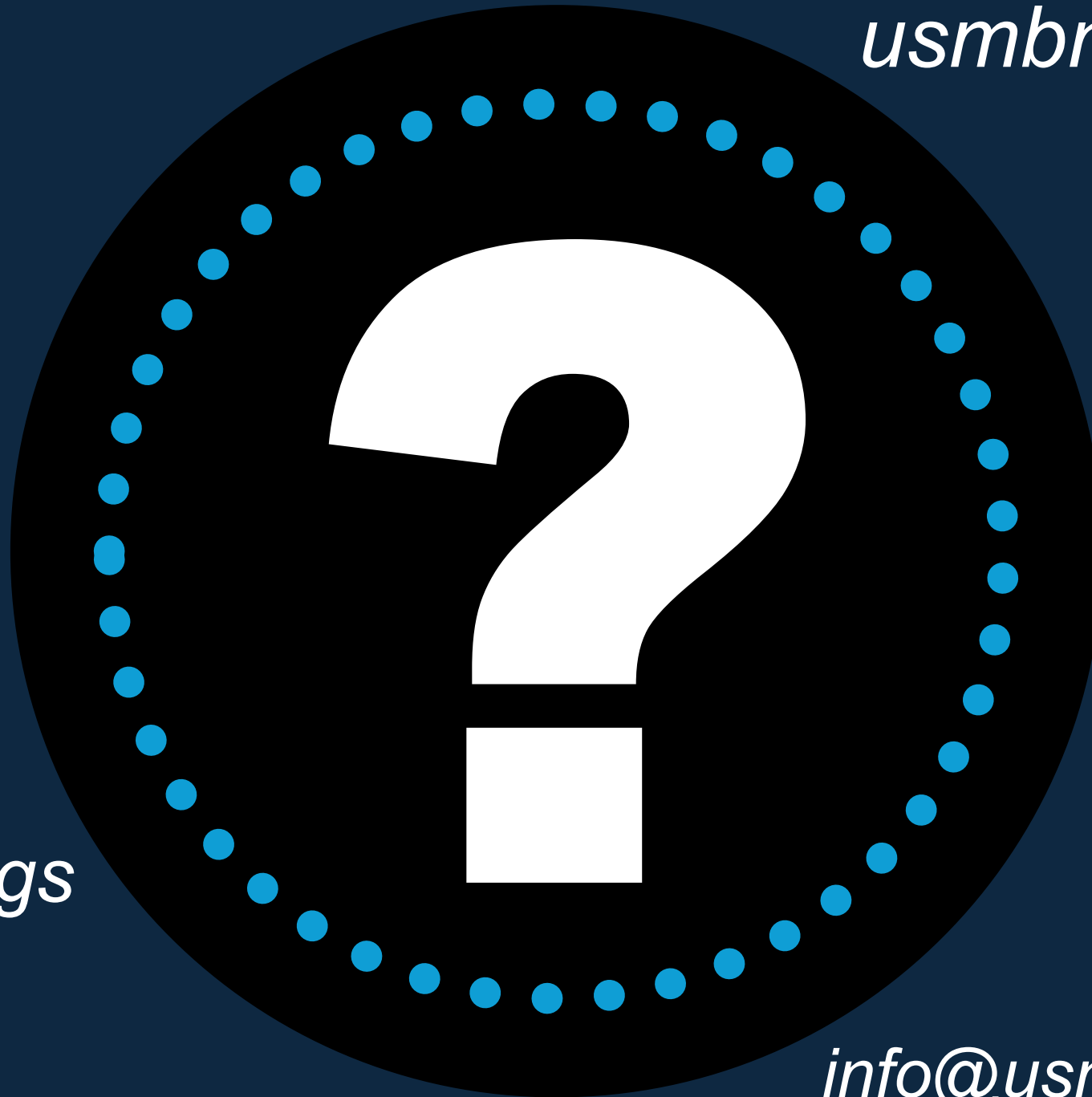
They **Voice**

Service Level
Connection

SCAN
FOR EXTRA
RESOURCES



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(The Leadership Gap)



**OVER
65**

**THERE ARE MORE
PROTESTANT
MINISTRY LEADERS**



**UNDER
40**

50%
of ALL pastors
are over 55

In 1992, pastors
over 55 made up
24%

*Barna Group & Lifeway Research

!

NEXTGEN
USMB



the network

National Youth
Worker Network



National Summer
Camp For High
Schoolers



leadership
PIPELINE

Leadership
Development and
Internship Program

USMBNEXTGEN.COM

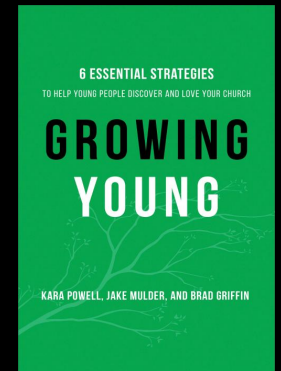
77% SURRENDER TO
JESUS **BEFORE**
THE AGE OF 18

SURRENDER TO
JESUS **BEFORE**
THE AGE OF 30 **95%**

*Lifeway Research

Greatest factor of a teenager keeping their involvement in church after high school*:

5:1



***GROWING
YOUNG BOOK**

Five Christian Adults **Pouring** Into One Student

**"BIGGER
IS BETTER"**

59% Under 99 people
35% 100 - 499 people
2% 500 - 1,999 people
.1% 10,000+ people

**AN UNIQUE
OPPORTUNITY...**