

ORU President Focuses on the Most Influential Religious Force in the West

Reaching Generation Z and what makes a culturally relevant church were some of the highlights of Oral Roberts University's first media summit in May. Most churches have built their media model to reach Millennials and needs to reframe to reach Gen Z, the generation born after 1995, says ORU President Billy Wilson.

"Gen Z is very different from Millennials," said Dr. Wilson.

What we learned from Gen Z is they are the most influential religious force in the West," he said during his keynote address, quoting from the book "Meet Generation Z" by James Emery White. "They have a global focus, and they are digital natives. There are over two billion, and 60% of Gen Z want to change the world. They are the largest group of Americans."