

YouTube - A Vision of Students Today

Working with Millennial Students

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Who's in the Room?

Name

Institution

Type of Work

Do you identify with a generation?

Presentation Overview

- Trend-Setting Characteristics Overview
- 2008 CIRP survey
- Millennial Trends
 - × Parenting Context
 - × Identity
 - × Learning
 - × Communication
 - × Preparing & Entering the Workplace
 - × Media: 60 Minutes
- Your Experiences
- Informing our Practice

Trend-Setting Characteristics: Overview

- Born b/w 1982-2001
- Approximately 100.2 million people
- More numerous, more affluent, better educated, more ethnically diverse
- Confident
- Goal & Achievement oriented
- Hopeful
- Civic-minded
- Collaborative
- Inclusive

A Closer Look At Millennials: Research Perspective

- Cooperative Institutional Research Program (CIRP)-UCLA
 - × First-time, full-time students
 - × 43rd year; +13 million students
- 2008 Survey
 - × 340 out of 522 institutions responded
 - × 240,580 out of 328,182 students responded

*"Political Engagement, College Choice & Skills for a Diverse Workplace:
Results from the 2008 CIRP Freshman Survey" Presentation, CIRP 2008*

Major Findings in CIRP 2008:

1. College Choice and Financial Issues

↓ 20% in attending 1st choice since 1974

↑ Offerings of Financial Aid

↑ Students plan to get a job

2. Political Engagement

- Increased support for liberal causes from 1998 to 2008:

↑ Marijuana

↓ Federal military spending should be increased

↑ Same sex couples should have right to legal marital status

↓ A national health care plan is needed to cover everyone's costs

↔ Wealthy ppl should pay a larger share of taxes than they do now

*"Political Engagement, College Choice & Skills for a Diverse Workplace:
Results from the 2008 CIRP Freshman Survey" Presentation, CIRP 2008*

CIRP cont...

3. College Readiness

- Biological sciences high, up 2.7 percentage points from 2006
- Racial disparities persist

4. Interest in Engineering

5. Learning Disabilities

- Self-reporting & seeking services

6. "Green" Initiatives

7. Internet Use

- 98.8% Research or Homework
- 86.5% Read news sites
- 18.9% Used college websites
- Female students were more likely to both read blogs
- Male students more likely to read news sites

8. Drinking Behavior

- Decrease since 1978

"Political Engagement, College Choice & Skills for a Diverse Workplace: Results from the 2008 CIRP Freshman Survey" Presentation, CIRP 2008

Millennial Trends: Parenting Context

- Be smart—You are special
- Serve your community
- Leave no one behind
- Connect 24/7
- Achieve now!

Millennial Trends: Identity

Coomes & DeBard remind us to Keep Perspective!

- No clear understanding how generational themes can be applied effectively to many non-majority student populations, including students of color, students from specific ethnic & cultural groups, LGBTQ students, & Transgender students.
- There are larger cultural contexts and forces that intersect with these students' lives, impacting their experiences as students

i.e. LGBTQ

- × Increases in High School GSAs
- × Increase in additions of Gender Identity & Expression to statements of nondiscrimination
- × Family Structure: Increase in single-parent & same-sex families

Millennial Trends: Sexual Orientation

- Sexual preference more widely discussed than in other generations at the same age
- Don't encompass gender or sexuality as their parents
- 3 to 10% of teens believe themselves to be LGBTQ the same percentage as adults
- Large share of teens comfortable with LGBTQ people and want to be inclusive of them

Millennial Trends: Race

- Demographically most racially and ethnically diverse generation
- Asians and Latinos make up most of the generations racial diversity
- 1/5 millennials has at least one immigrant parent
- 1/10 has one noncitizen parent
- Potentially the largest second-generation immigrant group in U.S. History
- Most complex ethnicity in U.S. history
- Most dissatisfied with race relations
- Less likely to regard themselves as either white or black than any prior American generation

Millennial Trends: Race Cont...

Enrollment of Students ages: 18-24; born: 1991-2001

1990 \longrightarrow 8 race categories
2000 \longrightarrow 34 race categories

× African American	↑ 36.9%
× Asian American	↑ 53.7%
× Latino	↑ 75%
× Native American	↑ 35.0%
× Caucasian	↓ 4.6%

Millennial Trends: Gender

- Females are challenging themselves more than males (teamwork, action, civic-deed doing, achievement)
- Higher enrollments in math and every science except physics
- Women owned businesses have grown
- Modernizing gender role definitions

Millennial Trends: Religion

- Religion is a major part of Millennial life
- Diversity of religious practices
- More attending church
- Millennials think and talk more about faith and do more with it
- Growing up in a spiritually driven era, politics, music, media

Millennial Trends: Learning

- Shift to constructivist Learning preference
Need for:
 - × Interactivity
 - × Collaboration
 - × Creation
- Experiential activities
- Teamwork
- Technology
- Flexible structure/Multi-task
- Entertainment & Rewards

Millennial Trends: Communication

- Need for direction
- Affirmation & reinforcement
- Technology (IM, Facebook)
- Goal-focused
- Parental Involvement

Millennial Trends: Work Place

Approx. 13,304,000 Full-Time employees in U.S.
b/w 21-24 yrs old

- Value positive relationships
- Coaching vs. supervising
- Flexible hours
- To work in friendly environments

Millennial Trends: Generations at Work

	Veterans/ Matures	Baby Boomers	Gen X	Millennials
Birth Range	1925-1942	1943-1960	1961-1981	1982-2002
Business Focus	Quality	Long Hrs "60hr wrk wk"	Productivity	Contribution "change agents"
Motivator	Security	Money	Time Off: Vacation	Time Off: "Stay-cation"
Company Loyalty	Highest	High	Low	Low
View of Money	Livelihood	High	Low	Low
Value	Family & Community	Status Symbol	Means to an end	Today's Payoff
Percentage of Workforce	5%, CEO ranks	45%	40% "balance wrk/life"	10%

A Closer Look At Millennials: Media Perspective

60min clip

**Do these trends hold true
based on your experiences?**

**How have you shifted/adapted
in your work, considering these trends?**

Informing Our Practice

- Communication w/ Students
- Communication w/ Families
- Advising
- Supervising
- Discipline
- Facilities
- Review policies & Policy Language
- Reviewing Forms

Resources

- Bureau of Labor Statistics
- U.S. Census Bureau
- Serving the Millennial Generation, Coomes & DeBard, 2004
- Millennials Rising, Neil Howe and William Strauss
- www.generationsatwork.com/articles/millennials.htm
- www.youtube.com
- www.cirpsurveys.org
- heri@ucla.edu