

***“It’s Their World
and Welcome To It!”:***

Understanding this Generation of Students



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Learning Objectives for Today

- Millennials as a generation
- Strategies regarding working with and teaching the Millennials
- Future impact of this Generation



Who are the Millennials?



Overview of Generational Theory

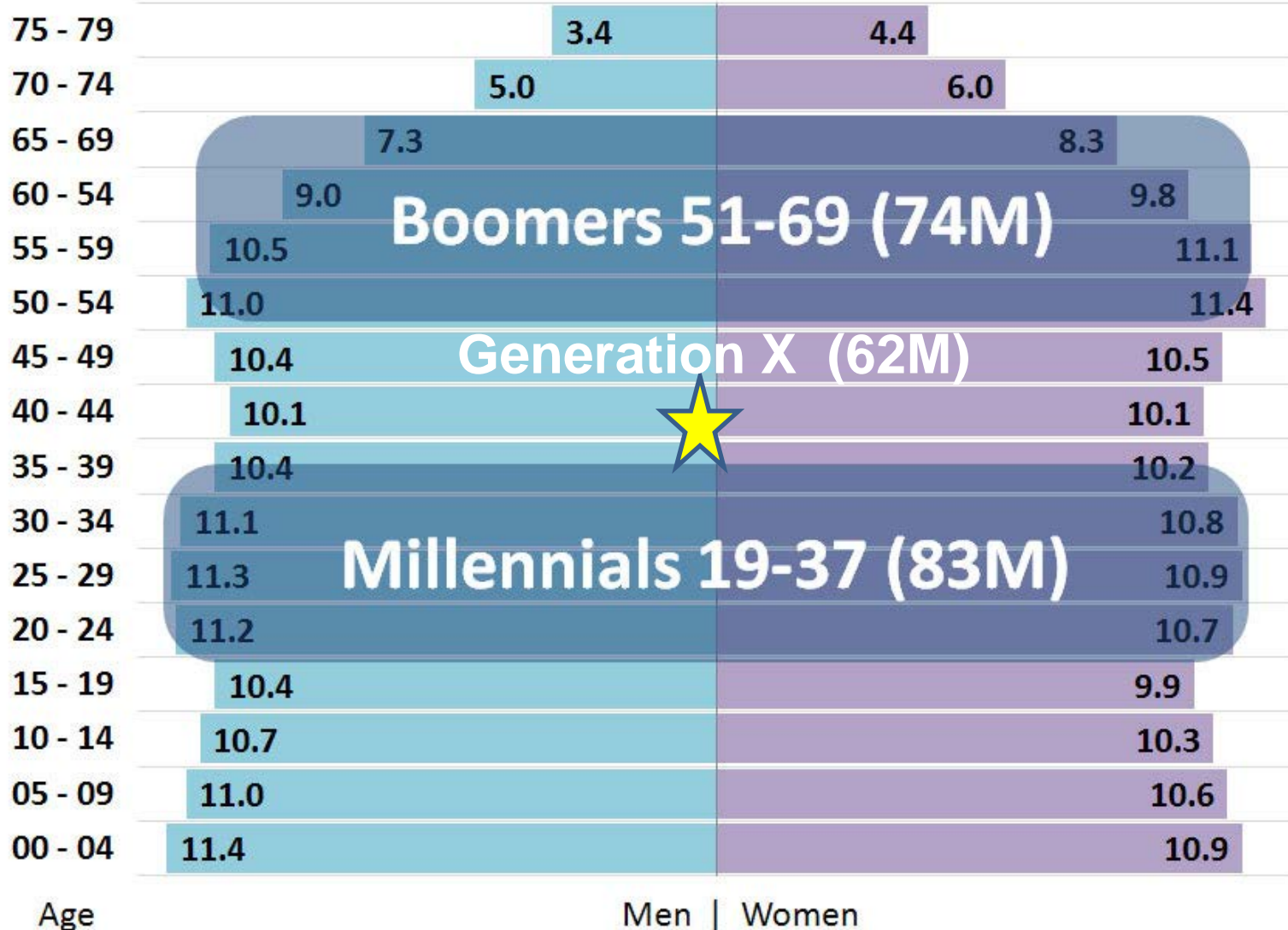
Generation	Birth years	Classification*
• G.I.	1901-1924	Hero
• Silent	1925-1942	Artist
• Boomer	1943-1960	Prophet
• Gen-X	1961-1981	Nomad
• Millennials	1982-2002	Hero 

- “The Millennial generation is forging a distinctive path into adulthood. Now ranging in age from 14 to 33, they are relatively unattached to organized politics and religion, linked by social media, burdened by debt, distrustful of people, in no rush to marry— and **optimistic about the future.**”

- Pew RESEARCH CENTER 2014

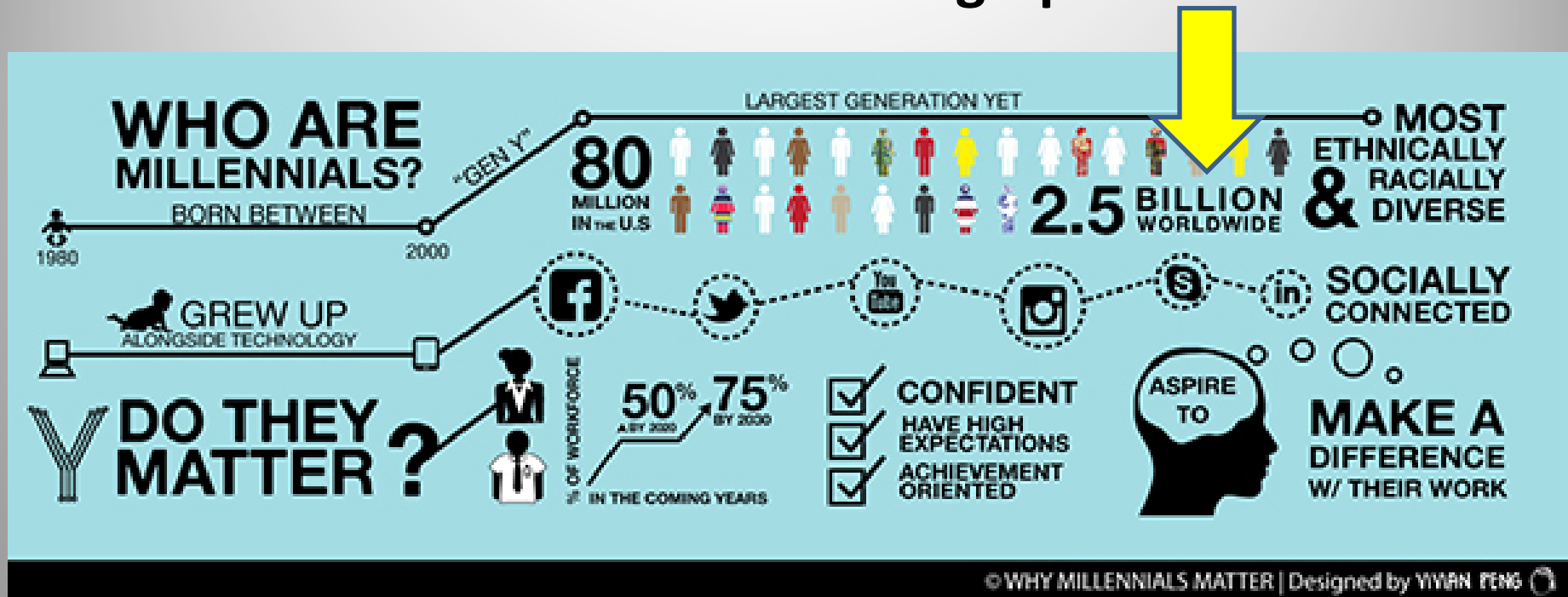
U.S. Demographics

2015 Age Pyramid



Digital Natives (aka, Gen Y, Millennials)	Gen X	Baby Boomers
<p><i>Will represent over 50% of the workforce in less than 3 years</i></p> <ul style="list-style-type: none"> - Prefer to use digital information and technology - Expect immediate access to and use of information - Excellent at research with less focus on static knowledge so access to a store of experiential knowledge is critical to be effective - Less employer loyalty - Global perspective - Constant new 'tools' (Facebook, Twitter, etc.) have conditioned them to change - Will not have the same "hands on" mentoring relationships experienced by prior generations 	<p><i>Transitioning into the position of corporate decision making</i></p> <ul style="list-style-type: none"> - "Traditional" business experience results in tactile preferences yet comfortable with digital information technology - Less reliant on face-to-face communications - Corporation is top priority and are of the "Workaholic" age - Technology has shifted dramatically during their tenure so they understand change and are not opposed to it - Late-comers to the idea of global citizenship - Willing to shift but not sure how - Requires significant proof before accepting new ideas or concepts 	<p><i>Current decision makers but exiting workforce by 2021</i></p> <ul style="list-style-type: none"> - Keep information to themselves to increase personal value - Significant "tribal knowledge" will leave with them - Tactile learners and communicators; prefer face to face interaction - Typically a contrarian on information technology which they interpret as human knowledge and skills become less valuable than a "computer" - The concept of "Mobile and Remote Workers" does not resonate - Will oppose change if they are asked to work differently

Worldwide Demographics



- 25% of workforce worldwide
 - Gen X –21%
 - Baby Boomers -18%
- 50% of India is under 25 years old
- 20% of the UK adult population are Millennials
 - www.generationy.com, 2014

IS UNDER
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POPULATION



Obama's New Boss / McCain vs. Brzezinski / Summer's best movies & more

TIME

THE ME ME ME GENERATION

Millennials are lazy, entitled narcissists
who still live with their parents

Why they'll save us all

BY KIM STEIN



TIME

THE LOST GENERATION

20-somethings have always been hapless narcissists
calmbering to find their place in an established social structure

They do cool things which become the new paradigm
What does your generation do?

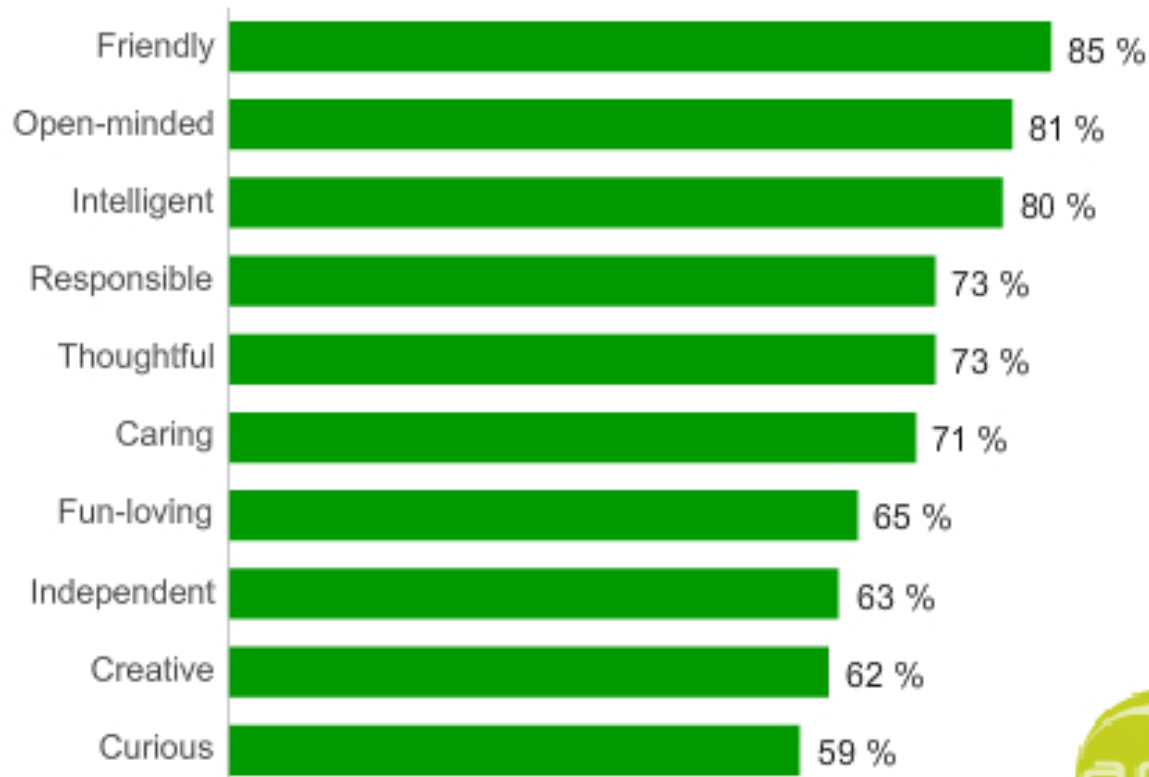


Millennials are lazy, entitled narcissists
who still live with their parents

Why they'll save us all



Millenials: Self-Selected Descriptors

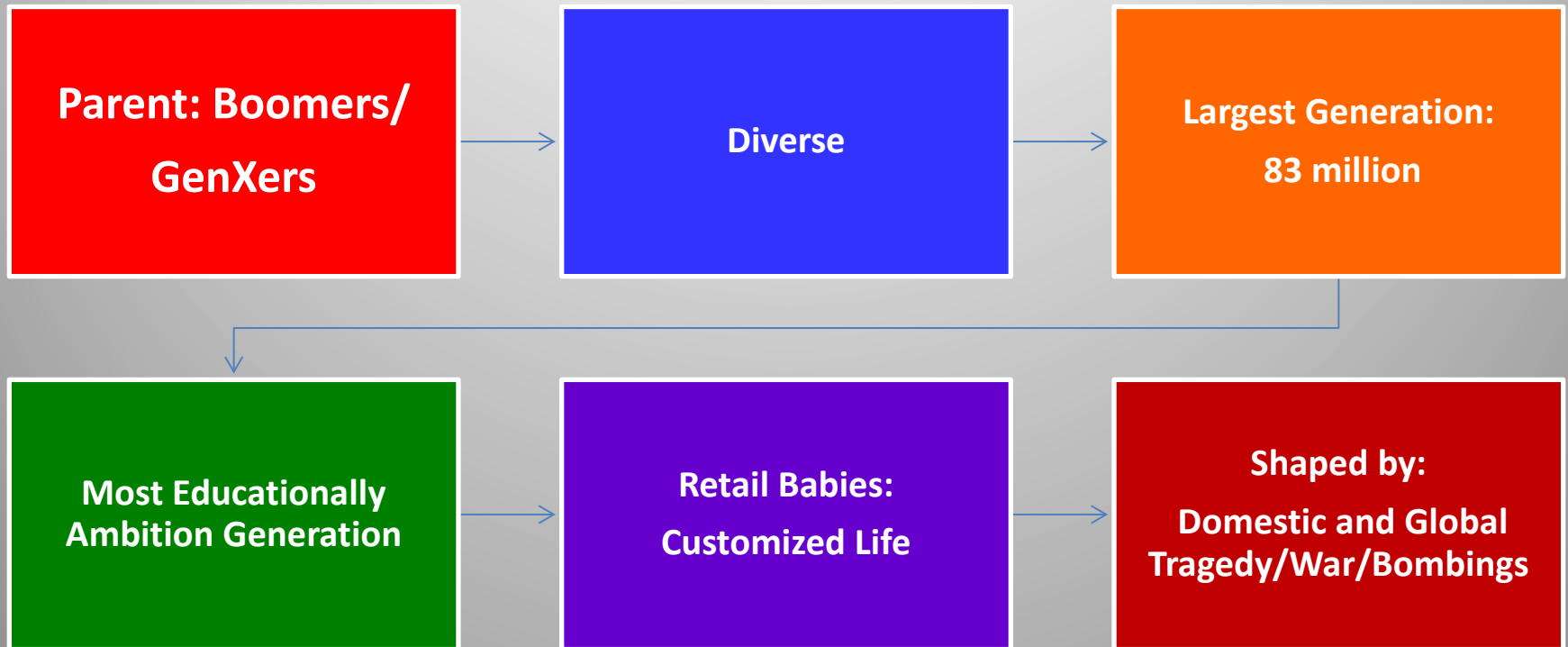


Top 10 phrases or adjectives that best describe Millenials



GREENBOOK.

Millennials



“Fascination Generation”

Families

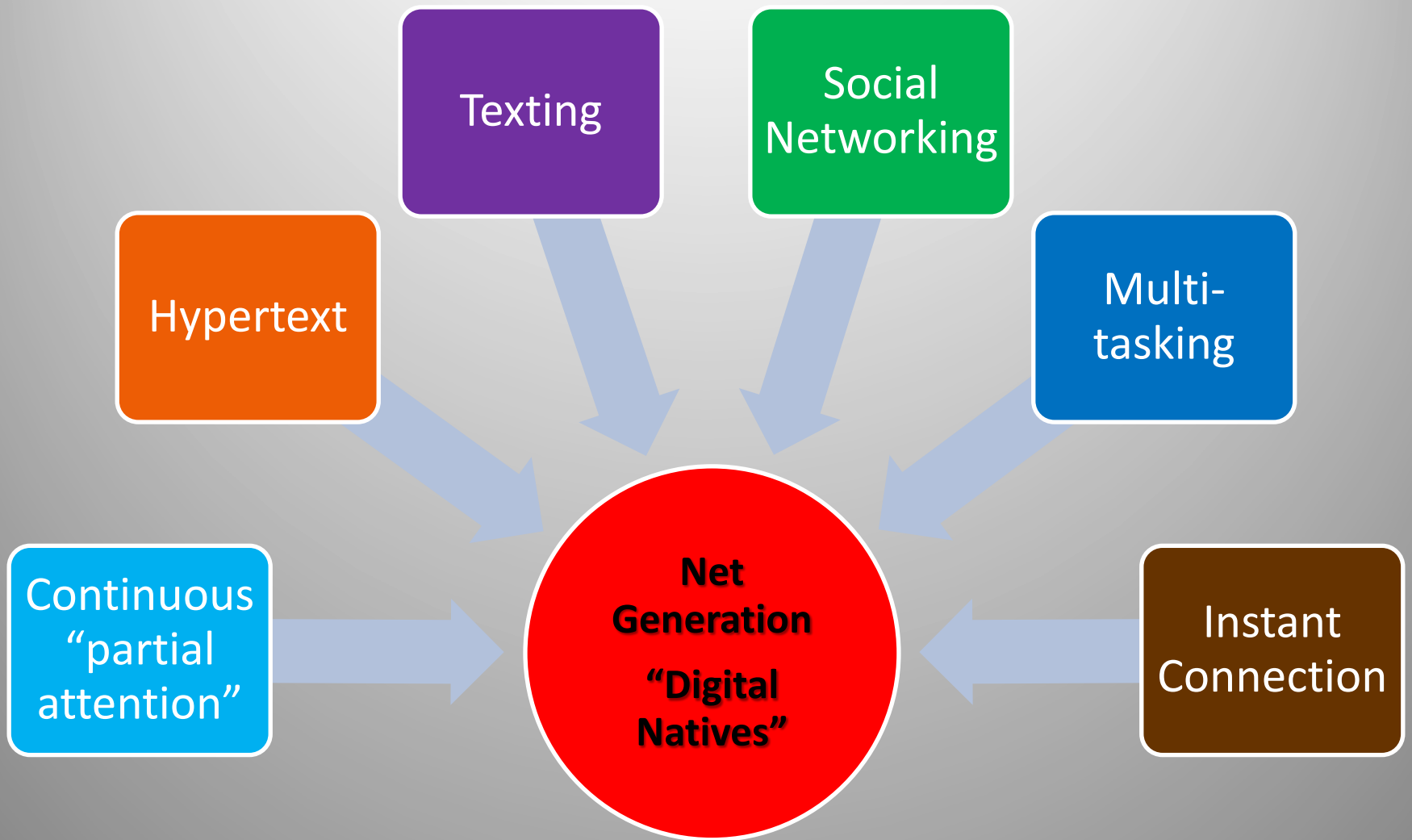
- 60% mothers worked outside home
- Micromanaged
- Overscheduled
- 67% return home after college

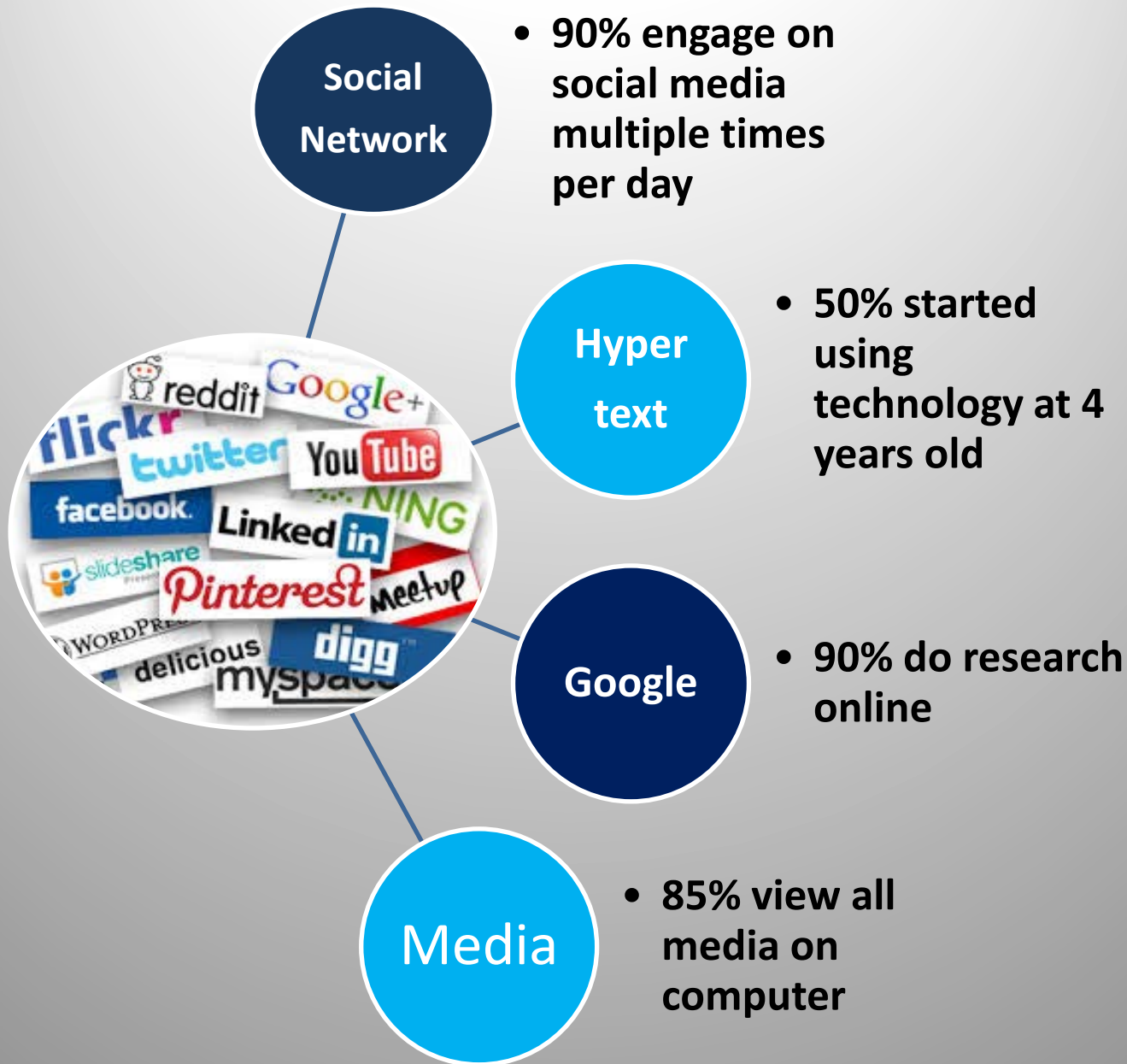
Youth hood

- Extension of childhood (18-23)
- Frontal Lobe Development
- 200% increase in diagnosed Learning Disabilities

Peers

- Heavy reliance on friends
- Always been connected 24-7
- Community service





WHERE MILLENNIALS USE SOCIAL MEDIA

Or where *don't* they use social media?



IN THE BATHROOM


2X

Young adults ages 18-24 are twice as likely (40%) to use social media in the bathroom compared to the average (21%).

Source: Nielsen U.S. Social Media Survey, 2013.

nielsen

Millennial Priorities

- 
- Corporate ladder becomes “**Latticework**”
 - Motivation: **VALUES** (personal growth, meaning)
 - Will choose work connected to **friends/peers**

- **Team work** vs. individual accomplishment
- Hard work; challenging work; **meaningful work**
- Will **work outside of 9-5** due to technology (always connected)

- Insistent on **secure, regulated environments**
- **Respectful** of norms and institutions
- Want **balance in work life/personal life**

Employees Attributes	Gen X	Millennial Generation
Location	<ul style="list-style-type: none"> • I work in the office. • usually from 9am-6pm 	<ul style="list-style-type: none"> • I work from anywhere and anytime.
Device Type	<ul style="list-style-type: none"> • I work using a desktop PC. • If I'm a field person, I usually use a laptop. 	<ul style="list-style-type: none"> • I always carry with me little a computer. Yes it's also mobile phone.
Privacy and Sharing	<ul style="list-style-type: none"> • Privacy is an important value. • Not everything should be shared with everyone 	<ul style="list-style-type: none"> • I share everything. • Privacy is so overrated.
The Social Enterprise	<ul style="list-style-type: none"> • Face-to-face meetings are important. • I work my day using emails. 	<ul style="list-style-type: none"> • I am constantly communicating with others using technology (mainly IM). • Face-to-face meetings are awkward.
End User Self Perception	<ul style="list-style-type: none"> • I serve the organization. 	<ul style="list-style-type: none"> • My employers are lucky that I'm working for them.
Importance of User-Friendly Applications	<ul style="list-style-type: none"> • I read manuals if required • I take training courses to learn software better. 	<ul style="list-style-type: none"> • I'm impatient. Don't bother me with long processes. • I want relevant and personalized information now

“Take this, Corporate America!”

- We play by our own rules
- We’re willing to work for nothing if it means being happy
- We have social media on our side
- We’re more educated, by the book and the street.
- We don’t care as much about profit as we do the product.
- We’ve defined them, they haven’t defined us.
- We’re open to any gender, sexual orientation and race.
- We learned from our parents mistakes.
- We’ve defined them, they haven’t defined us
- We’d rather travel and be poor than be rich and never see the world.
- We like a good fight.

- Elite Daily, September 16, 2014



The Millennial Mindset

“Everybody gets a trophy” Generation

- Can they manage the success and failure of responsibility?

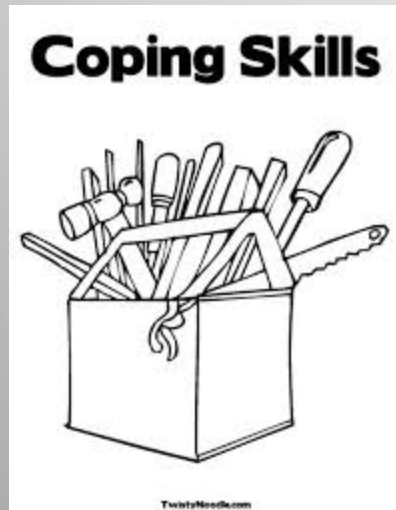


**28 AND NOT LIVING IN MY
PARENTS BASEMENT**

YES!

Troll.me

What is missing?



U.S. Millennial Challenges on Campus

- Depression, suicidal thoughts, attempts, and deaths are a major problem in emerging young adults (ages 18-25).
- Compared to young adults ages 26-34, emerging young adults have higher rates of serious psychological distress and suicidal thoughts, plans, and attempts.
- Compared to adolescents, emerging young adults are more likely to complete suicides.



Leading Cause for Concern: Stress

Leading stressors for most of us look like this:

1. Finances (69 percent)
2. Work (65 percent)
3. Economy (61 percent)

For Millennials the stress ranking look a little different:

1. Work (76 percent)
2. Finances (73 percent)
3. Relationships (59 percent)



» American Psychiatric Association 2012

Millennial Learners

- **Appreciate varied strategies**
 - **Teams**
 - Google Docs
 - **Technology**
 - Social Media
 - **Visual images**
 - YouTube
 - **Apprenticeship Model** (Cognitive Apprenticeship-Svinicki,1999)
 - Observation
 - Hands-on
 - Problem-solving (with supervision)
- **Reinforcement**



How do we create a ***Millennial-ized*** campus environment?

- **Faculty/staff interaction with students**
 - Know the students personally as well as issues students face
- **Engage students as volunteers and interns**
 - improve sense of students' capabilities and challenges
 - Assist students in finding their “niche”
- **Encourage group experiences**
- **Integrate technology at every level**
- **Create peer-support models**
 - Know who to access when needed
- **Promote creation of campus “traditions”**
 - Give them the empowerment



But what happens when behavior is outside the box?

- Address
- Document
- Refer

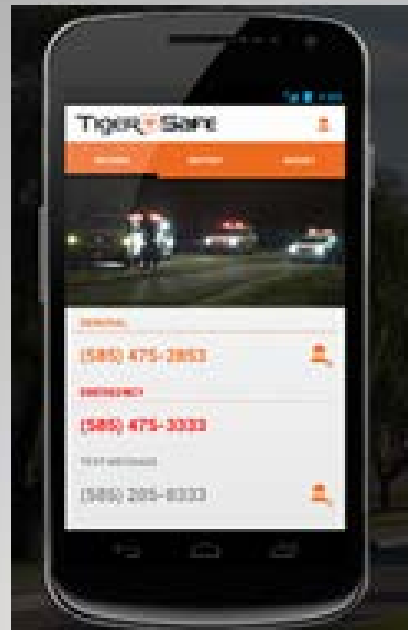


– SBCT (Student Behavior Consultation Team)

- Tiger Concern Report

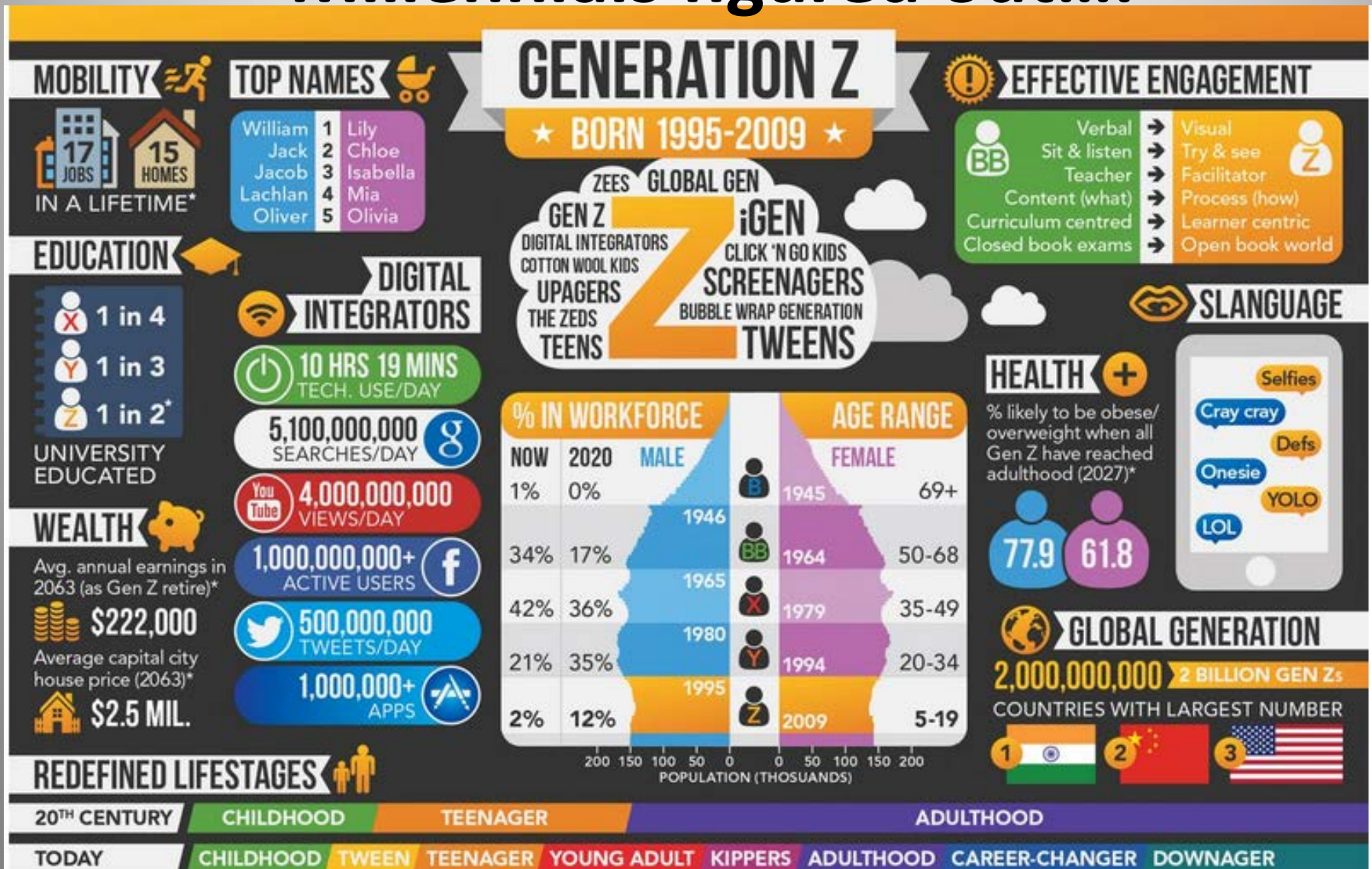


- Center for Student Conduct
- Public Safety



Tiger Safe Ap

Just when we think we have the Millennials figured out....



Final Words...

<http://youtu.be/M4IjTUxZORE>

Books:

- ❖ Pletka, B. *Educating the Net Generation* (2007)
- ❖ Presnsky, M. *Digital Natives, Digital Immigrants* (2008)
- ❖ Coomes & DeBard *Serving the Millennial Generation* (2004)
- ❖ Strauss & Howe *The Fourth Turning* (1997)
- ❖ Strauss & Howe *Millennials Rising* (2000)
- ❖ DiGeronimo & Kadison *College of the Overwhelmed* (2005)
- ❖ Meister, J. & Willyerd, K. *The 2020 Workplace* (2010)

Websites:

- ❖ Elite Daily: The Voice of Generation Y: www.elitedaily.com
- ❖ Pew Internet Project: <http://pewsocialtrends.org>
- ❖ Deloitte: The Millennial Survey 2014:
<http://www2.deloitte.com/global/en/pages/about-deloitte/articles/2014-millennial-survey-positive-impact.html>
- ❖ Generations at Work: www.generationsatwork.com
- ❖ Millennials Rising: www.millennialsrising.com
- ❖ The Fourth Turning: www.fourthturning.com
- ❖ Viacom: The Next Normal: <http://blog.viacom.com/2012/11/the-next-normal-an-unprecedented-look-at-millennials-worldwide/>

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