“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

<table>
<thead>
<tr>
<th>Generation</th>
<th>Birth years</th>
<th>Classification*</th>
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<tbody>
<tr>
<td>G.I.</td>
<td>1901-1924</td>
<td>Hero</td>
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<tr>
<td>Silent</td>
<td>1925-1942</td>
<td>Artist</td>
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<tr>
<td>Boomer</td>
<td>1943-1960</td>
<td>Prophet</td>
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<tr>
<td>Gen-X</td>
<td>1961-1981</td>
<td>Nomad</td>
</tr>
<tr>
<td>Millennials</td>
<td>1982-2002</td>
<td>Hero</td>
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</tbody>
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- “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

- Boomers 51-69 (74M)
- Generation X (62M)
- Millennials 19-37 (83M)
| **Digital Natives**  
(aka, Gen Y, Millennials) | **Gen X** | **Baby Boomers** |
<table>
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<tbody>
<tr>
<td>Will represent over 50% of the workforce in less than 3 years</td>
<td>Transitioning into the position of corporate decision making</td>
<td>Current decision makers but exiting workforce by 2021</td>
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<tr>
<td>- Prefer to use digital information and technology</td>
<td>- “Traditional” business experience results in tactile preferences yet comfortable with digital information technology</td>
<td>- Keep information to themselves to increase personal value</td>
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<td>- Expect immediate access to and use of information</td>
<td>- Less reliant on face-to-face communications</td>
<td>- Significant “tribal knowledge” will leave with them</td>
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<td>- Excellent at research with less focus on static knowledge so access to a store of experiential knowledge is critical to be effective</td>
<td>- Corporation is top priority and are of the “Workaholic” age</td>
<td>- Tactile learners and communicators; prefer face to face interaction</td>
</tr>
<tr>
<td>- Less employer loyalty</td>
<td>- Technology has shifted dramatically during their tenure so they understand change and are not opposed to it</td>
<td>- Typically a contrarian on information technology which they interpret as human knowledge and skills become less valuable than a “computer”</td>
</tr>
<tr>
<td>- Global perspective</td>
<td>- Late-comers to the idea of global citizenship</td>
<td>- The concept of “Mobile and Remote Workers” does not resonate</td>
</tr>
<tr>
<td>- Constant new ‘tools’ (Facebook, Twitter, etc.) have conditioned them to change</td>
<td>- Willing to shift but not sure how</td>
<td>- Will oppose change if they are asked to work differently</td>
</tr>
<tr>
<td>- Will not have the same “hands on” mentoring relationships experienced by prior generations</td>
<td>- Requires significant proof before accepting new ideas or concepts</td>
<td></td>
</tr>
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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](http://www.generationy.com), 2014
IS UNDER 25 YEARS OLD

MORE THAN 50% OF THE WORLD'S POPULATION
Millennials are lazy, entitled narcissists who still live with their parents

Why they’ll save us all
Millenials: Self-Selected Descriptors

- Friendly: 85%
- Open-minded: 81%
- Intelligent: 80%
- Responsible: 73%
- Thoughtful: 73%
- Caring: 71%
- Fun-loving: 65%
- Independent: 63%
- Creative: 62%
- Curious: 59%

Top 10 phrases or adjectives that best describe Millennials
Millennials

Parent: Boomers/GenXers

Most Educationally Ambition Generation

Retail Babies: Customized Life

Largest Generation: 83 million

Shaped by: Domestic and Global Tragedy/War/Bombings
"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
Net Generation
“Digital Natives”

Texting
Social Networking
Hypertext
Multi-tasking
Continuous “partial attention”
Instant Connection
Social Network

- 90% engage on social media multiple times per day

Hyper text

- 50% started using technology at 4 years old
- 90% do research online

Media

- 85% view all media on computer

Google
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%).

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
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<th>Employees Attributes</th>
<th>Gen X</th>
<th>Millennial Generation</th>
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| **Location**         | I work in the office.  
                     | usually from 9am-6pm | I work from anywhere and anytime. |
| **Device Type**      | I work using a desktop PC.  
                     | If I’m a field person, I usually use a laptop. | I always carry with me little a computer. Yes it’s also mobile phone. |
| **Privacy and Sharing** | Privacy is an important value.  
                          | Not everything should be shared with everyone | I share everything.  
                          | Privacy is so overrated. |
| **The Social Enterprise** | Face-to-face meetings are important.  
                                 | I work my day using emails. | I am constantly communicating with others using technology (mainly IM).  
                                 | Face-to-face meetings are awkward. |
| **End User Self Perception** | I serve the organization. | My employers are lucky that I’m working for them. |
| **Importance of User-Friendly Applications** | I read manuals if required  
                                      | I take training courses to learn software better. | 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!
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 App
Just when we think we have the Millennials figured out....
Final Words...

http://youtu.be/M4ljTUxZORE
Books:
- Pletka, B. *Educating the Net Generation* (2007)
- Strauss & Howe *The Fourth Turning* (1997)
- DiGeronimo & Kadison *College of the Overwhelmed* (2005)

Websites:
- Pew Internet Project: [http://pewsocialtrends.org](http://pewsocialtrends.org)
- Generations at Work: [www.generationsatwork.com](http://www.generationsatwork.com)
- Millennials Rising: [www.millennialsrising.com](http://www.millennialsrising.com)
- The Fourth Turning: [www.fourthturning.com](http://www.fourthturning.com)
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