

Guess Who's Coming to College?

Generational Cycles and the Next Generation

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Why this session?

- Understanding generational characteristics gives some insight into college students and their families;
- Knowing the demographics of today and tomorrow's college student is helpful, but doesn't explain who they are or what they value;
- Sharing experiences we have had with today's college students and their families broaden our understanding of how to deliver our services.

Learning Objectives

After attending this session, participants will be able to....

- Explain what cohort makes up Generation Z,
- Articulate characteristics of Generation Z,
- Identify characteristics of Generation Z's parents,
- Explore a change in current practice to meet today's students.

	Baby Boomers 1946-1964	Generation X 1965-1979	Millennials 1980-1995-ish	iGen/ Generation Z After 1995-ish
Core Values	Optimism/ Involvement/ Team Oriented	Skepticism/Fun/ Informality/ Think Globally	Realism/ Confidence/ Extreme fun/ Social	Justice-minded/ High Achievers/ Authenticity
Family	Disintegrating	Latch-Key Kids	Merged Families/ Waiting longer to have children	CLOSE to their GEN X/Millennial Parents!
Education	A birthright	A way to get there	An incredible expense	College isn't the only way/ Entrepreneurial
Communication/	Touch-tone	Cell Phones	Internet/Picture	Spanchat

	Baby Boomers	Generation X	Millennials	Generation Z
Work & Family Life	NO Balance/ Work to Live!	BALANCE!	Promote me now!	Willing to work hard . . . Within limits.
Communication	In Person	Direct/ Immediate	Email/Voicemail	Instagram more private than FB
Messages that Motivate	You are valued. You are needed.	Do it your way. Forget the rules.	You will work with bright, creative, people.	Motivated by awards/credit for a “job well done.”

Working Motto*

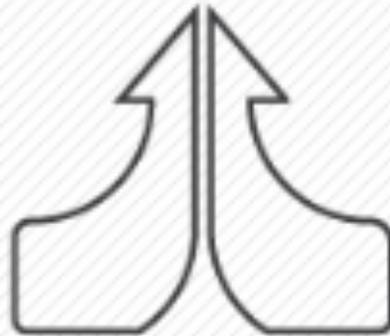
Generation X

*"Balance work
with family time"*



Generation Y

*"Never confuse your
career with your life"*



Generation Z

*"We are the 'always
on' generation"*



*From: <https://www.visioncritical.com/generation-z-infographics/>

Generation Z by Life Events



Generation Z by the numbers

- Born 1995-2010/2012.
- Projected to be 1/3 of the world's population by 2020.
- Uses smartphones 15.4 hours per week.
- Watches 13.2 hours of TV content per week.
- Juggle 5 screens at once.
- Over 75% have a friend from the LGBT community.
- 88% feel they are extremely close to their parents.
- Have an attention span of 8 seconds.

Generation Z by characteristics

- **They've always been wired.** They've never known a world without the internet or cell phones; younger Z's have never known a world without *smartphones*. Google has always existed. They take Wi-Fi for granted.
- **They're racially diverse . . . and multiracial.**
- **They're much more accepting of gender fluidity.**
- **Their relationships are both in person and online.**
- **They are justice minded.** They volunteer, have a heart for mission and justice

Generation Z by words



Gen X Parents of Current College Students

- These students of the 80's (Breakfast Club, Sixteen Candles).
- Raised themselves (generation of divorce/two working parent families).
- Independent early on – latch key kids.
- Economic collapse caused parents to be laid off/energy crisis led to fewer jobs after graduation.
- Housing bubble burst right when they wanted to buy a house.
- Grew up rebels and cynics.

So.....HOW DO THEY PARENT?

- Focus on preparation, not praise.
- Encourage students to find a “competitive edge” vs. “follow your dreams.”
- No made up excuses for the way the world is....TV news etc. openly discussed.
- No nonsense approach to education.
- Tried to instilled a sense of empowerment in children.....but....
- Parenting described as “Overindulgent” ...

Because of Gen X parents:

- Zers are independent, know how to work hard.
- Socially conscious – concerned about humans impact on the planet.
- Active volunteers – recycling is a way of life.
- Always embraced diversity – 50% in 2020 will belong to a minority or ethnic group/Diversity not celebrated....it is a given!
- New normal...80% of GenZ has a friend of a different race (only 69% of Millennials do).
- Fairness and equity in their DNA.
- Life is a reaction to what came before (Zers born into social media, instant messaging, smart phones, on demand video, 24/7 news cycle).
- Stress in GenX - 58% report being moderately stressed (47% Zers content – 60% Millennials report being contented).

LET'S TALK . . . Millennials as Parents!

1. Who are you? Boomer? Generation X? Millennial?
2. Millennials are relatively confident in their parenting skills.
3. Millennials are getting creative with children's names.
4. Talk about men/women child care/housework split.
5. Millennials don't place a high value on playtime.
6. Millennials are embracing gender-neutral parenting.
7. Millennials are raising less religious children.
8. Millennials are more likely to struggle financially.
9. Millennials parents think they praise their children too much.

Why do we care? What difference does it make?

Implications for colleges and universities?

Implications for our work

- Gen Zers turn to YouTube when they want to learn something —instead of using more conventional education methods like finding a tutor.
- Find leadership opportunities for students who don't identify as "leaders."
- Promote study/service abroad opportunities.
- Recognize students and families concern about college costs (80%).
- They message 3000 times a month vs phone calls or emails!
Plan information sharing accordingly!

HINTS FOR PARENTS:

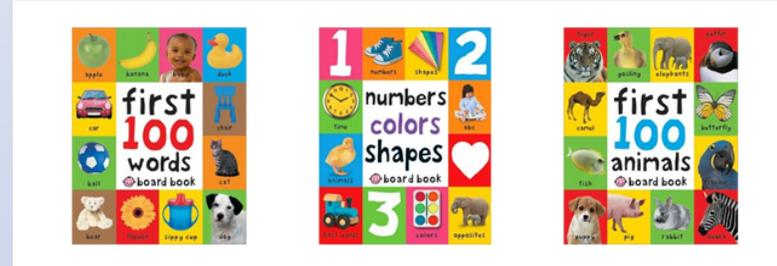
- All students need exposure to ignite current/future passions.
- They can handle more responsibility than they are given.
- Introduce real life experiences. EX. order food in person....not online.
- Replace screen time with meaningful activities (sports, community service, other).
- Let them experience failure....valuable lessons can be gained.
- Parents should intervene sparingly!

Hints for College Campuses

- Learn technology!
- Offer both online and in person classes.
- Faculty must be adaptable to teaching/learning techniques.
- ADD experiential learning opportunities.
- Market! Market! Market! (tuition, fees, scholarships, the experience)
- New policies and procedures will be required.
- Lengthier orientation/transitional programs for both students & families.
- Evaluate campus spaces.
- Lecture Halls OUT – Technology IN.

Keep in mind . . .

- Students are terrible spellers and readers - prefer pictures.
- Students feel the need to control how they take in learning – “how, what and when they receive info.”



Resources Academic Resources

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Jean Twenge, Atria Books. (2017). iGen: Why Today's Superconnected Kids Are Growing Up Less Rebellious, More Tolerant, Less Happy – and Completely Unprepared for Adulthood & What That Means for the Rest of Us

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- <https://www.visioncritical.com/generation-z-infographics/>
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- https://www.washingtonpost.com/outlook/2018/11/01/i-am-i-belong-massacre-generation/?utm_term=.23887f99def4