

The Millennials & Liberal Education



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Understanding the Millennials

- Who are they?
- Characteristics
- Meet the Parents



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The Millennials: Who Are They?

- Born 1982-now
- Focus of intense parental societal attention
- Seven traits:
 - Special, Sheltered, Confident, Team-Oriented, Coventional (rules are good), Pressured (“trophy kids”), Achieving
- (Source: Howe & Strauss)



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The Millennials: Who Are They?

- Close with parents
- Focused on performance
- Busy in extracurricular activities
- Talented in technology
- More interested in math, science; less in humanities
- Demand a secure, regulated environ
- Respectful of norms, institutions
- Conventionally minded
- Ethnically diverse
- Majority female
- (Source: Howe & Strauss)



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Millennial Mindsets

- General feelings about college
 - 85% say having college degree is more important than it was for their parents
 - They feel the application process is more stressful
 - They feel college is more academically challenging now
 - They believe they spend more time planning their future than previous generations
 - 57% feel the amount of time full-time faculty spend with a student is important or extremely important
 - Earning potential very important
 - College cost an important factor: debt load will affect career choice
 - 97% feel colleges should play a significant role in helping find jobs

(Howe & Strauss: Millennials Go to College)



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Consumer Cravings of the Connected Generation

- Shine the spotlight: extreme personalization gives marketing new face
 - Raise my pulse: adventure as the new social currency
 - Make the loose connections: redefine meaning of families and networks
 - Give me brand candy: sharp design everyday objects
 - Sift through the clutter: editors and filters gain new prominence
 - Keep it underground: rejection of push advertising, rise of peer to peer networks
 - Build it together: connected citizens explore their creative power and influence change
 - Bring it to life: orchestrating every day activities to deliver a sense of theatre
 - Go inward: spiritual hunger and modern media find a common ground
 - Give back: redefining volunteerism and community contributions
- (Source: Mind Your X's and Y's)



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4 Types of Millennials

- Edge teens: at the cutting edge of teen lifestyle and fashion (but object to being labeled trendsetters)
- Influencers: Most popular social group, but also the smallest (about 11 percent) Influencers are the teens the other teens “wanna be”
- Conformers: Lack confidence and social status of influencers; about 51 percent of teen population-they blend
- Passives: Even less confident than conformers; tend to be passive about most issues are largely male
- (Source: TRU)



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Meet the Parents

- *“...parents are making decisions about majors, course selection and roommate conflicts.”*
- *“We can’t help it,” said a mother who is helping her daughter choose a school, “We are just so much more involved in our kids’ lives than our parents ever were. You can’t just cut that off when it’s time for them to go to college.”*
- *“Someone needs to help Erin make it to her first period class, but don’t tell her I called.”* A mother phoning a dean
- (Source: Lesli Maxwell)



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Meet the Parents

- 92% intend to visit their child on campus an average of six times per year
- 98% plan to be aware of their child's grades
- 69% plan to meet with faculty regarding the child's performance
- 70% plan to help the child choose classes and majors
- 75% plan to consult with college administrators
- (Source: Stamats)



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Meet the Parents

- 87% intend to attend campus events
- 96% plan to read newsletters and info regarding the college
- 95% intend to know their child's friends
- 81% plan to know the parents of their child's friends

- (Source: Stamats)



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More on Parents

- Today's parents, mostly, are better informed about the college-choice process and have higher expectations, especially mothers
 - They look at themselves as “partners” with their children
 - They are keenly interested in issues related to academic quality, access to faculty and facilities, and outcome data
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- (Source: Stamats)



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Model for Learning

- Active
- Collaborative
- Experiential
- High Tech
- Personalized



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Effective Teaching & Engaged Learning

- The Millennial Pedagogy
 - Active teaching: mixed strategies
 - Engaged learning
 - Experiential learning
 - Learning communities
 - Classroom research/web
 - Studio classes
 - Results oriented
 - Personalized learning
 - Interaction with faculty in class
 - Student/peer learning groups
 - Use of web



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The Co-Curricular and Millennials

- The Engaged Campus vs. Passive Residents
 - Male-female dichotomy
 - Males have lower rates of campus involvement
 - Females are disproportionately involved in campus organizations
 - Both males and females interested in full participation
 - Find venues for involvement
 - Early involvement-orientation
 - Value of group learning options

Data shows that increased co-curricular involvement = increased academic performance + greater persistence to degree



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Millennial Challenges for Colleges and Universities

- Changing the model of teaching and learning
 - Immersion classroom vs. MTWTF schedule
 - Developing new pedagogical models with the faculty
 - Increasing learning outside the classroom



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Our Plan

- Learning Communities
- Reflective Tutorials
- First Year Program
- Intermediate Learning Community
- Senior Program and Thesis
- Engagement (Co-Curricular)



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