



The Millennials

Our Current and Future Students



Agenda

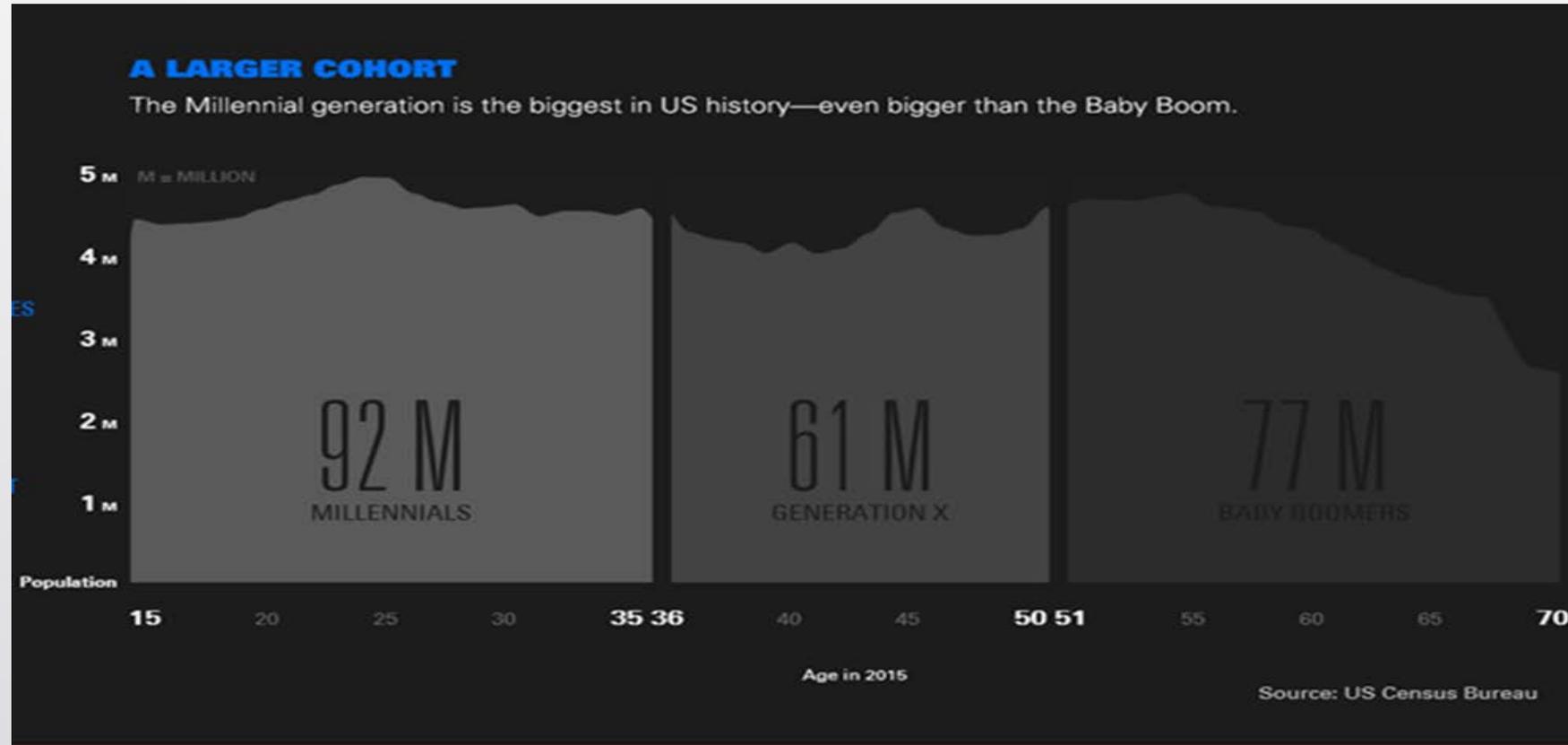
1. Who are the Millennials?
2. Perceptions vs. Realities
3. How Millennials Perceive the College Experience
4. The Millennial as a Student Consumer
5. Conclusion



Who are the Millennials?

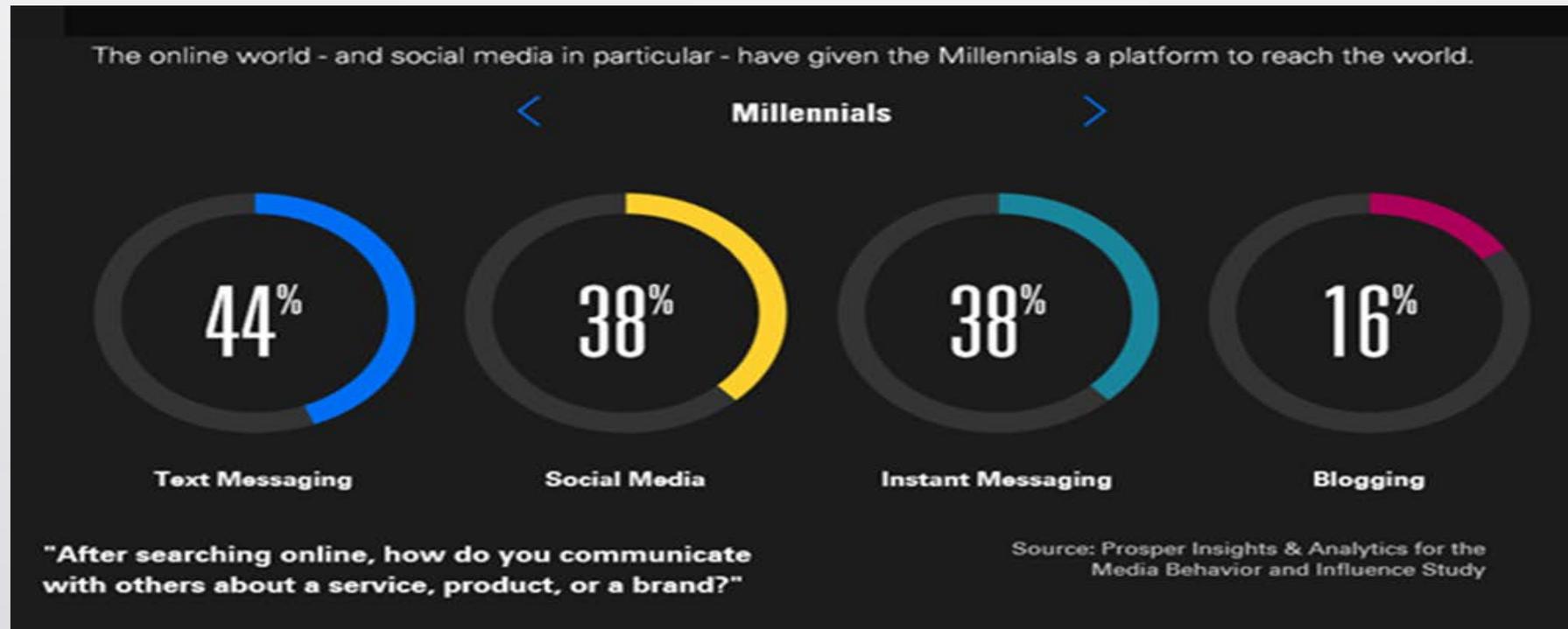
- The Millennials are the largest generation in US history.
- They have *come of age* in a time of technological change, globalization, and economic disruption.
- They are digital natives, the first generation to grow up with internet access and social media. They're used to instant price comparisons, product information, and peer reviews.

Who are the Millennials?



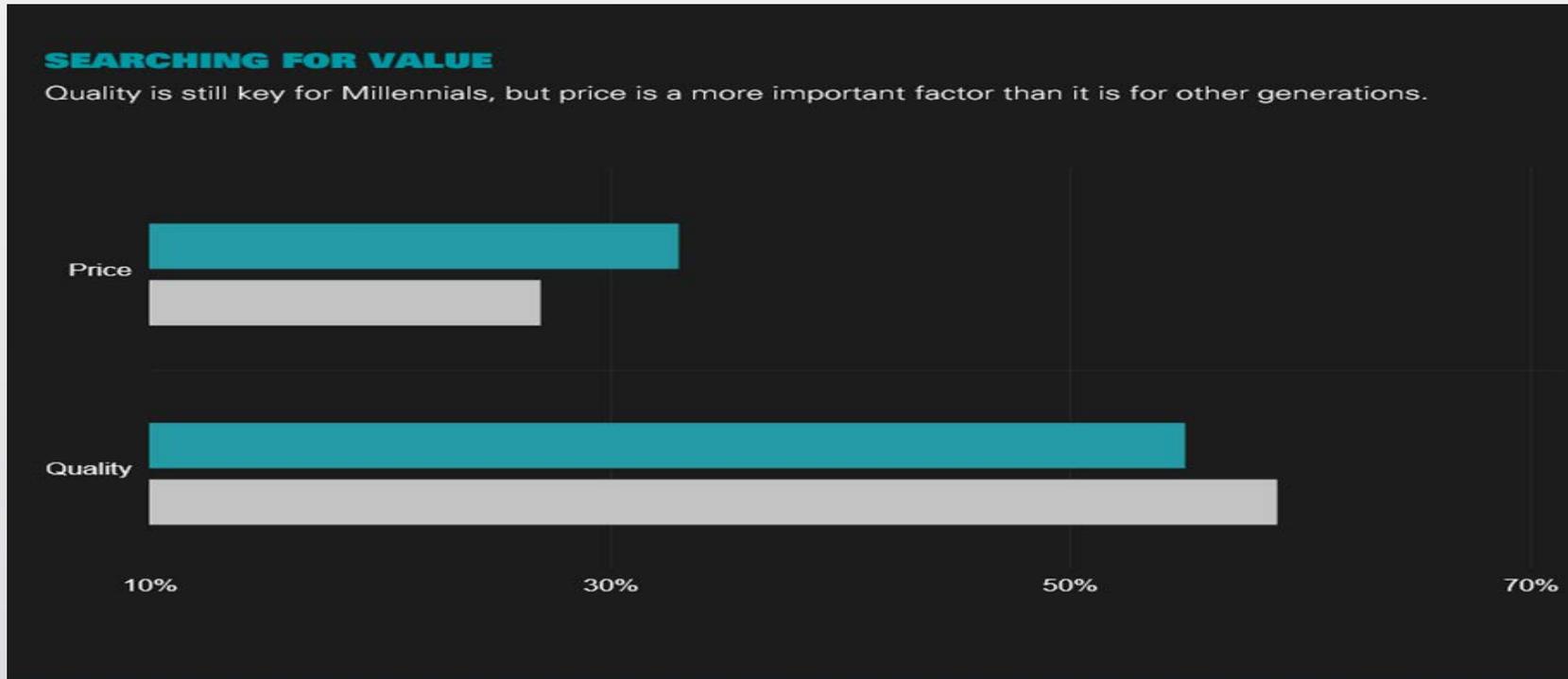
Who are the Millennials?

Question: After researching online, how do you share the insights with others?



Who are the Millennials?

Value vs. Price





Perceptions vs. Realities

- Question: How do you perceive Millennials? How do you think Millennials perceive themselves?

Perceptions vs. Realities

- How Millennials are perceived by others:





Perceptions vs. Realities

Perception:

Millennials are slackers and/or lazy/entitled.

Fact:

Millennials value work/life balance, and believe that work can be done any time, from any place. It doesn't have to be in the workplace or in the classroom.

Perception:

Millennials want a trophy simply for showing up.

Fact:

Millennials are highly motivated individuals. They do not however, want to work for the sake of working. They want to see the goal and what their part is in achieving it.



How Millennials Perceive their College Experience

- Research from university experience seminars.
- Students were randomly selected to participate in focus groups to discuss the attitudes and expectations of college students.
- 36 males and 31 females participated.



How Millennials Perceive their College Experience

Customer Service

- Students overwhelmingly feel that they should be treated as a *customer* of the college.
- 78% feel that they should receive an email response from faculty/staff within 24 hours
- Feel that they deserve a *good education and teachers who care about their students.*

Classroom Environment/Rules/Courtesy

- An *overwhelming majority* of students indicate that they should be able to attend class when they want to since they are paying for it.
- Texting: "Professors may think it's rude, but we're paying for the class so we should be able to text if we want."
- Late Work: Nearly 100% indicate they should be able to turn in late work. "We are paying for the class up front, but you're teaching it over the course of the semester. We should be able to turn in work whenever we want."



How Millennials Perceive their College Experience

The Role of the Student

- On the liberal arts: “We do not have the interests or time for many of the subjects that we are forced to take.”
- 90% of respondents agree that students must exert effort in the classroom to be successful.
- Acknowledge their role as: Show up for class, be on time, be respectful, do the assignments, and participate.

The Role of the Professor

- Students feel as though they “deserve:
 - Clear expectations
 - Fair treatment
 - Empathy
- Feel that “professors should demonstrate that they appreciate their students,” and “professors have a low concern for students welfare.”



The Millennials as Student-Consumers

Strategies to Interact with Millennial Student-Consumers

- Millennials want to be in the drivers seat. Advise them, but don't advocate.
- Millennials want something to believe in: A cause, or a mission, Social responsibility.
- Focus on helping students discover and enjoy their college experience.
- Consider modified communication and delivery strategies to involve the student more in the college experience.



The Millennials as Student-Consumers

Potential Changes to Business Practices

Enrollment Management

- Consider modifying enrollment outreach campaigns to target students *and* parents.
- Consider modifying communication-delivery from standard mail and email to include social media outreach.
- Market considerations: The market is saturated; what is your online presence and does that appeal to the target audience.

Academics

- Consider modifying communication-delivery strategies to include text and social media outreach.
- Consider modifying in-class rules of etiquette to allow for things like texting.
- Consider modifying syllabi to allow for flexibility with regard to due dates.



Conclusion

- Millennials are the nations biggest-ever generation, and they are our current and future students.
- Their behavior may seem wrong to us, but we must avoid framing their behavior into *right vs. wrong*.
- Millennials vote with their thumbs and their feet. We market to them, or they will leave our institution for another and then tweet about it.



Questions and Discussion





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