



Pennsylvania's
STATE SYSTEM
of Higher Education

OUR GENERATIONS OF STUDENTS: Z AND BEYOND

Zachary N. Clark

Director of Student Activities & Assessment
Indiana University of Pennsylvania

Dr. Kathleen Howley

Deputy Vice Chancellor for Academic & Student Affairs
Pennsylvania State System of Higher Education

Brian Swatt

Board of Governors Student Representative
Pennsylvania State System of Higher Education

Overview

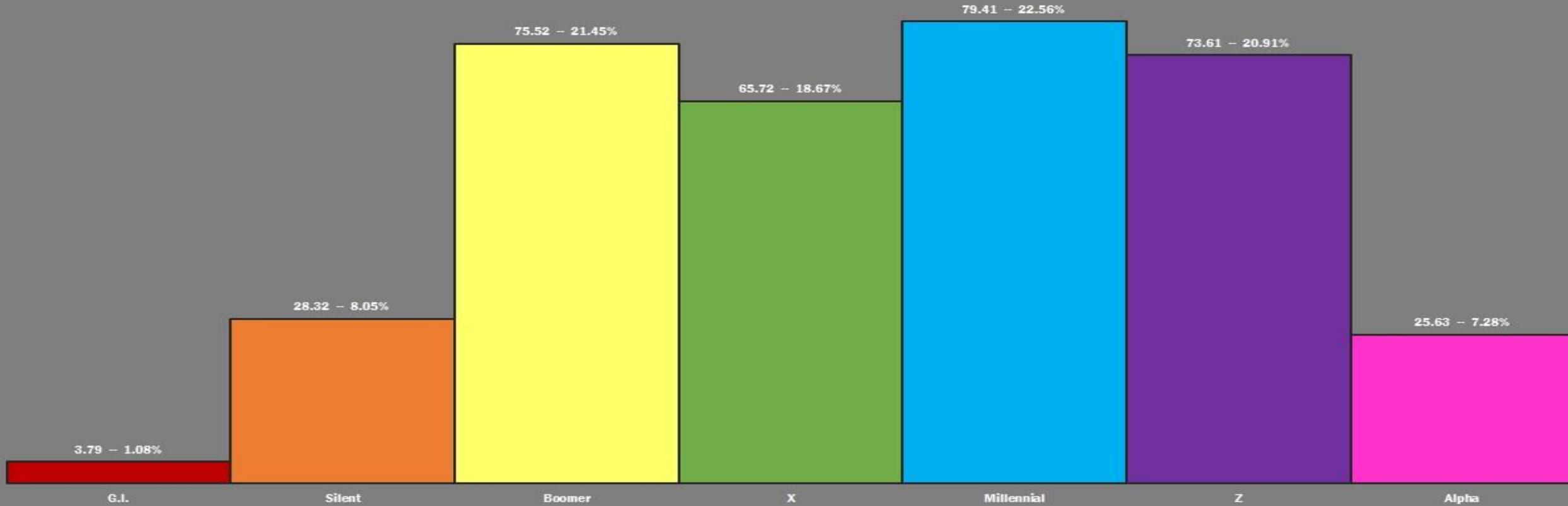
In this session, you will:

- Acquire an overview of the different generations of **American students currently on our campuses**, including Millennials, Generation Z, and Alphas.
- Examine the **societal and cultural impacts** upon each generation, with particular focus drawn to those distinctions from the audience members' generations.
- Identify those **key differences** of our current generations of students, and the **impacts** upon the academy and the mission of higher education in 2018 and beyond.
- Reflect upon how individual faculty and staff members, administrators, trustees, presidents, campuses, and the State System **respond to changing wants, needs, and preferences of our students**, and **evaluate our ability to remain nimble and flexible**.
- Collaborate with peers across the State System to examine **how we can meet the recommendations** set before us (ensuring student success, leveraging our strengths, and transforming governance and leadership) through the lens of better understanding our students.



Who were they? Who are they? Who will they be?
What has influenced them? What continues to influence them?
How has society changed between 1960 and 2017? Beyond 2025?

Living U.S. Population, 2017 (in millions)



What is a generation? How do we define our generations?

What guides generational research? What resources are available?



Millennials: A Redux

Self-centeredness • Economic instability • Moral fluidity • Inventive & creative • Digital natives

BUT WHAT ABOUT GEN Z?

<https://www.youtube.com/watch?v=Uo0KjdDJr1c>

Generation Z: The iGeneration

- Approximate date of birth range: 1999 to 2015
- Approximate dates on campus: 2016 to 2032

- Currently make up 21% of the population of the United States
- 55% of Generation Z is Caucasian, and is much more diverse than X or Y
- Generation Z is more obese than any other generation, and has higher diagnoses of ADHD than its predecessors, with attention spans falling from 12 seconds to 6 seconds
- 41% of Generation Z spends 3 or more hours in front of screens between the end of the school day and bedtime -- overall 27% of their time is spent on some screen
- Abandoning Facebook and Twitter, while preferring Snapchat, Secret, and Whisper, so as to limit their public self, observing the trouble Millennials and other older generations caused for themselves

Generation Z: The iGeneration

- Regarding their views of leadership:
 - Z's are driven by the motivation to not let someone else down, and prefer visionaries and macro-managers
 - Will be passionate helpers, and will advocate for social justice to make a difference for others
- Regarding their views of technology:
 - Z's are digital integrators, noting that life and technology are one, and can't imagine one without the other
 - See technology as a reality, but also note its ability to harm -- violent images in the media, trolling and bullying commonplace on social media, etc.
- Regarding their views of society and education:
 - Affected by threats of terrorism in a scary, uncertain world -- somewhat more conservative
 - Z's biggest fear is not finding a career that successfully matches their personality
 - Average tuition cost \$22,600 per year -- 68% of Z's have student debt



Generation Z: The iGeneration

Popular culture influences:

- All-in-one devices
- *Family Guy*
- Wikipedia
- Barack Obama
- Post-9/11 terror
- Amazon.com
- Spotify
- Anonymous social media culture
- Uber and Lyft
- Globalization



Generation Z: The iGeneration

Stereotypes:

- Snowflakes
- Checks social media 100 times per day
- Social media equates to news rather than engagement
- Gender-neutral
- Five+ screens at once
- YouTube versus Hollywood
- Likes-per-photo
- Lacks basic skills



Generation Z: The iGeneration

- Generation Z will have vast and lasting impacts on current higher education policy, practices, offerings, curricula, and pedagogy.
- We, as educators and administrators, must understand
 - the experiences of these students, as well as **the world** in which Generation Z lives, learns, and impacts.
 - the **defining factors** of Generation Z, in contrast to their predecessors.
 - the **core values** of Generation Z, recognizing that they are largely fiscally conservative and socially liberal.
 - the ways in which Generation Z **learns**, including across all environments, curricula, and media, and we must recognize their differences, abilities, and preferences.
 - the importance and need of **adapting** curricula and education to match new students, rather than forcing them to learn in ways that do not necessarily make sense to them.
 - the best ways to **connect meaningfully** with our students, and must learn to move beyond marketing.
 - the changes that Generation Z is introducing will not stop or slow down. **This is the new normal.**



The Western World in 2017

Marriage ● Politics ● Religion ● Birthrates ● Families ● Wealth ● Morality ● Parenting

Generation Z: The iGeneration

The 7 Defining Factors of Generation Z

Demographically changed

- Increasingly older population
- Variance in household types
- Reaching puberty younger

Generationally defined

- Material possessions
- Saturation of technology
- Globally connected across borders
- Formal education
- Impact of the Great Recession

Digitally integrated

- Born with technology in hand
- Seamlessly integrated in daily life
- Ever-changing and updating

Globally focused

- Due in large part to technology
- Common experiences due to proliferation of media
- Common popular culture across country borders

Visually engaged

- Prefer to gather knowledge by watching a video on social media
- Less likely to read an article or book
- Communication is increasingly non-verbal, through sharing of videos, emoji's, gifs, and memes

Educationally reformed

- No longer life-stage dependent
- Learning is lifelong, and that's expected
- Holistic
- Focus on development, as opposed to rote memorization
- Meet students where they are

Socially defined

- Peer groups and social media platforms exert enormous influence
- Prevalence of usage
- A shrinking globe
- Technology improvements



Generation Z: The iGeneration

Core Values: The Duality of Generation Z

Fiscally Conservative

- 
- Witnessed:
 - the Great Recession
 - ever-increasing costs of higher education, and the student loan crisis
 - federal government stalemates and shutdowns
 - large amounts of debt to afford larger homes, more cars, lavish material goods, all-inclusive vacations, and more
 - Impacts:
 - taking on multiple part-time jobs as children and teenagers
 - becoming more wary of student loans as a route to accessible higher education
 - saving for retirement as early as 15 years old
 - refusing to make as many impulsive or frivolous purchases

Socially Liberal

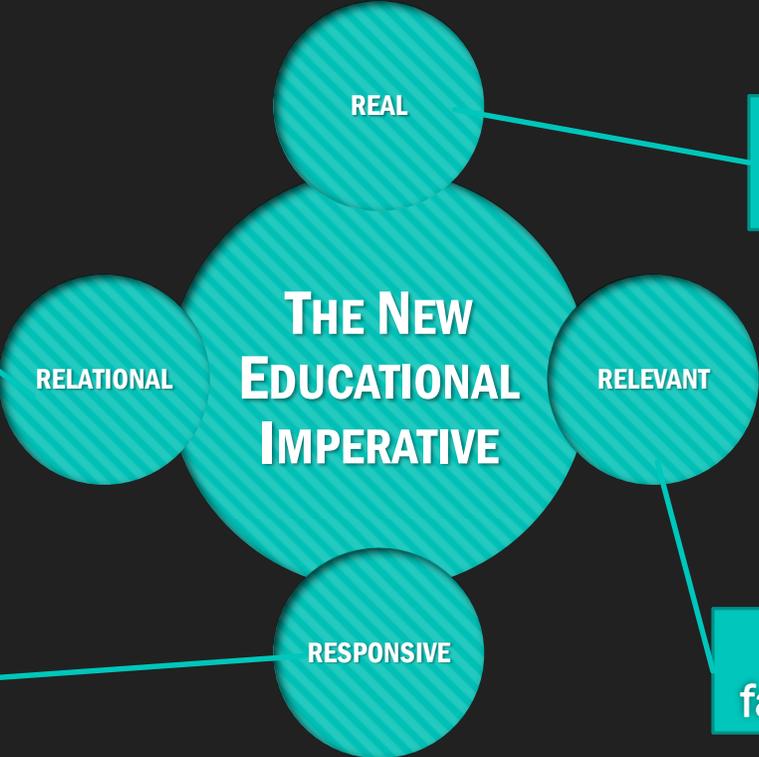
- Witnessed:
 - the struggle of LGBTQIA community members, as well as the legalization of marriage equality
 - the widening gap of income inequality between male and female employees while doing the same work
 - Occupy Wall Street, and the Bernie Sanders movement against big banks, big pharma, and corporations
 - the ongoing Civil Rights struggle of minority communities, with emphasis on the very public incidents with police agencies
- Impacts:
 - uniting against hate groups
 - demanding accountability of social institutions
 - standing as allies with the LGBTQIA community and women in the workplace
 - believing in the value of diversity and including all individuals at the table

Generation Z: The iGeneration

We deliver 18th century content with 19th century methods in 20th century buildings to 21st century students, and then wonder why they aren't learning.

46% of students learn to forget.

Gen Z is multi-modal, and employs a variety of learning styles.



Auditory: 70%	1978	Auditory: 30%
Visual: 20%	vs.	Visual: 20%
Experiential: 10%	2014	Experiential: 50%

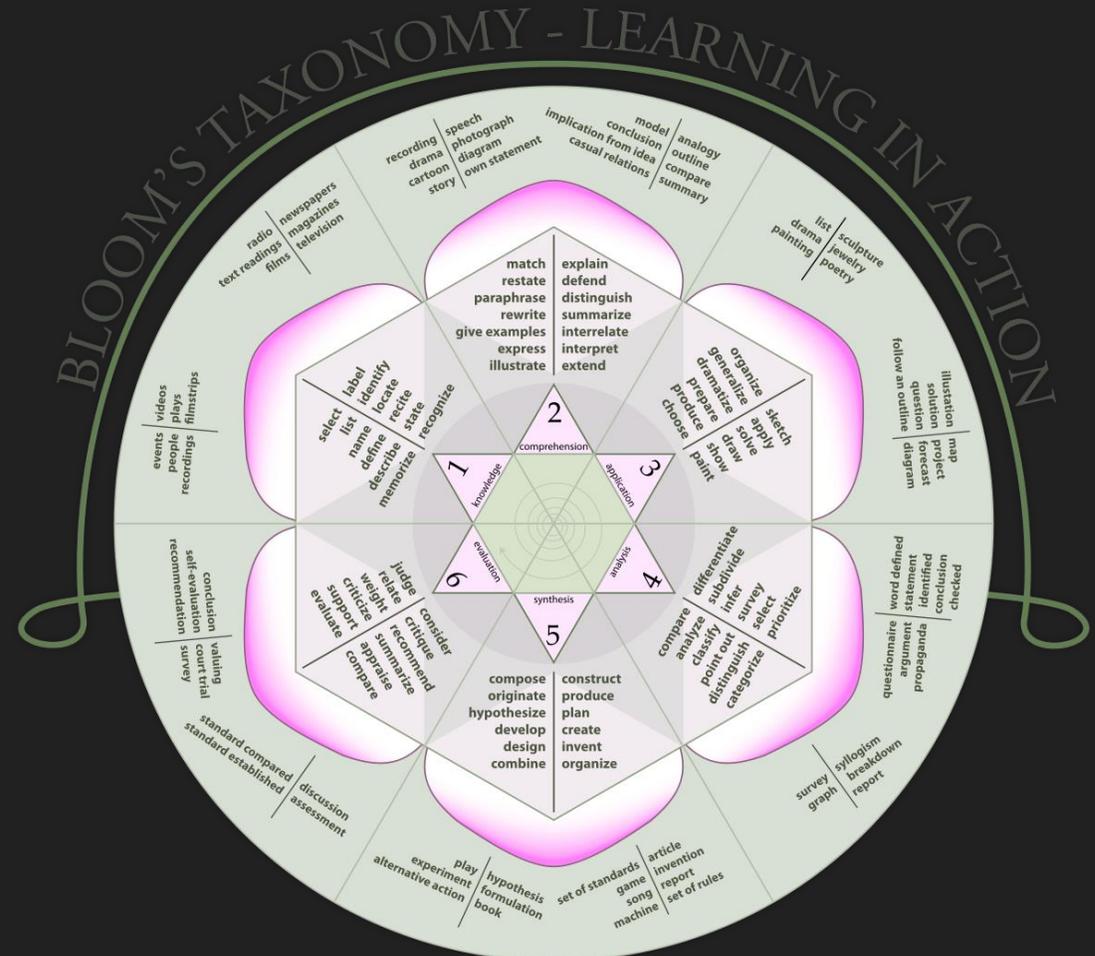
The failure of education is the failure to effectively communicate.

Generation Z: The iGeneration

Bloom's Taxonomy: A Redux

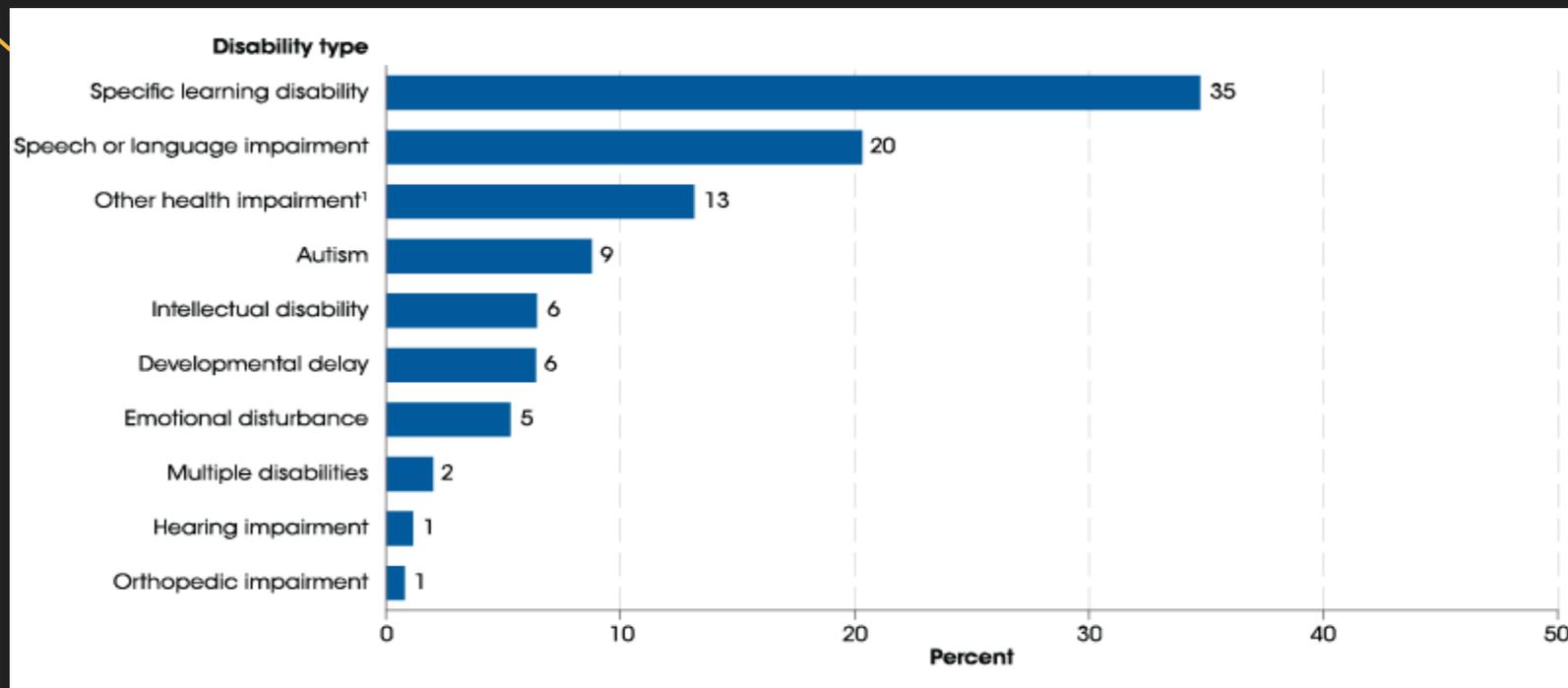


- The first truly multi-modal, multi-stimulus, multi-tasking learners
- Prefers fully-integrated instructional methods in relaxed environments
- Emphasis placed on higher-order learning functions, such as application, analysis, synthesis, and evaluation
- Collaborative approaches, including the academic and the co-curricular, are most successful in long-term achievement
- High impact practices are working with Gen Z, especially experiential learning



Generation Z: The iGeneration

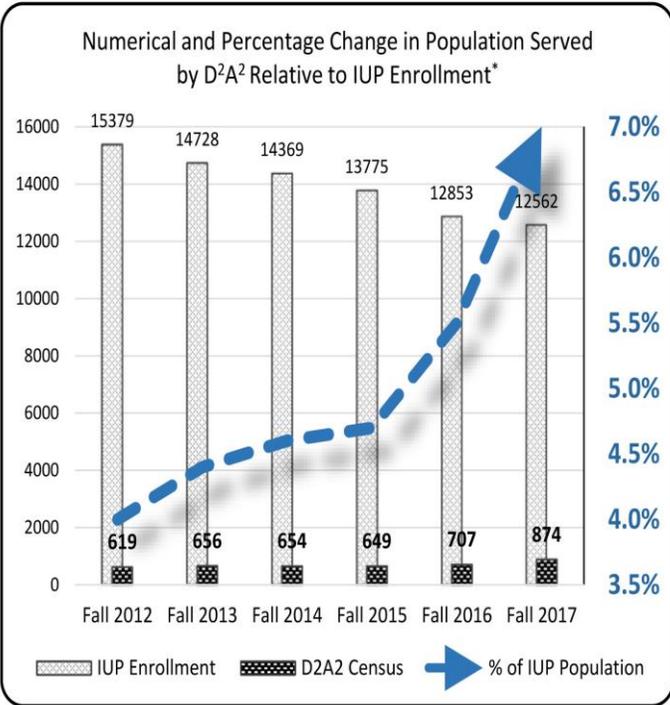
Prevalence of Students with Disabilities in Elementary and Secondary Education



Total Number: 6.6 million students (13% of all public school students)

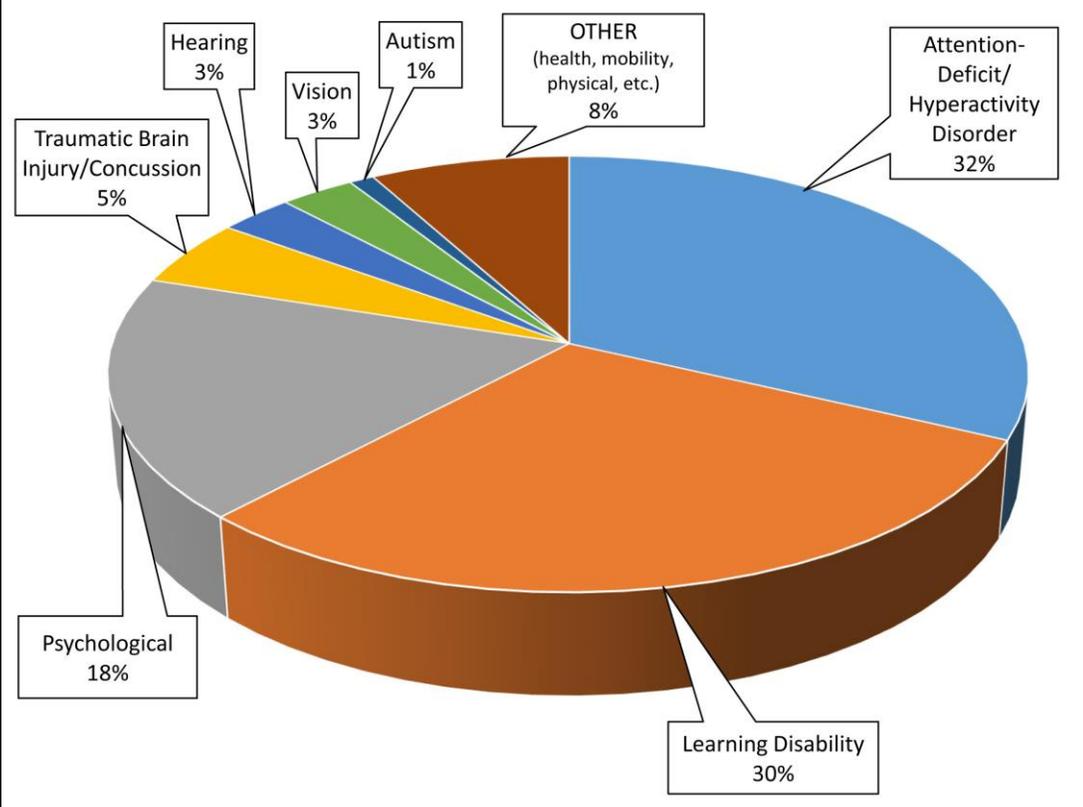
Generation Z: The iGeneration

Prevalence of Students with Disabilities on Campus: Case Study at IUP



The percentage of IUP's total students served by D²A² has increased consistently over the past several years.

* IUP enrollment data obtained from IUP Office of Institutional Research, Planning and Assessment



Generation Z: The iGeneration

Our Generations of Stress: Sources of Stress and Concern for Gen Z College Students

Social & Psychological

- Cyberbullying
- Being unable to disconnect
- Depression and risk of suicide
- Diversity and multiculturalism
- Political instability and distrust
- Global insecurity
- The big letdown (fear of failure)
- Increased diagnoses of ADHD, autism, and anxiety

Academic

- Finding academic or career purpose
- Misaligned learning and teaching styles
- Development of “bad” habits
- Poor time management
- Lack of basic skills
- ‘Soft’ skills challenges
- Lack of awareness of skill sets
- Distrust of so-called authorities
- Expectation of customized experiences or curricula

Home, Family, & Life

- Homesickness
- First generation college student
- Changing family dynamics
- Helicopter parenting worsens
- Social media culture
- FOMO (Fear of Missing Out)
- Technological leaps
- Global concerns develop over their lifetime (climate change, scarcity, and overpopulation)

Financial

- Ever-increasing costs of higher education
- Inevitability of student loan debt
- Uncertain job market
- Changing job market
- Part-time employment
- Pay gaps (especially between men and women earners)
- Corporate distrust
- Wealth inequality and widening class divisions

Health & Wellness

- Instances of sexual harassment and sexual assault (#MeToo)
- Engaging in risky sexual behaviors
- Equality and campus climate
- Obesity
- Under-eating or inconsistent nutrition
- Sleep habits
- Alcohol use and binge drinking culture
- Drug use

Generation Alpha: The Generation of Change

- Approximate date of birth range: 2010 to 2030
- Approximate dates on campus: 2027 to 2047
- Projected to be the largest generation in global history, with 2.5 million born each week
- First generation in which Caucasians **DO NOT** represent the 'Western' majority
- Compared to its predecessors, Generation Alpha will be wealthier, have older parents, have fewer children, and live longer.
- Will witness vast leaps in human evolution due to incredible technological advances
- Many scientists believe that Generation Alpha is the last of the *homo sapiens* evolutionary line, and the first of *homo evolutis*, denoting the power future humans will have on their own fate



Generation Alpha: The Generation of Change

- Regarding their views of leadership:

- Alphas shy away from strict command and control relationships, and prefer true collaboration
- Student affairs educators will need to coach success, rather than impart advice

- Regarding their views of technology:



- Alphas were born with technology at their fingertips, and will have difficulty coping with so-called conventional tasks / “soft skills”
- Shopping is something done online, and phones will be the new normal for access (not laptops)

- Regarding their views of society and education:

- Alphas will be the most diverse, educated generation -- will be more socially liberal than X, Y, or Z
- Education is a stepping stone to a reinvented entrepreneurial spirit that will drive career decisions



- Projected average tuition will cost \$89,500 per year -- likely 90%+ of Alphas will have student debt

Generation Alpha: The Generation of Change

Popular culture influences:

- Mobile technology
- Donald Trump
- Bacteria engineering
- Nanotechnology
- Cloning
- Artificial intelligence
- Alt-right & hate groups
- Demand for diversity
- Global warming & climate change
- Overpopulation & scarcity



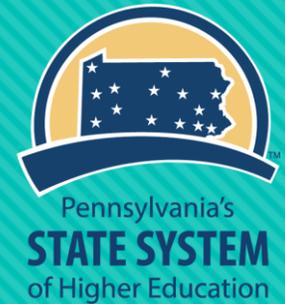
Generation Alpha: The Generation of Change

Stereotypes:

- Unable to function without technology
- Cyborgs
- Robot / AI wars
- No brand loyalty
- Inventive, new entrepreneurs
- Won't be able to interact socially, personally
- WALL-E generation



2018 and Beyond: Implications for the System Redesign

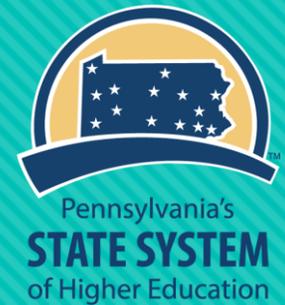


State System Undergraduate Enrollment by Generation

Generation	Birth Years	Number of Undergraduates	Percent
Silent Generation	Before 1946	42	0.05%
Baby Boomer	1946-1964	446	0.5%
Generation X	1965-1980	1,997	2.3%
Millennials	1981-1998	72,683	83.6%
Generation Z	1999-2015	11,746	13.5%

Source: State System Student Data Warehouse (SIMS), Fall Final Census Data: End of the 15th day of classes

2018 and Beyond: Implications for the System Redesign

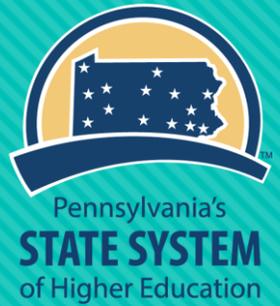


State System Teaching Faculty Demographics by Generation

Generation	Full Time	Part Time	Total
Baby Boomer	34.42%	8.50%	42.92%
Generation X	33.53%	9.62%	43.15%
Millennials	8.93%	4.99%	13.93%
TOTAL	76.89%	23.11%	

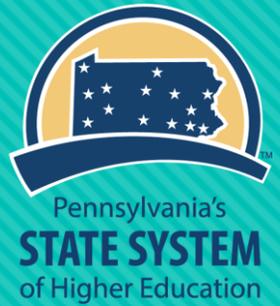
Source: Office of the Chancellor, System Human Resources Database

2018 and Beyond: Implications for the System Redesign



- How do we respond to change?
- How do we encourage others to change?
- How can we better accept and encourage change on our campuses?
- How can we improve our flexibility and nimbleness?
- What will the State System look like in the 21st century?
 - Ensuring student success
 - Leveraging our strengths
 - Transforming governance and leadership

Workshop for Student Leaders



- 22 student leaders from 13 State System universities attended yesterday's student/professional workshop, entitled "Gen Z in the Workforce: Nuance and Success"
- The workshop included generating feedback from those student leaders on two key questions to share with the Board of Governors, Councils of Trustees, and University Presidents.

Two Key Questions for Student Leaders



- How do you define student success?
- What is your 'one piece of advice' to more effectively meet the needs of upcoming generations of students in ensuring student success and post-graduation success?

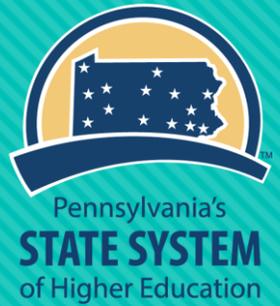


Pennsylvania's
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Student Success Mission

Our 14 State System Universities provide access to high-value, relevant educational experiences that prepare our students in a timely manner for pathways to successful lives and careers.

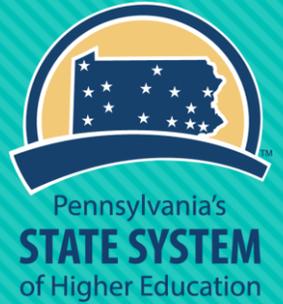
Feedback & Recommendations from Student Leaders



How do you define student success?

- Degree / education is more than just competencies and knowledge -- interviewing and career prep skills
- Required internship & experiential learning experiences
- Intellectual curiosity, civil engagement, service learning
- Feeling at home – connections with the university
- Finding purpose and career / vocation
- Soft skills and writing skills
- Respect for differing / opposing viewpoints
- Value personal and professional connections
- Availability of mental health counseling and related resources and support
- Understanding the context of each individual and their experiences that they bring along

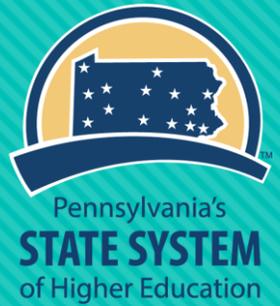
Feedback & Recommendations from Student Leaders



How do you define student success?

- Respect for community (town-gown)
- Involvement in extra-curricular and co-curricular activities
- Being a well-rounded learner & citizen
- Adaptability & flexibility – thinking quickly on one's feet
- Being champions for inclusion and diversity
- Recruiting highly-qualified faculty
- Representation of our diverse population (students and employees)
- Innovative student development model / delivery
- Understanding the impact of and need for financial literacy

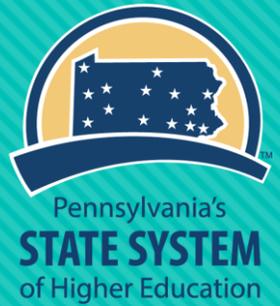
Feedback & Recommendations from Student Leaders



What is the one piece of advice you would offer to your university stewards to more effectively meet the needs of upcoming generations of students?

- Need different styles of learning and teaching (professor-centric to student-centric)
- Integrated career and academic advising --- (include with curriculum)
- Address rising cost of education / affordability crisis
- Improved (accurate) advising and communication with students (also speaks to affordability)
- Better understand regional needs and align academic offerings
- Increase student-faculty research opportunities
- Acknowledge good / recognize ineffective (faculty) advising-- and need to follow through
- Diversity and global representation matters -- build partnerships based on global needs
- Understand the needs of future students -- generational understanding and adapt programs / services accordingly
- Teaching = discussion-based and writing-intensive
- Mental health counseling and support services are critical

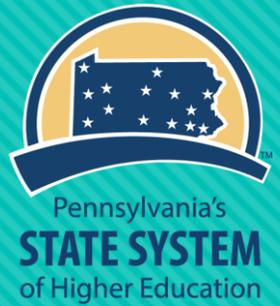
Feedback & Recommendations from Student Leaders



What is the one piece of advice you would offer to your university stewards to more effectively meet the needs of upcoming generations of students?

- Greater student involvement in governance structures
- Students are change agents -- sometimes they don't understand the same old-same old
- Educate students on the impacts of freedom of speech (both positives and negatives)
- Increase and improve communication between administration and students
- Communicate value of degree (especially liberal arts)
- Educational experiences also need to assist students to be independent and resourceful
- Collaborative learning opportunities between faculty and students
- Better utilize technology in the teaching, learning, and living environments
- Increase diversity of mental health and other student services staff (especially to support underrepresented student populations)
- Consider revenue-neutral changes when implementing new ideas, programs, etc.
- Present a strong, solid, united message of the State System
- Rethink the academic calendar in the delivery of education (learning acquisition vs. seat-time)

2018 and Beyond: Implications for the System Redesign



- How do we respond to change?
- How do we encourage others to change?
- How can we better accept and encourage change on our campuses?
- How can we improve our flexibility and nimbleness?
- What will the State System look like in the 21st century?
 - Ensuring student success
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