

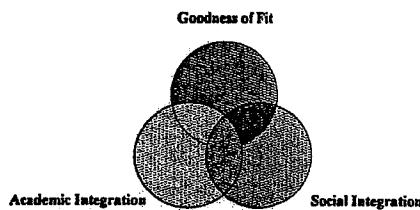
Academic Advising and the Millennials: New Issues, New Demands

The Generations

- Boomers (1943 – 1960)
- Gen-X (1961 – 1981)
- Millennials (1982 – 2002?)
- E-Generation (2002? - ???)

See *Millennials Rising: The Next Great Generation* by Howe and Strauss (2000)

Enrollment Management



Adapted from: Bean, J.P. (1990). Why students leave: Insights from research. In Hoessler, D., Bean, J. P., & Associates (Eds.), *The strategic management of college enrollments* (pp. 147-169). San Francisco, CA: Jossey-Bass Publishers.

Quotable Quotes from Generational Representatives

- Basically you have to suppress your own ambitions in order to be who you need to be. Bob Dylan (born 1941)
- I'd rather be hated for who I am, than loved for who I am not. Kurt Cobain (born 1967)
- Well, I wouldn't let anybody take advantage of me anyway. But my mom had my back. Ashley Simpson (born 1984)
- Twenty-three is old. It's almost 25, which is like almost mid-twenties. Jessica Simpson (born 1980)

Goodness-of-fit/ Academic Integration

- Academic Preparation
- Economics
- Lifestyle
- Attitudes about authority, rules, and community

**An institution's corporate philosophy about and execution of academic advising practices is a fundamental ingredient in assessing goodness-of-fit and facilitating academic integration.

General Observations About Millennials

- Healthier
- More diverse
- More women than men in higher education
- More structure, less individualism
- Idealize G.I. Generation
- Can change the world
- More wealth

Key Traits of the Millennials

- **Special**
- **Sheltered**
- **Confident**
- **Team-Oriented**
- **Conventional**
- **Pressured**
- **Achieving**

Confident

- **Optimistic about the future**
- **Could be the next Bill Gates**
- **“Follow rules, work really hard, don’t mess up.”**
- **Greater danger and less reward in being creatively different from peers**
- **Return to “school spirit”**

Special

- **Co-purchasing with parents/families**
- **Special needs/ADA accommodations**
- **High praise and congratulations**
- **Entitlement**
- **“Helicopter” Parents**

Team-Oriented

- **Organized sports and play**
- **Group projects (cooperative learning)**
- **Group grading**
- **Peer grading/review**
- **Service learning/volunteering**

Sheltered

- **Safety and security**
- **Campus living vs. second home**
- **Positive social trends (drinking, crime, etc. are down)**
- **Grading practices that are “unfair” are becoming the substance of more and more lawsuits.**

Conventional

- **Big names, big brands are popular**
- **Individuality not as critical (or popular)**
- **Being correct and meeting standards more important than being creative and having flexibility (e.g., writing an essay or choosing classes)**

Pressured

- Little time (or money) for life balance
- Grades are extremely important
- Used to more homework (and have adapted better methods of and attitudes about cheating)
- "Tell me what I need to know!"

Implications

- FERPA
- Group advising (students/parents)
- Group advising (students/students)
- Peer advising
- Four-year plans (the road map)
- Service learning
- Connecting with student services
- Career/internship placement

Achieving

- On the whole, better test scores
- Higher K-12 completion
- Higher sense of entitlement (again)

Reference

Slides 7 – 14:

Howe, N. & Strauss, W. (2003). Millennials go to college: Strategies for a new generation on campus: Recruiting and admissions, campus life, and the classroom. American Association of Collegiate Registrars and Admission Officers.