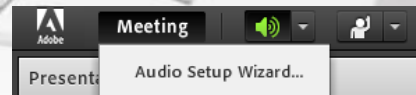


# Welcome to Teaching + Learning Tuesdays

May 16, 2017 | 2:30PM

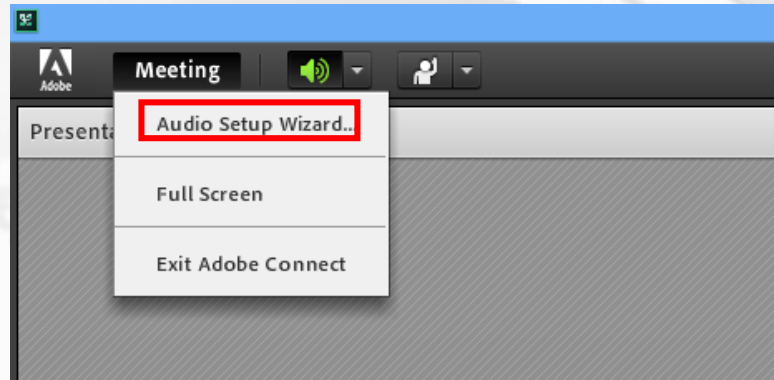
Please adjust your audio using the Audio Setup option under the Meeting menu.



Teaching + Learning Tuesday



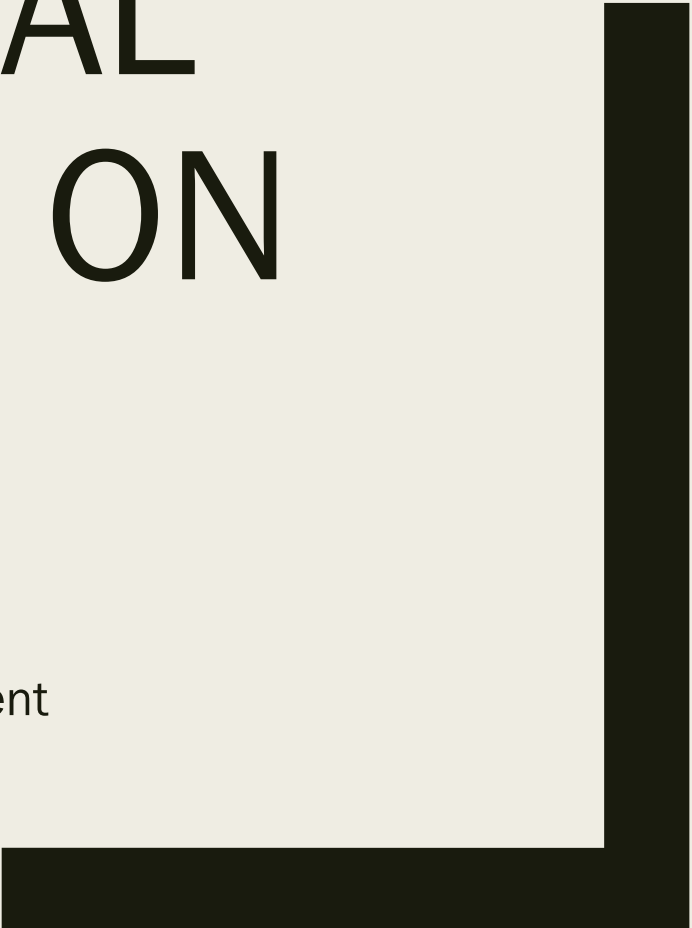
# Audio Setup Wizard





# GENERATIONAL DIFFERENCES ON CAMPUS

Mandy McCaslan, MEd  
Director of Student Success and Assessment  
University of North Carolina, Charlotte



# Learning Objectives

Attendees of this presentation will be able to:

- Define Strauss & Howe's Generational Theory
- List each of the generational cohorts as defined by Strauss & Howe and describe the values of each cohort
- Look at the traits of Millennials and Generation Z that may affect campus climate
- Strategize on ways we can leverage these challenges to find success

# Generational Theory

## Strauss & Howe (2000)

- The era in which a person is born affects the development of his/her worldview. Value systems are shaped early in life by significant events in the general era in which you are born.
- Generations tend to be approximately 20 years in length. These are defined by significant events, which could lead to varying generational cohorts in different parts of the world.

# Generational Cohorts

	Silent Generation 1925-1942	Baby Boomers 1943-1960	Generation X 1961-1981	Millennials 1982-2004	Generation Z (Homelanders) 2000~
Broad Traits	<ul style="list-style-type: none"> <li>• Loyalty</li> <li>• Respect for authority</li> <li>• Obligation to Community</li> <li>• Sacrifice</li> </ul>	<ul style="list-style-type: none"> <li>• Distrust of authority</li> <li>• Values hard work and long hours</li> <li>• Impatience with idealism</li> </ul>	<ul style="list-style-type: none"> <li>• Self-reliance</li> <li>• Motivated by money</li> <li>• Craves security</li> <li>• Work/life balance</li> </ul>	<ul style="list-style-type: none"> <li>• Confident</li> <li>• Tolerant</li> <li>• Social Connectivity</li> <li>• Idealistic</li> <li>• Values time over money</li> </ul>	<ul style="list-style-type: none"> <li>• Technology reliant</li> <li>• Private</li> <li>• Realism over idealism</li> <li>• Hyper-Aware</li> </ul>
Family	<ul style="list-style-type: none"> <li>• Traditional nuclear</li> </ul>	<ul style="list-style-type: none"> <li>• Independent of family as kids; become “helicopter parents”</li> </ul>	<ul style="list-style-type: none"> <li>• “Latch-key kids”; values independence in own children</li> </ul>	<ul style="list-style-type: none"> <li>• Very close to parents, may be financially dependent</li> </ul>	<ul style="list-style-type: none"> <li>• Parented in a more “traditional” manner</li> </ul>
Work	<ul style="list-style-type: none"> <li>• No complaining</li> </ul>	<ul style="list-style-type: none"> <li>• Formal meetings</li> <li>• Dedication to employer</li> </ul>	<ul style="list-style-type: none"> <li>• Task oriented</li> </ul>	<ul style="list-style-type: none"> <li>• Work to live, not live to work</li> <li>• Greater good</li> </ul>	<ul style="list-style-type: none"> <li>• Multi-tasking</li> <li>• Many screens</li> </ul>

# Shaping a generation's worldview

- Silent Generation
  - *WWII, Great Depression, Segregation*
- Baby Boomers
  - *Civil Rights Movement, Cold War, Vietnam, Women's Liberation, First Moon Landing*
- Generation X
  - *AIDS epidemic, MTV, Watergate, Reaganomics*
- Millennials
  - *Columbine, 9/11, Tech Boom*
- Generation Z
  - *Technology/Screens, Great Recession*



# Understanding Millennials

Wilson & Gerber (2008) characterized Millennials as having 7 distinguishing traits:

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





# Generation X's Parenting Values on Generation Z (Homelanders) Children

- Well-educated
- Well-behaved
- Emotionally aware
- Micro-oriented
- Risk-averse
- Entrepreneurial



# Are Homelanders just Millennials all over again?

*In some ways, yes, they represent a culmination of Millennial trends. But as they pick up the thread of these trends, Homelanders are emerging with a different persona that is remarkably distinct from that of Millennials. For example, the Millennial focus on collaboration and friendship is transforming into an emphasis on niceness and being in tune with other people's emotions. As Homelanders' childhoods are filled with magical spaces to explore their feelings, they will likely develop a greater capacity for introspection later in life.*



-Neil Howe

# Millennial students in the classroom and beyond

- Millennials will look for ways in which they can contribute to the “greater good” of their campus/community
- Millennial students are achievement focused and need measureable goals/benchmarks
- Millennial students thrive on positive feedback and rewards
- Common classroom behaviors considered to be “standard” may not be considered as such to Millennials

# Millennial students in the classroom and beyond

- Millennials tend to be risk-averse, fearing the consequences of failure
- Millennials look to those “in charge” to present them with challenges
- Millennials may lose motivation if rewards and achievements are not presented or attainable
- Millennials are less equipped to deal with stress than previous generations

# Common "complaints" about Millennials

- Lack professionalism/etiquette
- Lack writing skills
- Lack critical thinking skills
- Lack verbal communication skills
- Confidence comes across as arrogance
- No work ethic
- Lack of focus



What are you already doing?



# Strategies

- Poll your faculty/staff and look for common themes
- Early assessment of students, bridge the gaps
- Clear, concise communication about campus resources
- Develop and communicate learning outcomes/benchmarks, look to institutional or professional mission/vision statements
- Have open discussions with all stakeholders, utilize feedback
- Be sure that all campus/community experiences are working towards the same goals
- Never take anything for granted, communicate

# Generational differences on campus

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