Student Affairs Division Meeting
October 16, 2008
Who Are Our Students?

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Welcome
What will be covered in this presentation/discussion
- Millennial generation
- WSU students
- Implications.
Learning Outcomes

As a result of the presentation participants will:

- Discover something about WSU students that they didn’t know before.
- Analyze how demographic/statistical data compares with personal knowledge about WSU students.
- Identify how WSU student characteristics differ from students nationally.
- Determine at least one implication for practice based on the characteristics of students discussed.
Generations Theory

- GI Generation        1901-1924
- Silent Generation   1925-1942
- Baby Boomers        1943-1960
- Generation X        1961-1981
- Millennial Generation 1982-present
  - (freshmen entering this fall were born in 1990).
Millennial Generation

- Also known as: Echo Boomers, Entitlement Generation, next great generation, and...
Seven Attributes of Millennials

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

Strauss & Howe, 2006
Culture

- More involved in service
- Higher sensitivity to issues related to social justice
- Marked desire to do good
- Cite religion as second-strongest influence, just behind parents

Howe & Strauss, 2000
Technologically sophisticated
First generation of hard-wired kids

Howe & Strauss, 2000
Most racially and ethnically diverse generation in history

Teachers agree that there is less racial discord than a decade ago

Cross-cultural dating increasing

Howe & Strauss, 2000
Politics

- Interested in voting
- Less interested in pursuing careers in politics or government
- Distrustful of the media...get information from:
  - comedy shows
  - internet websites
  - chat rooms
  - conversations/communication with one another

Howe & Strauss, 2000
Millennials Summary

- Technology/computer-oriented
- Very focused on teamwork and achievement
- Optimistic, rule followers, believe they can make a difference
- Close family relationships
- Fearful of personal violence
- More focused academically
Humvees, minus the artillery, have always been available to the public

They never “rolled down” a car window

They have grown up with bottled water

Nelson Mandela has always been free and a force in South Africa

Pete Rose has never played baseball

“Off the hook” has never had anything to do with a telephone

They were introduced to Jack Nicholson as “The Joker.”
Tiananmen Square is a 2008 Olympics venue, not the scene of a massacre.

MTV has never featured music videos.

They will encounter roughly equal numbers of female and male professors in the classroom.

The World Wide Web has been an online tool since they were born.

Stadiums, rock tours and sporting events have always had corporate names.
WSU Students

- Quiz!
National Survey of Student Engagement

- 28 Questions
- Administered every 3 years at WSU
- “Looks at how undergraduate students spend their time and what they gain from college” (NSSE, 2008).
Students Working Off-Campus (30+ Hours Per Week)

- Freshman: 0%
- Seniors: 10%
- Peer Group: 20%
- NSSE Participants: 30%
Time Spent Participating in Co-Curricular Activities

Those responding “Never.”
Seniors’ time spent providing care for dependents living with them (e.g., parents, children, spouse, etc.) 21 or more hours per week
Seniors who have had serious conversations with students who were very different from them in terms of their religious beliefs, political opinions, or personal values.
WSU encourages contact among students from different economic, social, and racial or ethnic backgrounds

Students replying “quite a bit” or “very much.”
Students who frequently attend campus events and activities (speakers, cultural performances, athletic events, etc.)

![Bar chart showing participation rates for Freshman and Seniors in WSU, Peer Group, and NSSE Participants.](chart.png)
Seniors who plan to or have completed community service and/or volunteer work

- WSU: 72%
- Peer Group: 73%
- NSSE Participants: 75%
Support provided to help students thrive socially
(those students who feel well-supported)

Senior responses
Support provided to help students thrive academically
(those students who feel well-supported)

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<th>WSU</th>
<th>Peer Group</th>
<th>NSSE Participants</th>
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<tr>
<td>%</td>
<td>71%</td>
<td>68%</td>
<td>71%</td>
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Senior responses
Seniors who had a favorable experience at their institution

- WSU: 88%
- Peer Group: 84%
- NSSE Participants: 85%
Seniors who would choose their school again if they could start their college career over.
Students complete two sections of the survey: one rates how satisfied students are with a specified question; the other asks students to rate how important they feel the issue is to them. On the following slides:

Importance = Purple
Satisfaction = Gold

Questions are asked on a 7-point Likert scale from 1) not satisfied at all to (7) very satisfied. The numbers on the following slides represent the mean of students’ responses.
Most students feel a sense of belonging here

The campus staff is caring and helpful

Administrators are approachable to students

I feel a sense of pride about my campus

I seldom get the “run-around” when seeking information on campus

This institution shows concern for students as individuals

Tuition paid is a worthwhile investment

Channels for expressing student complaints are readily available
A variety of intramural activities are offered

Living conditions in the residence halls are comfortable (adequate space, lighting, heat, air, etc.)

The intercollegiate athletic programs contribute to a strong sense of school spirit

Residence hall staff is concerned about me as an individual

There is an adequate selection of food available in the cafeteria

There are a sufficient number of weekend activities for students

I can easily get involved in campus organizations

New student orientation services help students adjust to college
Facility cares about me as an individual

My academic advisor is concerned about my success as an individual

Counseling staff cares about students as individuals

Faculty is fair and unbiased in their treatment of individual students

Residence hall staff is concerned about me as an individual

This institution shows concern for students as individuals
The campus is safe and secure for all students.
The amount of student parking space on campus is adequate.
Parking lots are well lighted and secure.
Security staff responds quickly in emergencies.
Most students feel a sense of belonging here

The campus staff is caring and helpful

Administrators are approachable to students

It is an enjoyable experience to be a student on this campus

Students are made to feel welcome on this campus

This institution shows concern for students as individuals
Library staff is helpful and approachable

Library resources and services are adequate

Computer labs are adequate and accessible

Tutoring services are readily available

Academic support services adequately meet the needs of students

There are adequate services to help me decide upon a career

Bookstore staff is helpful
The campus staff is caring and helpful.

Library staff is helpful and approachable.

The staff in the health services area is competent.

Counseling staff cares about students as individuals.

The personnel involved in registration are helpful.

I seldom get the “run-around” when seeking information on this campus.

I generally know what’s happening on campus.

Channels for expressing student complaints are readily available.
Implications for Practice

- Comments/questions
- Group discussion: What will you do differently in your work as a result of knowing this information?