

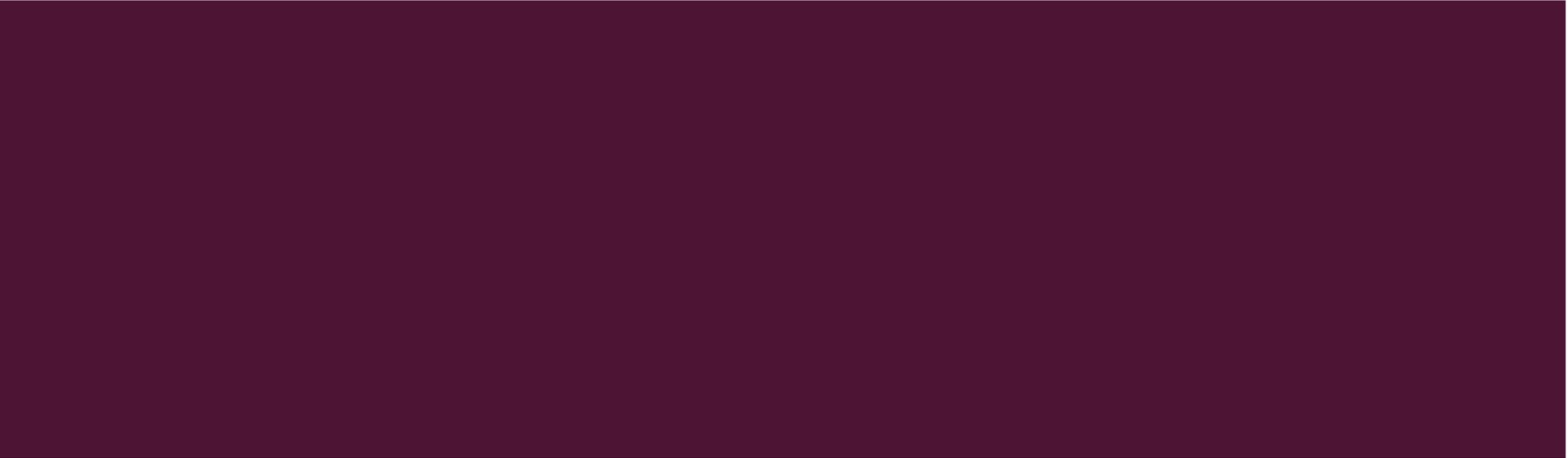


WAY UP CONFERENCE – LOOKING FORWARD

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DISCLAIMERS

- Generalizations
- This is not Rocket Science, but rather a reminder

GRADED INTRODUCTIONS

- Do you believe in grade inflation?
- How many of you received a grade of C or lower?

STUDENT DEMOGRAPHICS

The number of college students dropped by over 1 Million between 2012-2016



DEMOGRAPHIC SHIFTS



Iowa College Enrollment

2013 - 291,765

2018 - 196,511

WHO ARE OUR STUDENTS

- **QUESTION: number of students working and average number of hours students work on campus and off** 85%-93% of UNI students surveyed reported that they worked while in college
- 1/3 of working students work on campus
- 15% of working students work 5-10 hours/week
- 22% of working students work 11-15 hours/week
- 29% of working students work 16-20 hours/week
- 17% of working students work 21-29 hours/week
- 10% of working students work 30+ hours/week

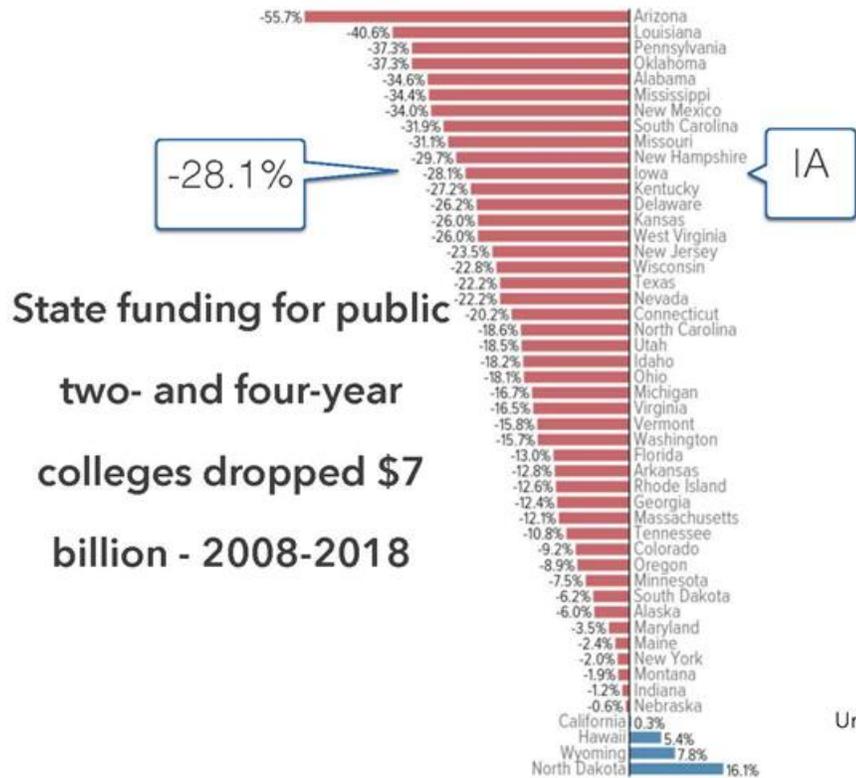
NONTRADITIONAL STUDENTS

- 1 in 5 is at least 30 years old
- About half are financially independent from their parent
- 1 in 4 is caring for a child
- 47 percent go to school part time at some point
- A quarter take a year off before starting school



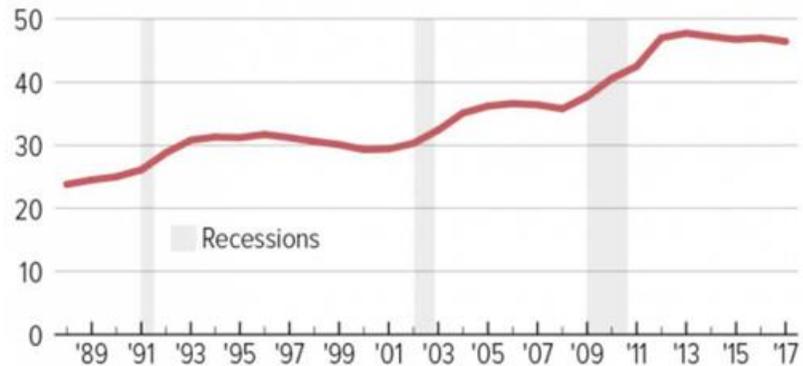
State Funding for Higher Education Remains Far Below Pre-Recession Levels in Most States

Percent change in state spending per student, inflation adjusted, 2008-2018



Students Funding Larger Share of Education Funds After Recessions

Tuition as a percent of "total educational revenue," 1988-2017





- **Silent Generation**

Disciplined and self-sacrificing

- **Baby Boomers**

76 Million Baby Boomers

72% of them are White

- **Millennials**

87 Million Millennials

56% of them are White

- **Generation Z**

Just 52% of children under 18 are White

Diversity is the “*New Normal*”

GENERATIONAL ACTIVITY

<u>Generation</u>	<u>Born Between</u>
■ Boomers	1944 -1964
■ Gen Xers	1965 -1979
■ Gen Y/Millennials	1980 - 1994
■ Gen Z/Igen	1995 – 2015
■ Gen Alpha	2016 -



QUESTIONS BY GENERATION

- What is the first car that you remember – probably a family car, not your first car?
- Describe your childhood – what was a typical day? Structure? Travel? Eating out?
- What are some of the national or global events that occurred during your childhood?
- Your professional values and goals?

GENERATIONS

- <https://www.youtube.com/watch?v=Ed-5Zzdbx0E>

GENERATION Z/ IGEN – BORN 1995-2020

- • Advances in Technology
- • Violence
- • Volatile Economy
- • Social Justice Movements

GEN Z

- **More Diverse.**
- **More Connected**
- **More Anxiety**
- **More Active in Social Issues**
- **There are fewer of them**

More Economically Challenged

More Dis-connected

More Lonely

More Socially Liberal

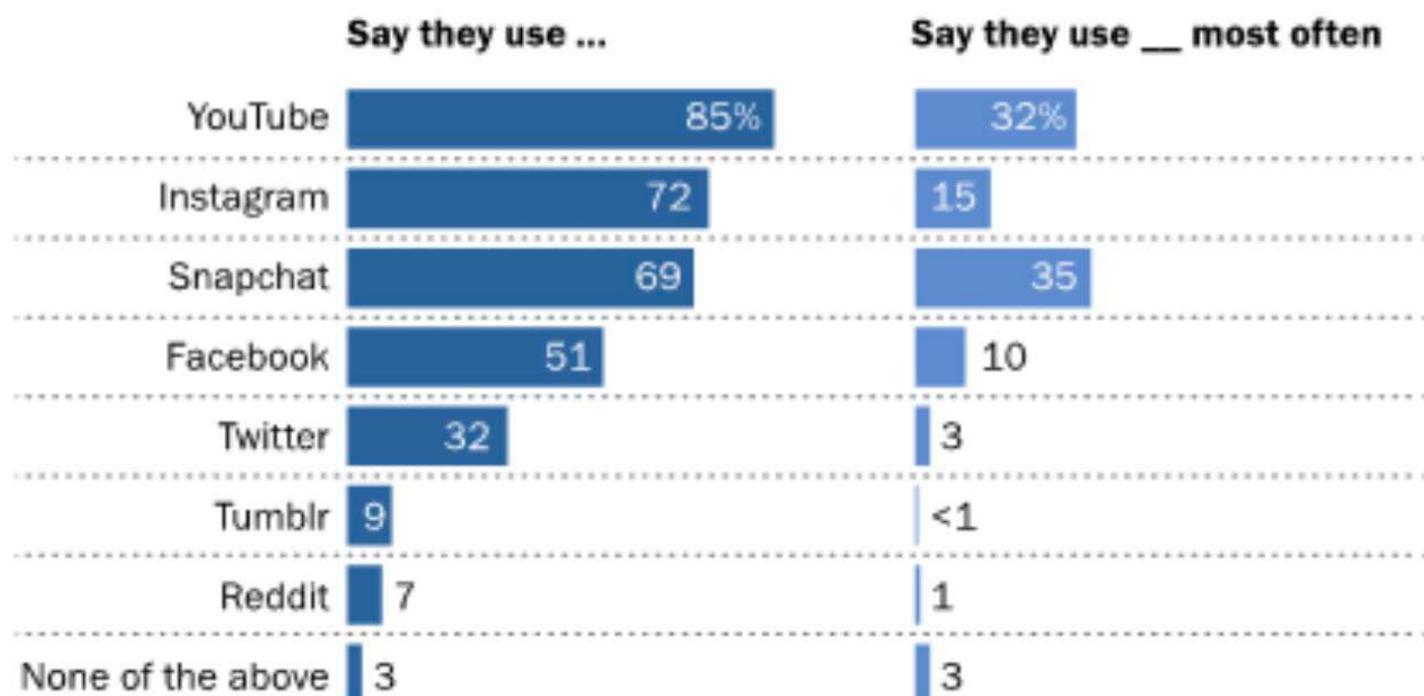
Especially Men

GEN Z

- **Drinking, smoking, drug use, and pregnancy rates are at their lowest** among adolescents and young adults in comparison to previous decades
- Gen Z students have been shaped by the **prevalence of school shootings** and domestic terrorism.
- Gen Z's relative financial conservatism is largely influenced by growing up during the **Great Recession** and witnessing family members lose jobs and homes.
- Gen Z **expects to get more from its money**, prefers a high speed of delivery, and opts for utility and quality over brand.

YouTube, Instagram and Snapchat are the most popular online platforms among teens

% of U.S. teens who ...



WHERE DO TEENS SPEND TIME...

- Proportion of teens (ages 13-17) who say they are online “almost constantly” has nearly doubled since its 2014-15 study on the subject, to 45%
- Snapchat is the most-used platform for U.S. teens. On Pew’s survey, 35% cited Snapchat as the app they use most often, followed by YouTube at 32% and Instagram at 15%. Just 10% of U.S. teens say Facebook is their most-used online platform.
- BY 2019, less than half of U.S. internet users ages 12 to 17 will use Facebook via any device at least once monthly.
- 90% of teens said they play video games, whether that’s on PCs, game consoles or smartphones. Usage skews male: 97% of boys said they play video games of some kind compared with 83% of girls.

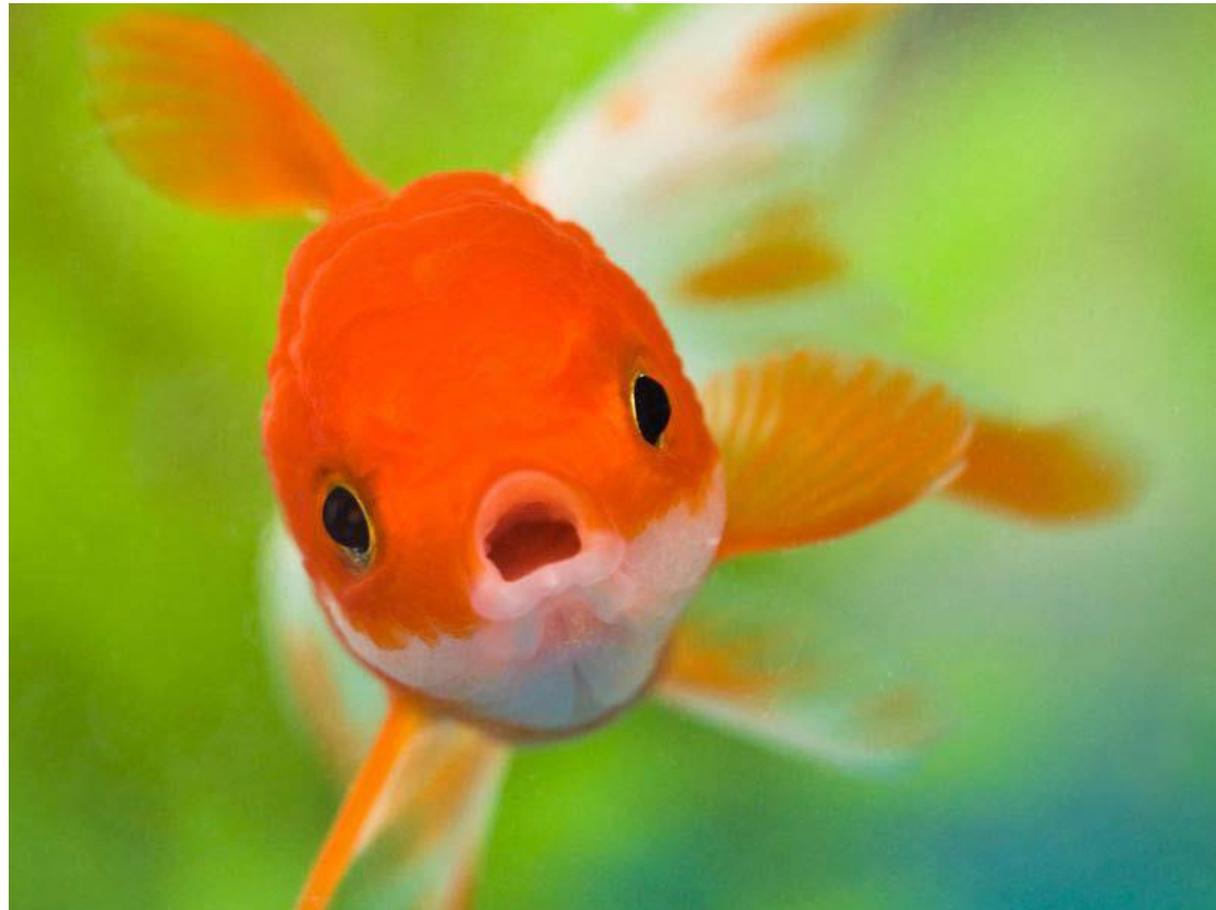
■ *Who is Gen Z?*

- -Ages 7 to 24
- -Very different from Millennials - They don't like being called Millennials
- -Millennials appreciate brands and logos where Gen Z appreciates no labels or brands
- -#1 cause many of them care about: Equality - they want to see employers support equality
- -Same attention span as a goldfish (although, I think this is all of us nowadays)
- -Many often obtain a cell phone in 4th grade
- -37% are more interested in working for large employers than Millennials
- -Additionally, many Gen Zers have a side hustle or gig. Stability first with insurance and benefits, while pursuing their passion on the side (4% will engage in a startup, 8% start their own business, 64% are a part of a National or International Company)
- Source: **What 10,000 Gen Z Students Told Us About the Future of Work - Adam Rosen and Pranam Lipinski**

AVERAGE ATTENTION SPAN OF GEN Z IS 8 SECONDS DOWN FROM
12 SECONDS OF MILLENNIALS



LESS THAN GOLDFISH, WHOSE ATTENTION SPAN IS SAID TO BE ABOUT NINE SECONDS



GEN Z LINGO

- Extra - Over the top or excessive. Someone who is exhibiting dramatic behavior.
- Adulthood - Refers to moments or actions that appear mature or grown-up.
- Basic - Someone who is unoriginal and only follows mainstream trends.
- Glow-Up - A transformation of appearance.
- On Fleek - Perfection.
- Salty - Being upset over something little or inconvenient.
- Shook - A way to say you're shocked or surprised.
- Yaaasss - Used when someone is very excited about something. Another way to say "yes."

3 KEYS TO GEN Z

- **Inclusion** - This is the #1 factor to create trust with Gen Z. More important than ever if you want to build trust. Obama is the leader they grew up observing.
- **Stability** - #1 career need or aspiration is financial stability. Gen Zers don't want to take loans and want instant benefits. Saw parents struggle during the recession. Loyalty is also very important to them, as well as mental health.
- **Authenticity** - Authenticity is crucial. HBCU students are 50% less likely to trust traditional forms of media.

POPULAR NAMES

2019

- Emma
- Liam

The naming site's projected top ten list for girls includes Emma, Ava, Olivia, Isabella, Amelia, Mia, Charlotte, Sophia and Harper. For boys it's Liam, Noah, Logan, James, Oliver, Elijah, Benjamin, William, Lucas and Mason.

2001

- Emily then Madison
- Jacob

Madison was almost unheard of as a girl's name in the 80's and 90's, but it was one of the most trendy 2001 baby names. In fact, over 1% of all girls born in 2001 were named Madison!

TRIVIA ITEMS

- Factors that matter most to students when choosing an employer
 - 1. Growth Potential
 - 2. Work-Life Balance
 - 3. Pay
 - 4. Diversity and Inclusion
 - 5. Benefits
 - 6. Location
 - 7. Innovation
 - 8. Recognition
 - 9. Community Involvement

THE BIG SIX ISSUES

- Mental Health
- Alcohol & Other Drug Prevention
- Sexual Violence
- Crisis Response/Protest & Activism
- Social Justice & Equity
- Greek Life



THE FUTURE FIVE

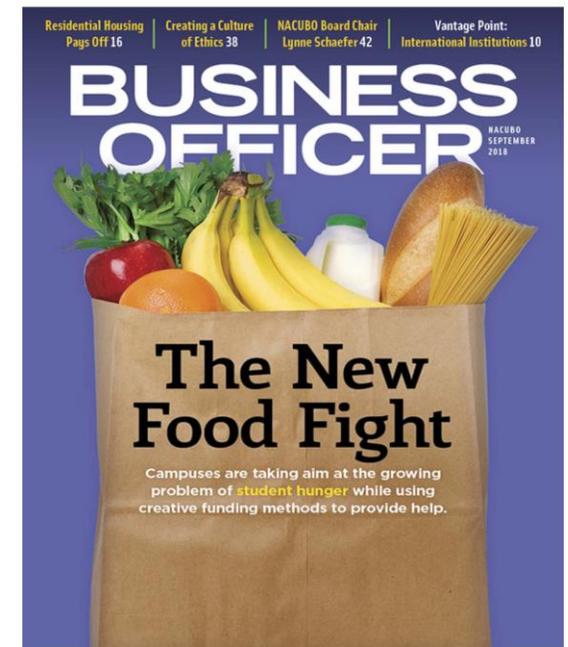
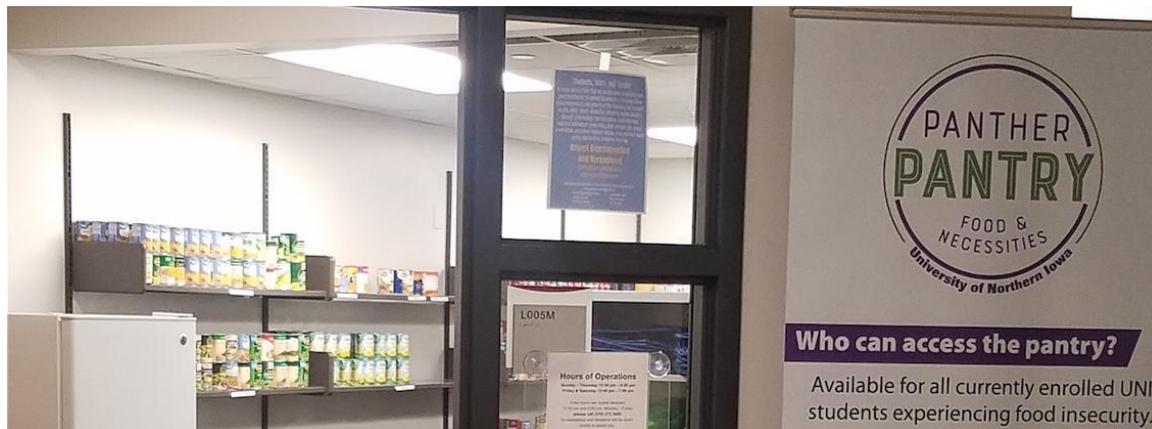
- **Attainment for Low-Income/First-Gen/Students of Color**
- **Career Services/Job Readiness**
- **Civic Engagement**
- **Data and Predictive Analytics**
- **Affordability**

WE NEED A SENSE OF URGENCY

- • Student Success
- • Closing the Attainment Gap
- • Focus on Equity
- • Relentless focus on improving the campus climate
- • Preparing Students for a Career
- • Measure/Assess/Analyze

FOOD STABILITY

- 48% of students experienced food insecurity in the last 30 days. State of Iowa 12.5%



MENTAL HEALTH

- **College students' mental health** is a growing concern, survey finds.
- Anxiety is the top presenting concern among **college students** (41.6 percent),
- followed by depression (36.4 percent) and
- relationship problems (35.8 percent).
- On average, 24.5 percent of clients were taking psychotropic medications.

STUDENTS BEING TREATED FOR MENTAL HEALTH ISSUES INCREASED

- 19% in 2007
- 34% in 2017

EQUITY & PYRAMID OF OPPRESSION



GEN Z IN THE WORK PLACE

- -Students view employers as inclusive when women and people of color are in leadership roles.
- -Healthcare and mentorship top the list of benefits that are most important to Gen Zers.
- -Most preferred workplace: Open co-working. A shared co-working space. There's a need for balance between social and work - they need an energetic environment.
- -When it comes to relocation, 94% of Gen Zers will consider relocating. 40% somewhat open to it. 36% very open to it. 18% only open to it if its the perfect job. 6% not at all open to it.
- -Gen Zers are 58% more open to staying beyond 1-4 years in their first role after college.
- -The workplace values most aligned with Gen Zers were how a company showcased their ability to make the world better. Mission and job contributions are important. 51% making the world a better place is most valued. 21% adding value to customers is most valued. 16% increasing profits and ROI most valued. 12% community involvement most valued.
- -Gen Z is the "Shark Tank" generation. The skill set Gen Z wants to gain the most from an employer is how to pitch an idea. 29% how to pitch an idea. 26% how to market. 24% how to design. 16% how to code.

- They Want to Design Their
 - 72% - Colleges should allow students to design their own course of study or major.
 - 63% - College should teach students about entrepreneurship, including how to start a business.
 - 42% Want to work for themselves.



3 KEY TIPS FOR WORKING WITH GEN ZERS

- 1. Be honest with them.
- 2. Involve and connect with them.
- 3. Let them earn it.

COMMENTS/QUESTIONS

HOPE