



The Student of the 21st Century Public University

Council on Academic Affairs/APLU

Summer Meeting

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New Mexico State University



The Generations



Pew recognizes these generational definitions:

➤ **Millennials**

Born after 1980, first to come of age in new millennium.

➤ **Generation X**

Born 1965–1980.

➤ **Baby Boomers**

Born 1946–1964, post WWII.

➤ **Silent Generation**

Born 1928–1945, children of the depression and WWII.

➤ **Greatest Generation**

Born before 1928, those who fought and won WWII.

General distinctions:

- Millennials are more racially diverse and better educated than generations before.
- They are less religious and always connected.
- They get along well with their parents and are more racially tolerant than earlier generations.

Generational Attitudes



PERSONAL AND LIFESTYLE CHARACTERISTICS BY GENERATION

	Veterans (1922-1945)	Baby Boomers (1946-1964)	Generation X (1965-1980)	Generation Y (1981-2000)
Core Values	Respect for authority Conformers Discipline	Optimism Involvement	Skepticism Fun Informality	Realism Confidence Extreme fun Social
Family	Traditional Nuclear	Disintegrating	Latch-key kids	Merged families
Education	A dream	A birthright	A way to get there	An incredible expense
Communication Media	Rotary phones One-on-one Write a memo	Touch-tone phones Call me anytime	Cell phones Call me only at work	Internet Picture phones E-mail
Dealing with Money	Put it away Pay cash	Buy now, pay later	Cautious Conservative Save, save, save	Earn to spend

Source: Hammill, FDU Magazine, Winter/Spring, 2005.

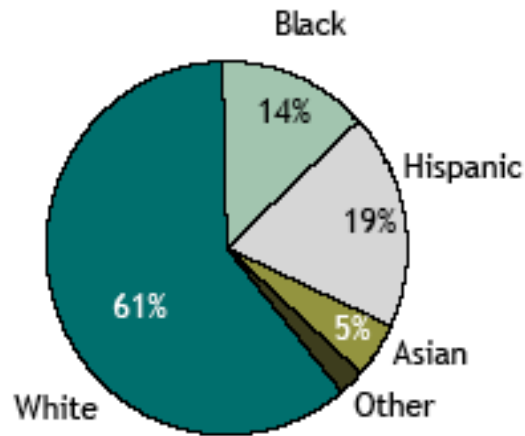
<http://www.fdu.edu/newspubs/magazine/05ws/generations.htm>

Changing Demographics

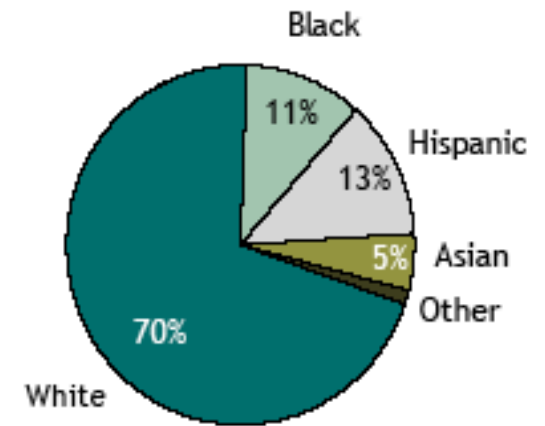


The New Face of America

Millennials (ages 18-29)



Adults ages 30 and older



Source: December 2009 Current Population Survey (CPS)

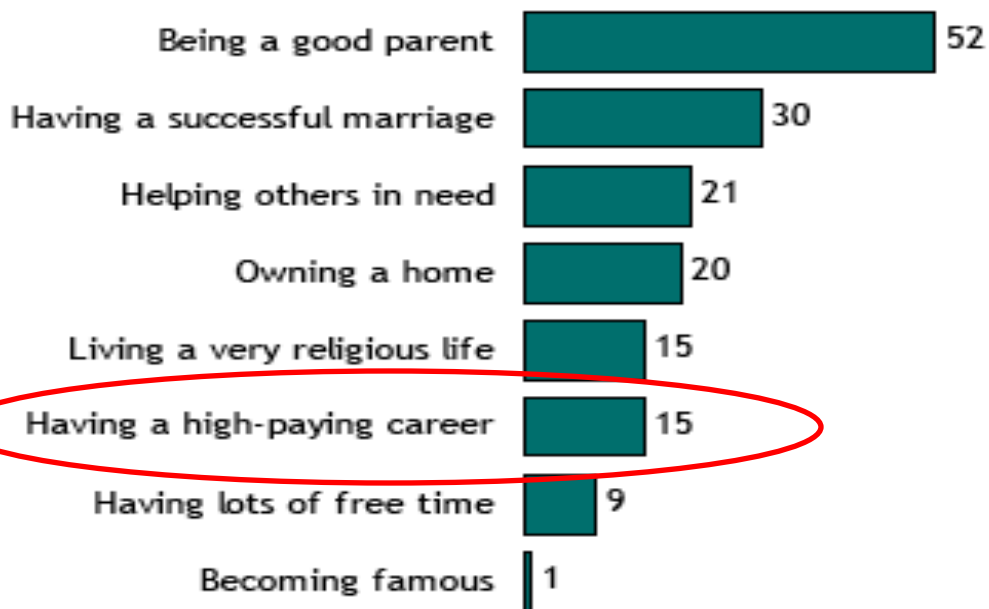
PewResearchCenter

Priority Adjustments



Millennials' Priorities

% saying ... is one of the most important things in their lives



Note: Based on adults ages 18-29.

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Population Shifts



- The Census Bureau projects that between 2010 and 2050, Hispanics will grow from 15.5 to 24.4% of the population.

- In 2006, the states with the greatest Hispanic population were (in order):
 1. California
 2. Texas
 3. Florida
 4. New York
 5. Illinois

- Hispanics have lower educational attainment than the population as a whole:
 - 13.1% of Hispanic women have a college degree compared 26.2% of all women
 - 11.5% of Hispanic men have a college degree compared to 27.9 of all men

Population Shifts

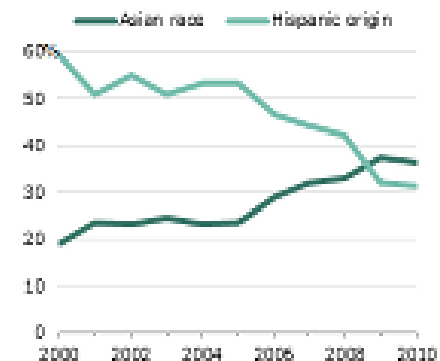
THE RISE OF **Asian Americans**



- A very recent comprehensive Pew Research Center study shows:
 - Asian Americans have overtaken Latinos as the fastest growing ethnic group in the US
 - In 2010, 36% of new US immigrants were Asian

Meet the New Immigrants: Asians Overtake Hispanics

% of immigrants, by year of arrival, 2000-2010

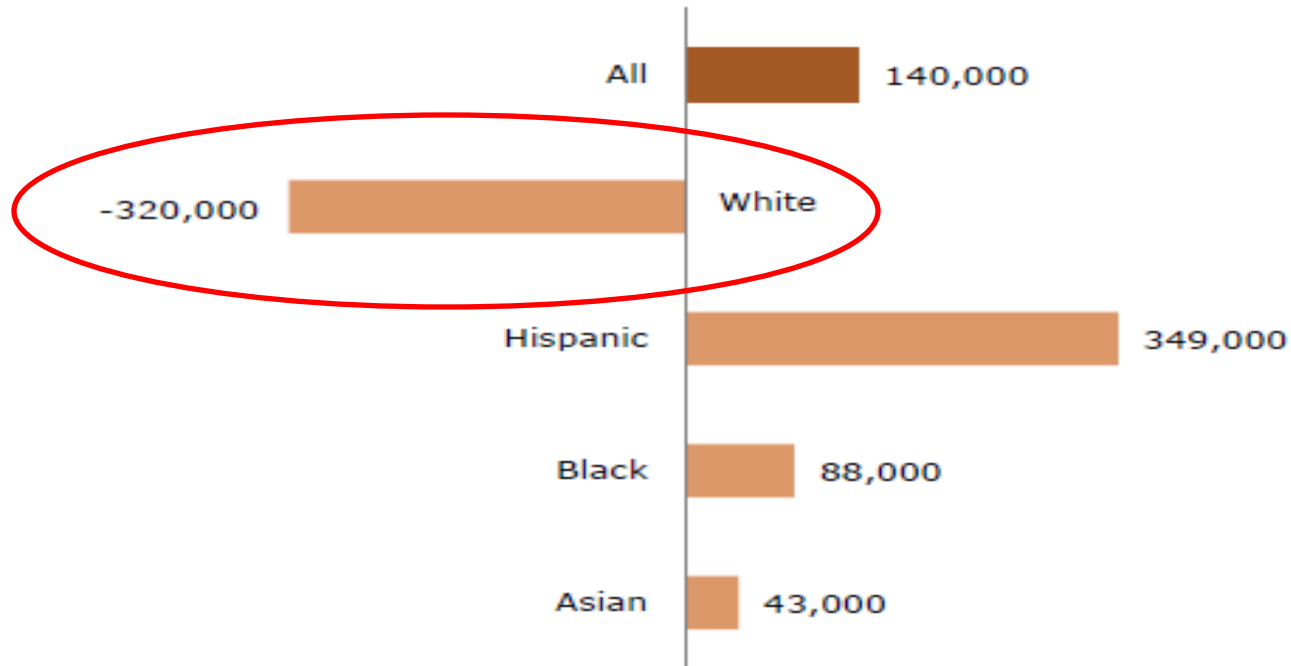


Note: Based on total foreign-born population, including adults and children. Asians include mixed-race Asian population, regardless of Hispanic origin. Hispanics are of any race.

<http://www.pewsocialtrends.org/2012/06/19/the-rise-of-asian-americans/#overview>

Enrollment Shifts – Race and Ethnicity

Figure 1
Change in 18- to 24-Year-Old College Enrollment,
2009-2010



Notes: White includes only non-Hispanic whites. All includes persons of other racial and ethnic groups not separately shown.

Source: Pew Hispanic Center analysis of the October 2010 Current Population Survey and U.S. Census Bureau, Current Population Survey, 1967 to 2009, <http://www.census.gov/hhes/school/data/cps/historical/index.html>

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Enrollment Shifts – Gender

The Growth in Female Enrollment Has Outpaced the Growth in Male Enrollment

Share of 18- to 24-year-olds enrolled in college, 1967-2009



Source: National Center for Education Statistics, *Digest of Education Statistics 2010*, Table 212

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Young Female College Completion Has Outpaced Young Male College Completion, 1964-2010

Attainment of at least a bachelor's degree among 25- to 29-year-olds



Note: Prior to 1992, persons with at least a bachelor's degree refers to those with four or more years of college.

Source: March Current Population Survey (CPS) Integrated Public Use Micro Sample

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College Is More Important for a Woman Than for a Man

% agreeing that in order to get ahead in life, it is necessary for ... to get a college education



Note: Split form, n=1,104 for question on woman and n=1,038 for question on man.

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Female College Graduates Rate Higher Education System More Positively

% rating the job the higher education system is doing in providing value for the money spent by students and their families as ...

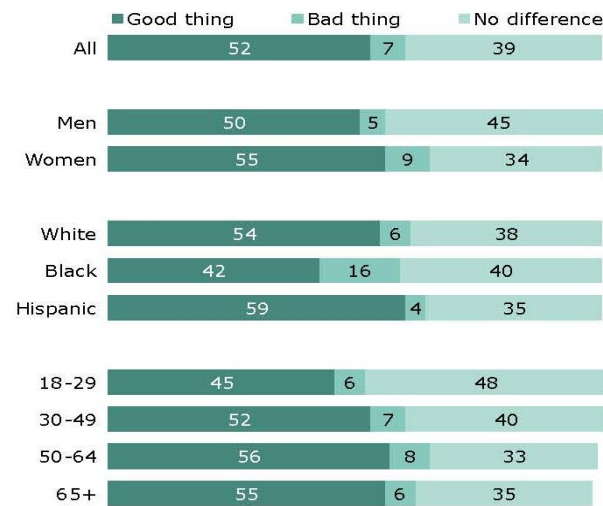


Note: N=2,142 for all respondents and 757 for college graduates. Don't know/Refused responses not shown.

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More Women than Men Are Graduating from College—Is This a Good Thing or a Bad Thing?

% saying this is a ... for our society



Notes: Based on interviews conducted March 15-22, n=1,374. Hispanics are of any race. Whites and blacks include only non-Hispanics. Don't know/Refused responses not shown.

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Demographics – Higher Ed’s Challenge

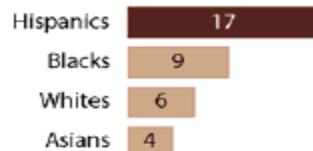
Figure 1.1

For Young Latinos, a Difficult Passage to Adulthood
(%)

Females age 19 who are mothers



High school dropout rate



Living in poverty



Notes: Whites, blacks and Asians include only non-Hispanics. Asians includes Native Hawaiians and Pacific Islanders. The high school dropout rate is the share of 16- to 24-year-olds who have not received a high school diploma or equivalent and are not enrolled in school or college. Poverty rate is estimated for 16- to 25-year-olds.

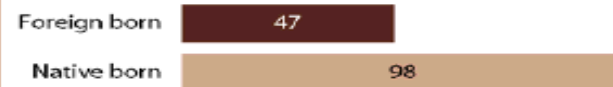
Sources: Pew Hispanic Center tabulations of Current Population Survey data from 2004, 2006 and 2008 (June fertility supplements) for motherhood and March 2009, Annual Social and Economic Supplement, for the dropout and poverty rates

1 in 2
(53%) ASIAN IMMIGRANT ADULTS 18+ SAY THEY SPEAK ENGLISH VERY WELL.

Figure 1.2

Native-Born Young Latinos Do Better Than Foreign Born on Some Measures...
(%)

Proficient in English



Enrolled in high school or college



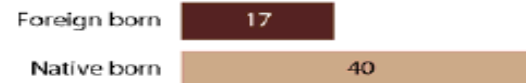
Notes: Foreign born refers to those born outside of the U.S. including Puerto Rico. Proficient in English refers to those 16- to 25-year-olds who can carry on a conversation, both understanding and speaking, very well or pretty well. High school enrollment is tabulated for 16- to 24-year-olds.

Sources: Pew Hispanic Center, 2009 National Survey of Latinos, and tabulations from the March 2009 Current Population Survey, Annual Social and Economic Supplement

Figure 1.3

... But Native-Born Young Latinos Do Worse Than Foreign Born on Other Measures
(%)

Knows someone in a gang



Got into a fight in the last year



Notes: Foreign born refers to those born outside of the U.S. including Puerto Rico. Figures refer to 16- to 25-year-olds. Source: Pew Hispanic Center, 2009 National Survey of Latinos

Demographics – Higher Ed’s Opportunity

➤ According to the Pew Hispanic Center, young Hispanics are:

- Satisfied with their lives
- Optimistic about their futures
- Place high value on **education, hard work and career success**

➤ According to the Pew Center’s comprehensive study, Asian Americans are:

- Highest-income, best-educated racial group
- More satisfied than general public with their lives, finances and direction of the country
- Place high value on marriage, parenthood, **hard work and career success**

Asians, Hispanics and Children’s Upward Mobility

% saying their children’s standard of living will be “much better” than their parents’ was when they reach a comparable age

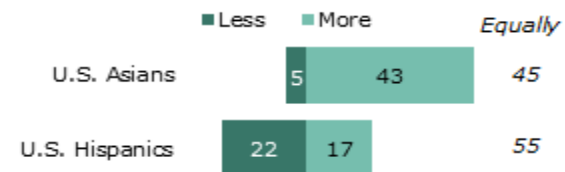


2012 Asian-American Survey, Q11. General public results from December 2011 survey by the Pew Research Center Social & Demographic Trends project. U.S. Hispanic results from November 2011 survey by the Pew Hispanic Center.

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Asian Americans More Positive than Hispanics about Their Success in U.S.

% of group saying, compared with other racial and ethnic minority groups in the U.S., Asian Americans/Hispanic Americans have been ... successful



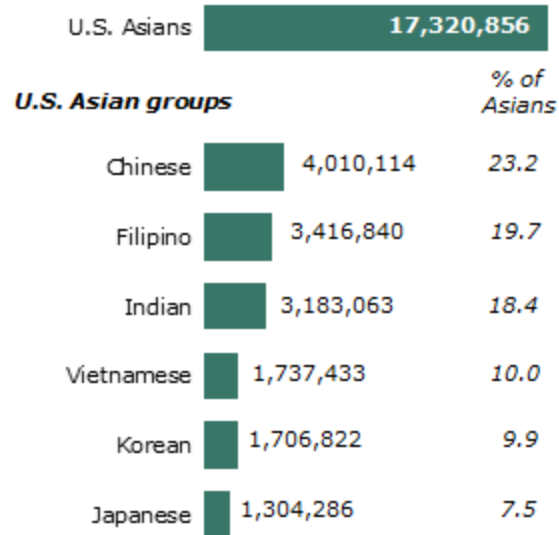
2012 Asian-American Survey, Q47. Responses of “Depends” and “Don’t know/Refused” not shown. U.S. Hispanic results from November 2011 survey by the Pew Hispanic Center.

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Demographics – Higher Ed’s Opportunity

The Largest U.S. Asian Groups

The six largest country of origin groups each number more than a million people



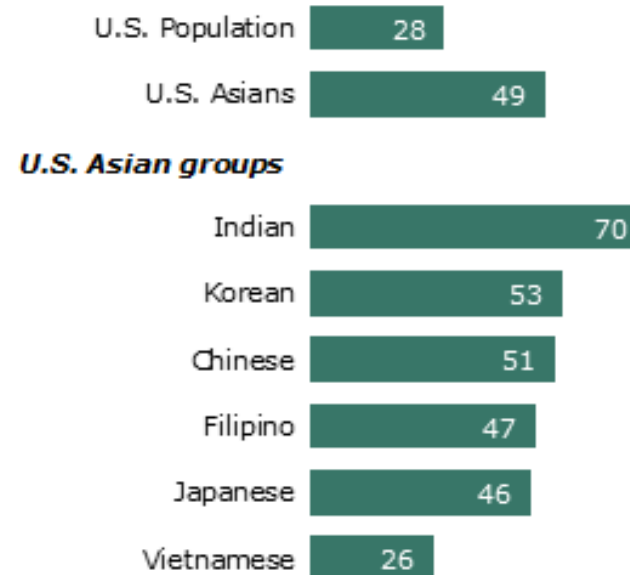
Note: Based on the total Asian-race population, including adults and children. There is some overlap in the numbers for the six largest Asian groups because people with origins in more than one group—for example, “Chinese and Filipino”—are counted in each group to which they belong.

Source: Pew Research Center analysis based on Elizabeth M. Hoeffel et al., *The Asian Population: 2010*, U.S. Census Bureau, March 2012.

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College Education, Ages 25 and Older, 2010

% with a bachelor’s degree or more



Note: All Asians (and each subgroup) include mixed-race and mixed-group populations, regardless of Hispanic origin.

Source: Pew Research Center analysis of 2010 American Community Survey, Integrated Public Use Microdata Sample (IPUMS) files

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Modified Relationships – Gen X, but Millennials too...

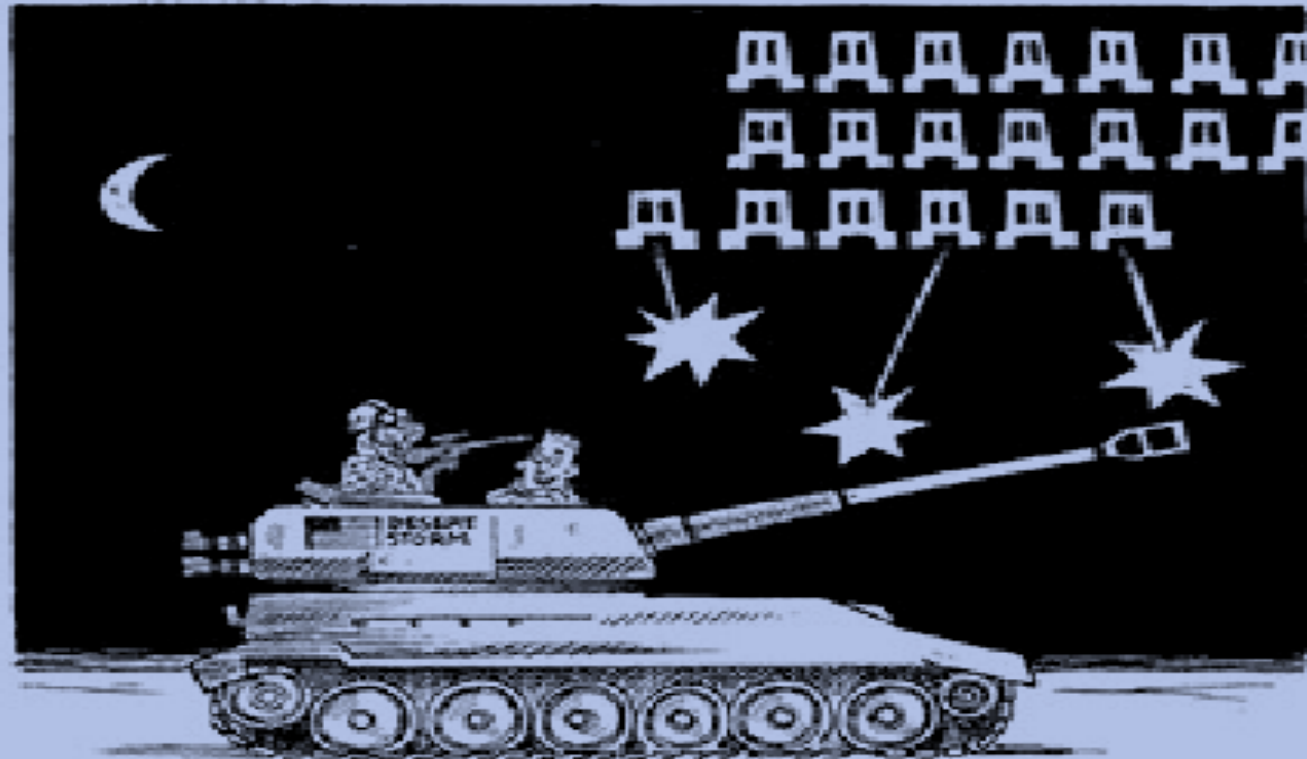
Generation X growing up...



"DO YOU HAVE A CARD FOR A HALF-SISTER'S BIOLOGICAL FATHER'S PERMANENT COMPANION?"

Use of Technology

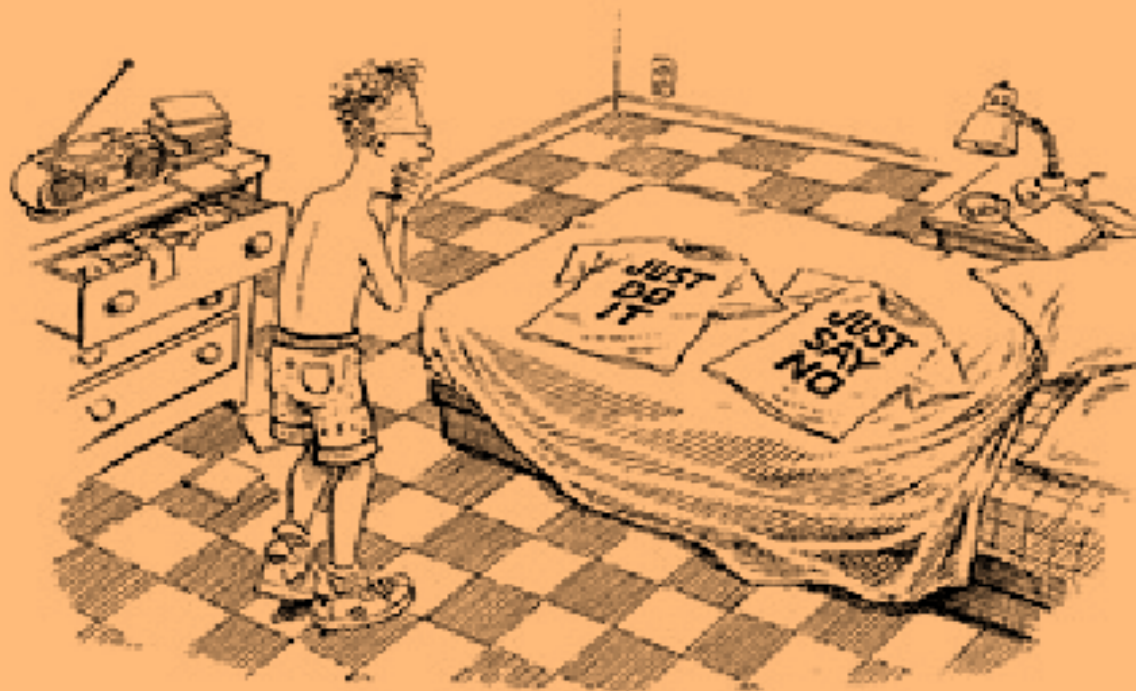
Generation X and Operation Desert Storm...



"NO SWEAT. I USED TO PLAY THIS AT CHUCK E. CHEESE!"

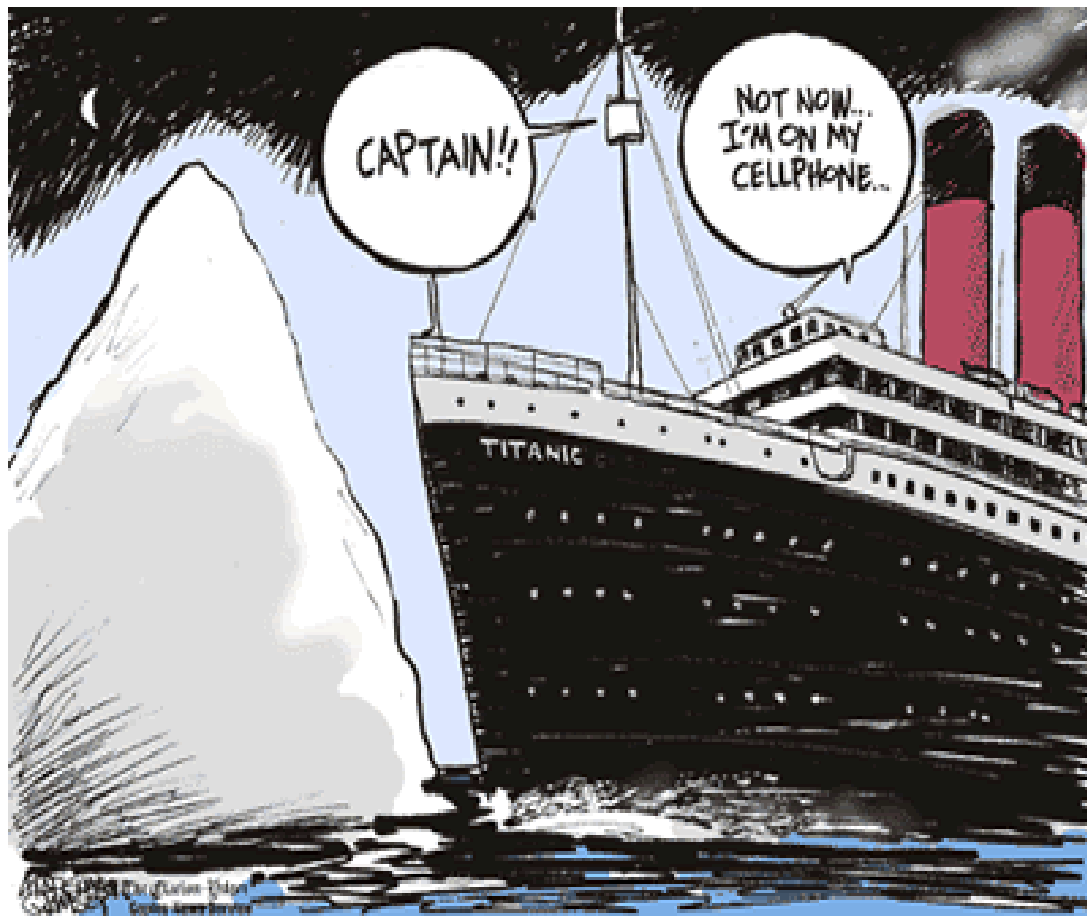
Marketing, Messaging, and Brand Affiliation

Generation X growing up...



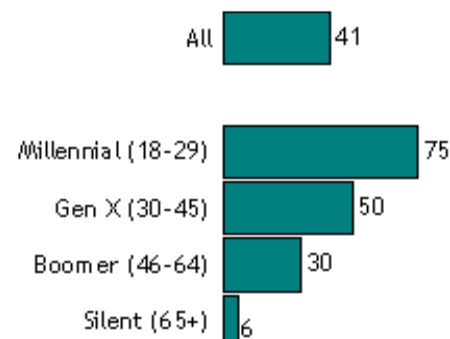
SOME DAYS IT TOOK HOURS TO GET DRESSED...

Social Networking - Wired 24 x 7



Do You Have a Profile on a Social Networking Site?

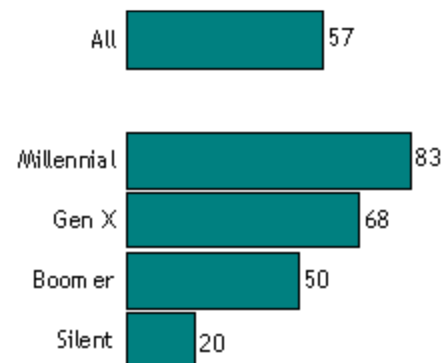
% saying "yes"



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Do You Sleep with Your Cell Phone?

% who have ever placed their cell phone on or right next to their bed while sleeping



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Social Media – Higher Ed's Challenge

Address:

- Privacy
- Security
- Stress
- Distraction



Social Media – Higher Ed’s Opportunity

CAUTION
CELL PHONES
IN USE MAY
INTERRUPT
LEARNING



CAUTION
CELL PHONES
IN USE MAY
ENHANCE
LEARNING



Bridge:

- Distance
- Time
- Learning Style
- Disability

