



CHARACTERISTICS OF THE MILLENNIALS

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The Professor That Failed the Entire Class

- Texas A&M – April 2015
- Professor accused students of cheating, being disruptive, and being disrespectful
- Facts:
 - One student was caught cheating; after the investigation this was found not to be true.
 - The other claims could not be substantiated.
 - Professor just transferred into college, non-tenured.
 - Professor had 20 years of teaching experience.
 - The school over rode the decision to fail the entire class.
- What do you think the problem was?

Agenda

- What is a Millennial?
- Characteristics of Millennials / Literature Review
- Study results
- Group project
- Conclusion
- Questions

What is a Millennial?

- Born between 1980 and 2000
- 80 million people; one of the largest generations
- Makes up about 24% of the US population
- Will be the most educated
- Are socially responsible
- Most of their parents are Baby Boomers
- They were the safest children growing up
- Are about happiness, not about money

Characteristics of Millennials / Literature Review

- Sheltered
 - Parents known as “helicopter parents”, highly protective of children. Everything was child proofed to provide maximum safety.
- Confident
 - As children they have never failed at anything. Also known as “trophy kids” everyone who played received a trophy. Never losing has provided a sense of success.
- Short term goals
 - Easy to complete and build confidence. The use of short term goals lead to completing long term goals. Helps keep Millennials on track. Provides a sense of accomplishment.

Characteristics of Millennials / Literature Review

- Team oriented
 - Ever since they were young they have had play dates and enjoyed the company of friends and family. Most have been playing on organized team sports. Working in groups provides better learning opportunities.
- Close to parents
 - Parents are part of their lives and help make major decisions, Millennials enjoy spending time with their parents.
- Tech Savvy
 - They have grown up using the web and are comfortable with the use of computers and smart phones. They are not afraid of technology and embrace the use of it.

Characteristics of Millennials / Literature Review

- **Respect authority**
 - They want to please as long as they feel they are treated fairly.
- **Feedback**
 - As much and as often as possible, they want to know where they stand and how to improve. Millennials want to know how they are doing so they can adjust to do better.
- **Structure**
 - Vital to their success. Their parents have been planning their daily activities and keeping them on track. They want to know what and when things must be done.
- **Multi-Tasking**
 - Have been doing many things simultaneously their entire lives; smart phone, reading, watching TV.

Characteristics of Millennials

- <https://www.youtube.com/watch?v=kTMIImB90F-E>

Survey

- Determine how the characteristics related to the classroom
- Demographics
 - Year born
 - Filtered out anyone born before 1980
 - Major, gender, school
- Open ended questions
 - Coded looking for common words
 - Motivation, expectations, college classes, best class, worst class
- Likert scaled questions
 - 1 (lowest) to 10 (highest)
 - How was the class conducted
 - Homework, lecture, online, working in groups

The Survey - Questionnaire

- Open ended questions asked:
 - Motivated about school?
 - Best and worst classes?
 - Describe your perfect class.
- Question targeted the following areas of classroom
 - Group projects
 - Lectures
 - PowerPoint presentations
 - Technology / Internet
 - In-class group projects
 - Tests
 - In-class assignments
 - Working online

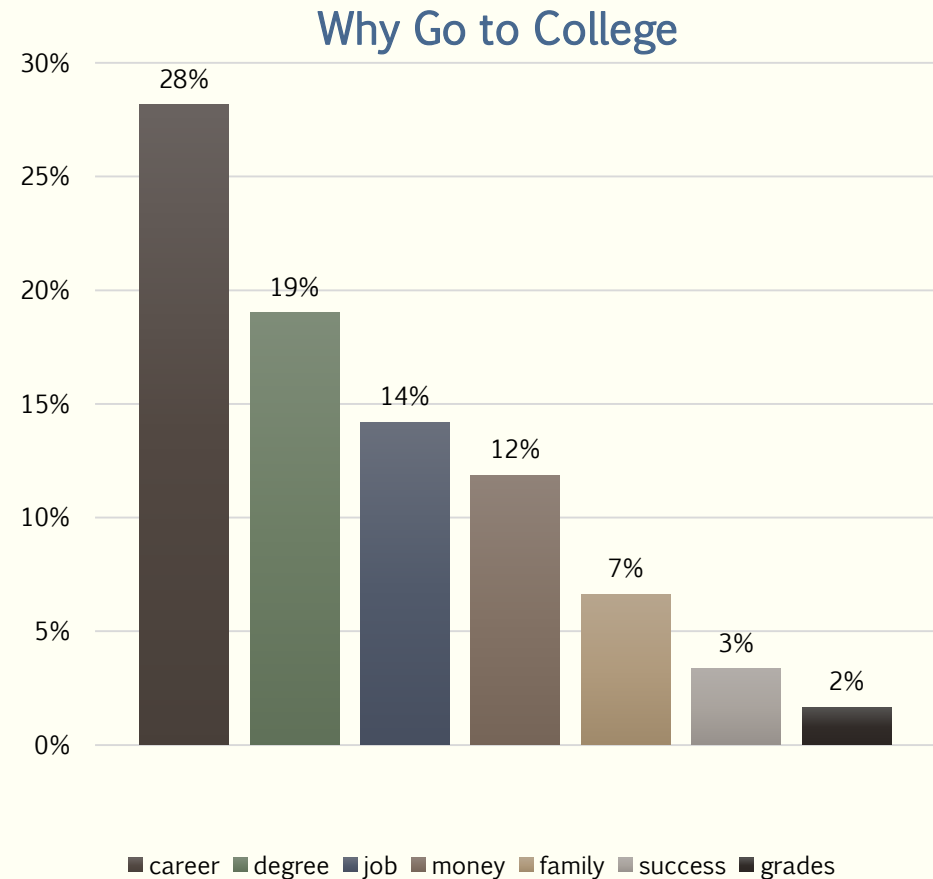
Survey Results – Demographics

- 176 Students
 - Male = 85
 - Female = 96
- Average age 21.4
- Class
 - Freshman – 44
 - Sophomore – 51
 - Junior – 64
 - Senior – 17
- Majors
 - Accounting / Finance = 34%
 - Business = 33%
 - Marketing = 12%
 - Communication = 4%
 - Information Technology = 2%
 - Psychology = 2%
 - Undeclared = 7%
- Schools used for study
 - Large public – 15,000 students
 - Small private - 2,000 students

Survey Results Open Ended Questions

What motivates students about college?

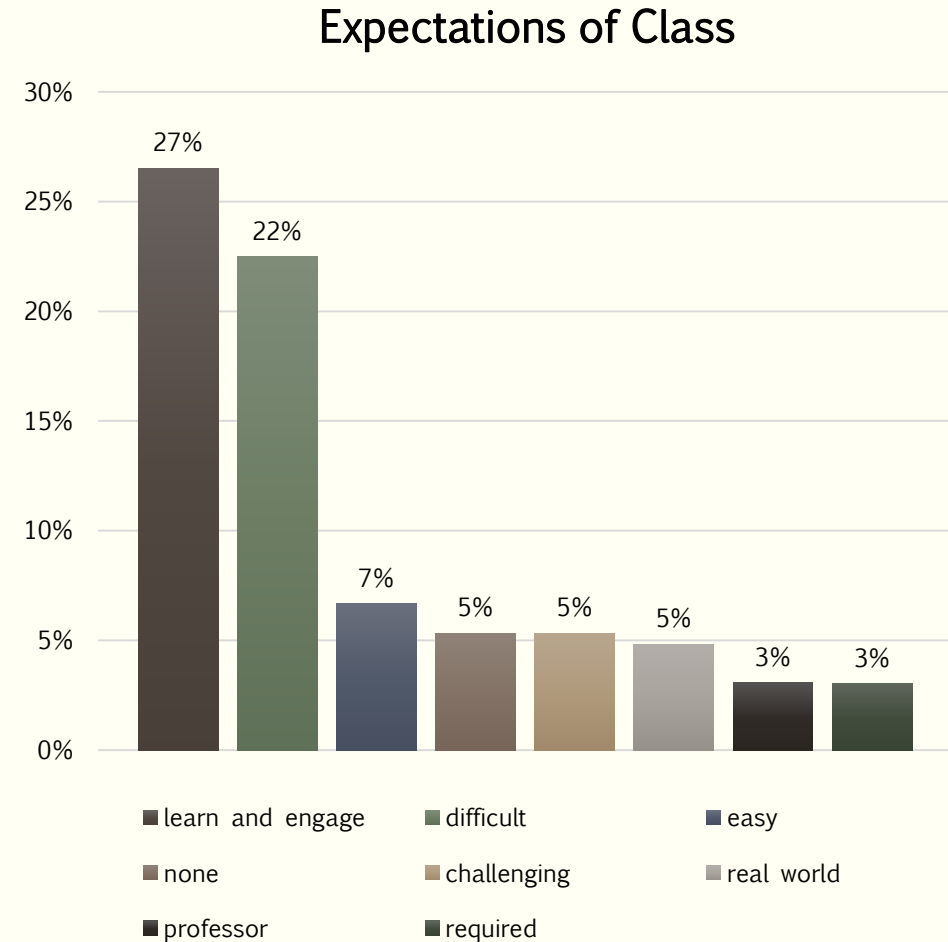
- Take away
 - Career - 1st, they want something they can be proud of, (confident)
 - Degree – 2nd, (confident)
 - Money - 4th, on priority, not the most important item.
 - 84% would take less money in order to have a better career (want to be happy)
 - Success - 6th, not that important, (want to be happy)



Survey Results Open Ended Questions

What expectations do students have about classes

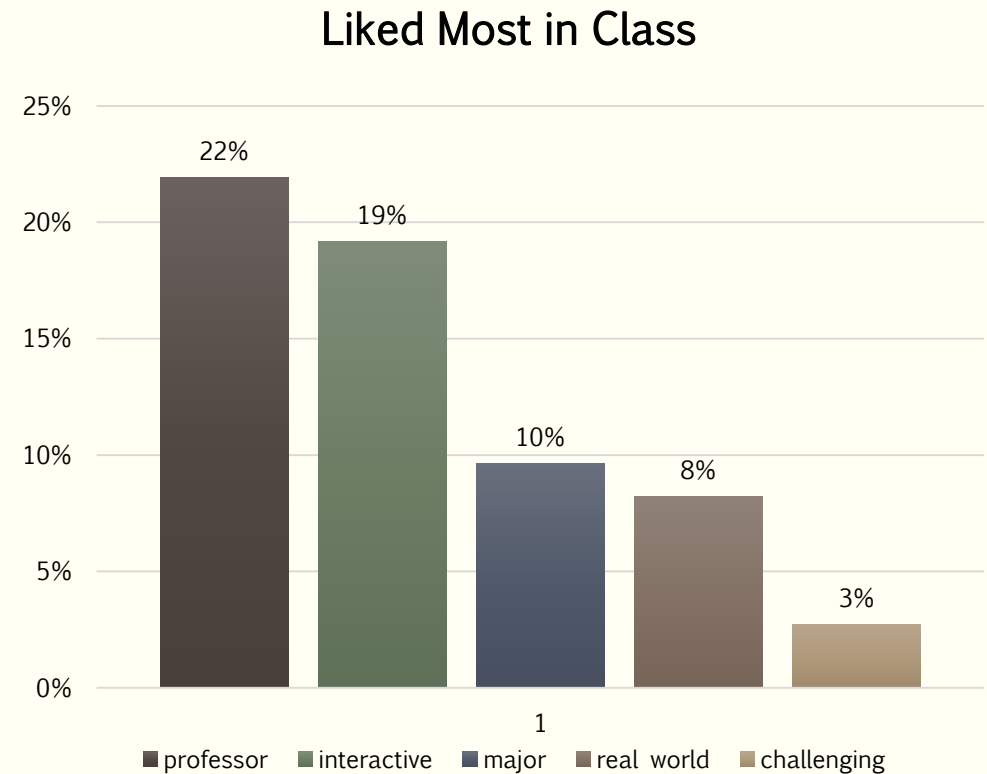
- Take away
 - Learning – 1st, this is most important item (confident)
 - The class would be difficult – 2nd, this will not be easy



Survey Results Open Ended Questions

What did students like most about classes

- Take Away
 - Professor – 1st, has a big impact on the class, (authority, close to parents)
 - Interactive – 2nd, they want to be involved and get bored easily (multi-tasking)
 - Major -3rd, part of their major, studying what they came to college for (structure)
 - Real World – 4th, they want to understand the real world operates and how learning applies to it

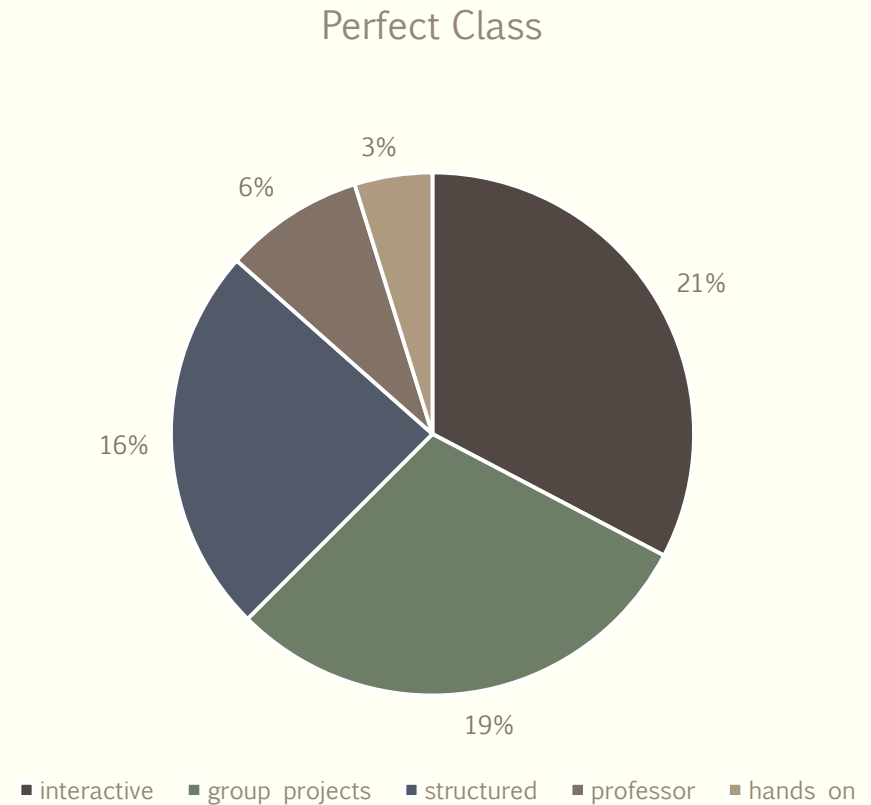


Survey Results Open Ended Questions

Millennials perfect class

- Take Away

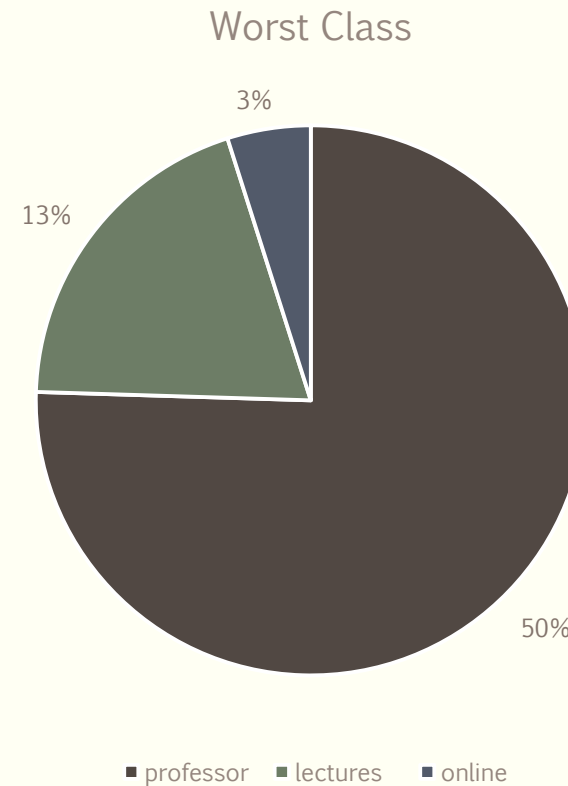
- Interactive – 21% (multi-tasking)
- Group projects – 19% (team oriented)
- Structured – 16% (structure)
- Professor – 6% (authority, close to parents)
- Hands on – 3% (multi-tasking)



Survey Results Open Ended Questions

Reasons for worst class

- Take Away
 - Professor – 50% (Authority, close to parents)
 - Did not care
 - Did not show up
 - Did not explain
 - Did not relate to students
 - Boring
 - Lectures only – 13% (multi-tasking)
 - Bored
 - Not explained
 - Online – 3% (tech-savvy)
 - Raises a question
 - The other characteristics out weigh tech-savvy
 - Missing structure
 - Missing authority

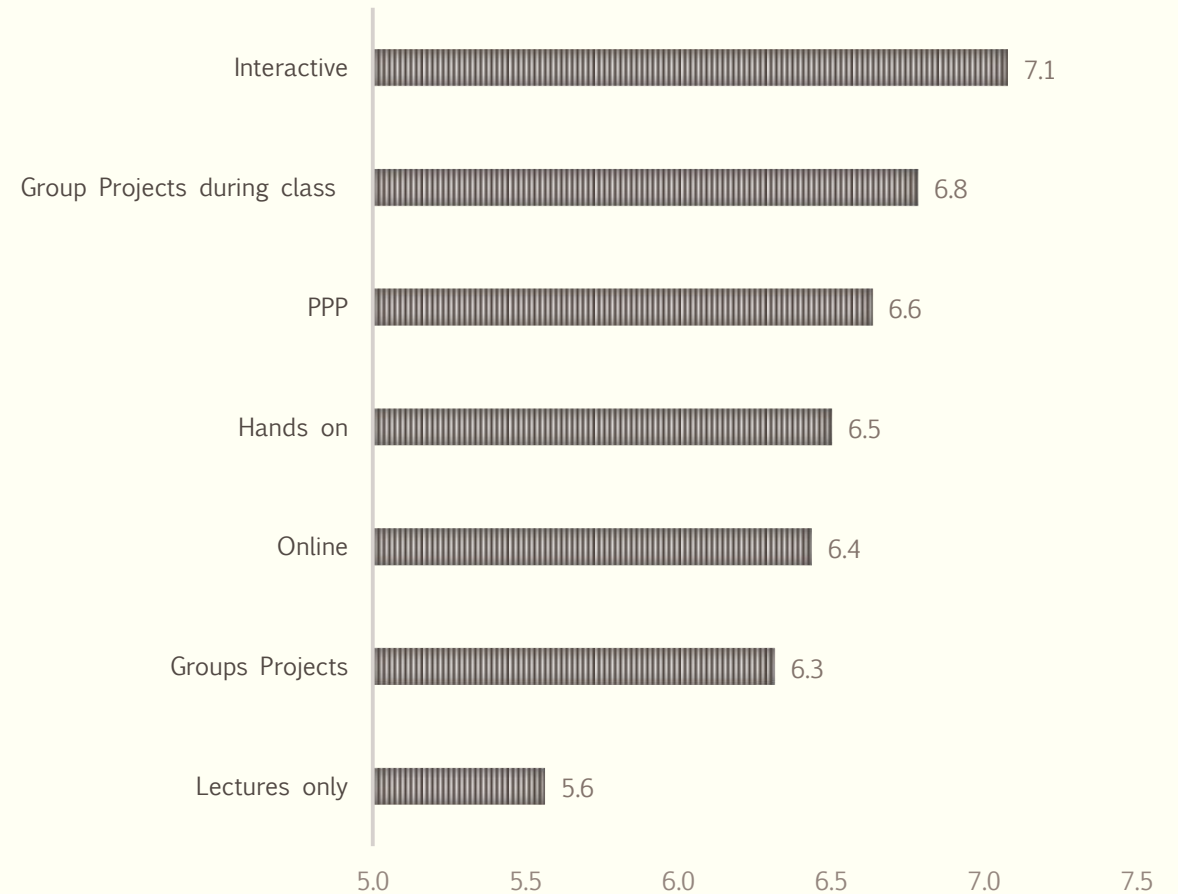


Survey Results Open Ended Questions

Rating the classroom activities

- Take Away
 - Interactive – 7.1 (multi-tasking)
 - Group projects – 6.8 during class – (team oriented)
 - Power Point Presentation – 6.6 (multi-tasking)
 - Hands on – 6.5 (multi-tasking)
 - Online – 6.4 (tech-savvy)
 - Group Project – 6.3 outside of class (team – oriented, structure)
 - Lectures only – 5.6 (multi-tasking)

RATINGS ABOUT CLASSROOM



Video of best class

- https://www.youtube.com/watch?v=_5HFGpvVqnA

Group project, Break into three different groups

- Group One; Teaching techniques that can be used
- Group Two; How do you motivate your students
- Group Three; What assignment can be incorporated.

Characteristics

Confident
Short term goals
Close to parents
Team oriented
Sheltered
Multitasking
Tech savvy
Comfortable with authority
Feedback
Structure

Study Results

- Interactive
- Working in groups
- Structure
- Authority (professor)
- Multi-tasking

Conclusion

- Incorporating all of the items Millennials want, can be accomplished.
- The professor' attitude towards the class is important. Professors are tied to five characteristics students want to identify with.
 - Sheltered
 - Close to parents
 - Authority
 - Structure
 - Feedback

The Classroom

■ Incorporate

- Interactive lectures
- Short term goals
- Technology
- Team oriented assignments, in-class
- Hands on assignments
- Structured
- Feedback

■ Avoid

- Lectures only
- Not having precise assignments with due dates
- Changing due dates
- The appearance of not caring about the students

Questions?

tinyurl.com/ELD15-12

