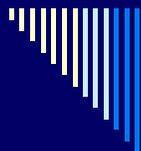


## The Millennial Generation

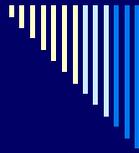
**Dr. Jim Hundrieser**  
**Vice President for Student Development**  
**Lynn University**  
**Stetson Law Conference**  
**February, 2008**

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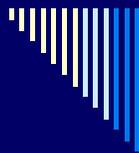
## Parent Response

- Dean Turner, Now that Susie has left Lynn I feel compelled to tell you how disappointed I am by the entire series of events leading to Susie's suspension from Lynn. I highly doubt that Susie will return. Of course I am most disappointed in Susie's activities. But I must confess to you that my disappointment extends to the way this matter was handled by Lynn. Of the three infractions with which she was charged, obviously the most serious was the knife wielding incident. I am utterly convinced that this was a total non-event. The knife was not hers, someone and she won't tell me who, left the knife in her room. Her stupid playing with it was just that. stupid and puerile. She never had any intention whatsoever of using it to harm anyone. As to the 5 Xanax pills, she never took one of them. Someone had given them to her and she had them in her pocketbook, I guess as kind of a status symbol. She tells me all of the girls in her dorm have them and some use them. As to the pets in the room, once again an infraction to be sure, but not a hanging offense. I am not trying to be an apologist for Susie. She has learning problems, and was struggling to get by academically. She had missed many classes; but we were working with her mentor,
-



## Parent Response

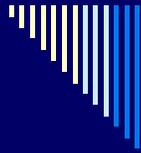
- she was just getting over the feeling of freedom you get when you first enter college, she had made a commitment to me to go to class, and she might have made it. Her life would surely have been better for it. Now we are dealing with all of the downsides that getting kicked out of college necessarily bring, with the total failure of self-esteem it has engendered. I am disappointed with the disciplinary *blitzkrieg* which saw us learning about the incident and her being dismissed the same day. She was ejected from her room immediately which left her in the middle of Florida with no place to stay, cut off from her possessions. I think some sort of consideration should have been given to the facts surrounding the events, and she should have been given some probationary status to allow her, with strict conditions, to have another chance. The infractions she committed were serious, but the harm Lynn has done to her was incalculable and we are picking up the pieces now. She has left our house and until recently we had no idea where she was. She is distraught, ashamed and decimated by the results of your disciplinary system. The people there left us with a shattered daughter. I hope you take these comments in the vein in which they are offered, not as the ravings of a disappointed father, but a serious criticism of the way you handled Susie as a college freshman. Thank you for reading this.



## Our College Student Today

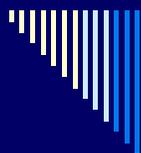
- Experienced
- Protected
- Individual





## Our College Students

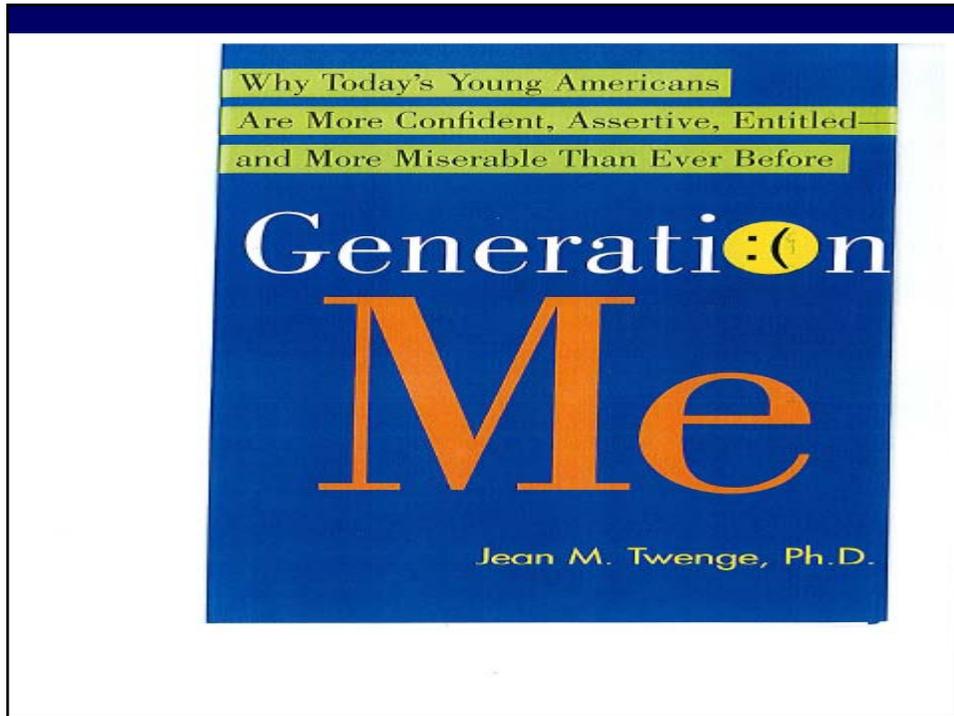
- Relevant
- Rigor
- Shared Responsibility
- Reputation
- Career Readiness
- Rewards
- Relationships



## Interesting Observations

- Increases in number of applications to schools
- 77% begin their college search in their sophomore year; 82% have decided their first choice by end of junior year.
- More are selecting second choice

CIRP, 2006,  
Noel-Levitz, 2005

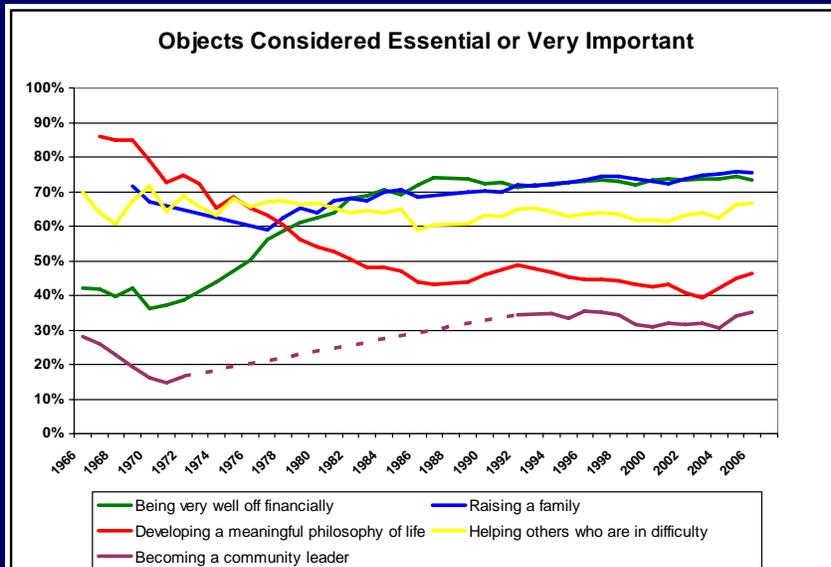




TV focus on becoming famous, bring rich or extravagant lifestyles: *American Idol*, *Newlyweds: Nick and Jessica*, *Cribs*, *Deal or No Deal*, *Survivor*, *My Super Sweet 16*...

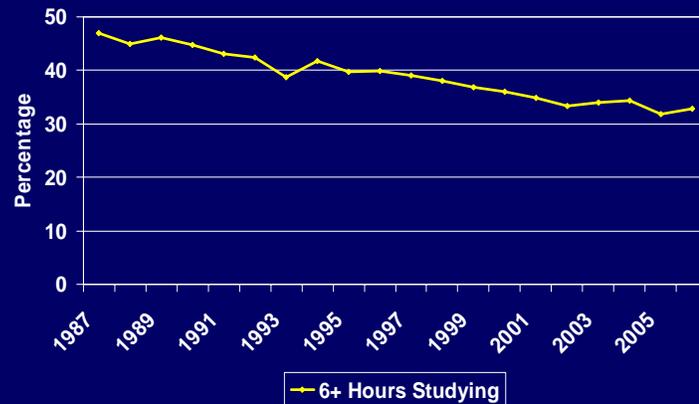


## CIRP Freshman Survey Trends





## Fewer Students Studying 6+ Hours a Week as High School Seniors



## Outcomes of the Focus on Self

- We have come to equate looking good with feeling good
- 81% of tattooed college students named self-expression, independence, or uniqueness as a motivation.
- Possessions are valued
- Where self-esteem crosses over into entitlement

## One-size does not fit all

- First, second, third generation college students
- Inner city, rural, suburb
  - Crime improving
  - Parent involvement increasing
  - Expectations rising
  - Support programs growing
  - Drug use declining nationally (greatest improvements in inner-city areas)
- Differing kinds of independence sometimes clash with campus culture
- It has become socially acceptable to transfer schools

## Implications & Considerations

- Branding
  - Use name brand items (and promote that you are)
  - Identify specifically where students are interning and gaining employment
  - Remind students repeatedly of the value of their education from your institution
  - Internal marketing

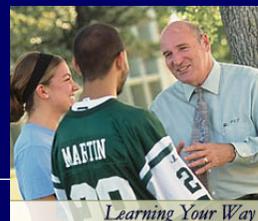


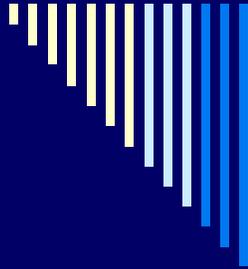
## Social Networking Websites

- Guidelines vs. Rules and Policies
- Photo-posting policies
- Creating Groups
- The University, including coaches and administrators, has the right to monitor these web sites.

## The facilitator model

- Seeking that balance between students and staff responsibility
- Acknowledging that we indeed share in the responsibility
- An individualized approach to student discipline
- Our handbook is a guide

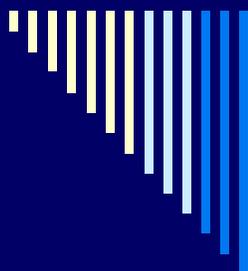




## TRUE or FALSE

Millennials understand when you do not answer their e-mails or text messages within a few days of message being sent?

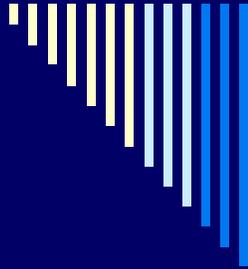
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## TRUE or FALSE

Millennials like professors who let class out early?

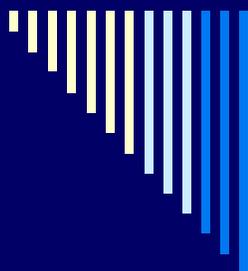
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## TRUE or FALSE

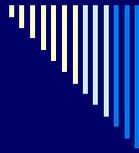
Millennials like being in charge?

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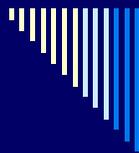
How does a Millennial describe a good class?

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## Thematic Comments from Students

- Well Organized
- Teacher is very prepared
- They weave technology into the class
- The break-up the class – lecture for a bit, do an activity, show a YouTube Video that relates to the topic
- Blackboard / Smartboards / Web Cams
- Humor
- Showed how to do things on her/his computer to the class
- Provided quick feed-back
- Has “Bells and Whistles”

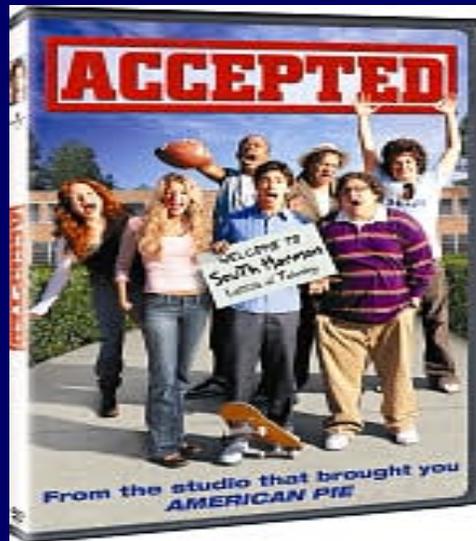


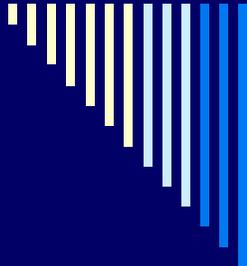
## Diversity

- Millennials are less likely to regard themselves as either “White” or “Black” and see this as “our issue”.
- Considered the “least prejudiced about race” and the “most dissatisfied with race relations of the adult world.”

## Role Models and Difference

- You be the leader – “Say as I do and do as they say”
- Challenge me
- Listen to me





# Thank You!

To share your millennial story , please e-mail me  
[jhundrieser@lynn.edu](mailto:jhundrieser@lynn.edu)

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