Meeting Students
Where They are Today

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Vice Chancellor for Student Affairs
UNCG Undergraduate Students: A Snapshot

(2010 Data Set)

- 14,714 enrolled Fall 2010
- 13,057 Full time, 1,657 Part time (11%)
- 2,593 New, 1,064 Transfer, 9,933 Continuing, 581 Returning
- 9,735 Women (66.2%), 4,979 Men (33.8%)
- 1,030 Out of state (7%), 13,684 In-state (93%)
- 4,415 live in residence halls (30%)

Race/Ethnicity:

- Caucasian
- African American
- Hispanic/Latino
- Asian
- Multi-Racial
- Non-Resident Alien
- American Indian
- Hawaiian/Pacific Islander
- Other
Millennial Gen/Gen Z/Gen Flux

The current generation of college students is different... 
- Conventionally motivated, respectful 
- Structured rule followers 
- Protected and sheltered 
- Cooperative and team-oriented 
- Confident and optimistic about the future

• Positive Qualities:
  – Hard working 
  – Have high expectations of self 
  – Able to multi-task 
  – Used to being assessed 
  – Team-oriented 
  – Believe in the institution, authority 
  – Think “it’s cool to be smart” 
  – Racially and ethnically diverse, tolerant 

• Some Challenges:
  – Closer to parents than prior generations 
  – Potentially over-reliant on technology 
  – Expect a business model 
  – Expect customization 
  – Clearly defined objectives, goals 
  – Can be impatient; want immediate response/gratification 
  – Have a short attention span 
  – “Doing is better than knowing”
## The Typical Student is the Exception

<table>
<thead>
<tr>
<th>National (public 4 year research which represent 10.8% of college students)</th>
<th>UNCG (2010 Data Set)</th>
</tr>
</thead>
<tbody>
<tr>
<td>12% are part-time (&lt; 12 hours)</td>
<td>13% are part-time (49% &lt; 15 hours)</td>
</tr>
<tr>
<td>15.8% are 24 years of age or older</td>
<td>18% are over 25 years of age (27% 23+)</td>
</tr>
<tr>
<td>50.8% are female</td>
<td>66% are female</td>
</tr>
<tr>
<td>73% are White</td>
<td>64% are White</td>
</tr>
<tr>
<td>No comparable data</td>
<td>71% live off campus</td>
</tr>
<tr>
<td>$25,250 average loan debt ($20,959 in NC – 53% of students)</td>
<td>$23,772 (67% of students)</td>
</tr>
</tbody>
</table>
## Profile of Today’s College Student

<table>
<thead>
<tr>
<th>National</th>
<th>National Percentage</th>
<th>UNCG Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Work</td>
<td>62%</td>
<td>65%</td>
</tr>
<tr>
<td>Work on campus</td>
<td>41%</td>
<td>16%</td>
</tr>
<tr>
<td>Work off campus</td>
<td>46%</td>
<td>77%</td>
</tr>
<tr>
<td>Work both on and off campus</td>
<td>12%</td>
<td>7%</td>
</tr>
<tr>
<td>Work 1-15 hours per week</td>
<td>53%</td>
<td>36%</td>
</tr>
<tr>
<td>Work more than 20 hours per week</td>
<td>28%</td>
<td>45%</td>
</tr>
<tr>
<td>(24% of full-time; 63% part-time)</td>
<td></td>
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</tbody>
</table>

Source: Profile of Today’s College Students, NASPA 2009
* Source: Chronicle of Higher Education Almanac 2011-12
What do today’s students bring to college with them?

*Note: “within the last 12 months”*

- Stress: 70% - 80%
- Concern for friend or family: 50% - 60%
- Relationship Difficulties: 40% - 50%
- Anxiety: 40% - 50%
- Sleep difficulties: 40% - 50%
- Financial Problems: 40% - 50%
- Homesickness: 30% - 40%
- Death of friend or family member: 20% - 30%
- Depression: 20% - 30%
- Abuse in some form: 10% - 20%
Are UNCG Students Different?
(statistically significant above/below national average)

• Enjoy learning for the sake of learning.
• Concerned with social issues.
• Important to make a difference in the world.
• Important to give back to my community.
• Important to stand up for what I believe in.
• Treat others with respect.
• Believe people can live off of minimum wage.
• Believe people are generally treated the same.
• Believe racial and gender discrimination still occur in the US.
• Believe if you work hard enough you can achieve the “American Dream.”
• Believe affirmative action is no longer necessary.
• Concerned about the environment.
• Communicate daily with parents/guardians (48% vs. 34% nationally)
Sources


Emerging Issues Institute, February 6-7, 2012, Raleigh, NC