Students of The Future: A Glimpse of the Next Generation of UNCG Students

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The Pluralist Generation in 2014

- Current Age: 17 and Younger
- Born: 1997-Present
- Size: ~72 Million
- Ethnicity:
  - Caucasian 52%
  - Hispanic 25%
  - African American 14%
  - Asian 5%
  - Other 5%

Source: Magid Generational Strategies, “The First Generation Of The Twenty First Century.” An Introduction to The Pluralist Generation
Plurals-The First Generation of the 21st Century Are:

- America’s last generation with a Caucasian majority
- The most positive about America becoming more ethically diverse
- Existing in the most diverse social circles
- Less likely than prior generations to live in a two parent household
- The least likely to believe in the “American Dream”

Source: Magid Generational Strategies, “The First Generation Of The Twenty First Century.” An Introduction to The Pluralist Generation
Last Generation with a Caucasian Majority

In 2019, live births in America will be less than 50 percent Caucasian, making the Pluralist Generation the last generation with a Caucasian majority.

In 2042, the entire population will be less than 50 percent Caucasian and America will literally become a pluralistic society.

Source: Magid Generational Strategies, “The First Generation Of The Twenty First Century.” An Introduction to The Pluralist Generation
Plurals Have the Most Diverse Social Circle

Source: Magid Generational Strategies, “The First Generation Of The Twenty First Century.” An Introduction to The Pluralist Generation
Diverse Family Environment

Key Shifts In America – Living Situation Of Children

- Percent of children under 18 living with two parents

**Gen Xers**
- Birth years: 1965-1976
- Avg.: 82.9%

**Millennials**
- Birth years: 1977-1996
- Avg.: 73.5%

**Plurals**
- Birth years: 1997-present
- Avg.: 68.7%

Source: Magid Generational Strategies, “The First Generation Of The Twenty First Century.” An Introduction to The Pluralist Generation
The Future of Male Vs. Female Students

The Primary Fears Expressed by Colleges and Universities

- The high cost of college and the availability of financial aid
- Decreasing numbers of high school graduates in their regions
- The lack of online courses or hybrid approaches on their campuses that combine online and classroom instruction
- Difficulty selling the value of a liberal arts education when so many students and parents are looking for low cost alternatives to higher education.
Financing College

Financial assistance is significantly more important to:
- Females (51.9%) than males (44.2%)
- First-generation students (68.4%) than non-first-generation students (44.1%)
- Students from low-income families (77.0%) than students from middle-income (47.7%) or high-income (19.5%) families
- Hispanic/Latino (69.1%) and African American (59.8%) students than Asian (46.8%) or Caucasian (42.6%) students

Financing College

• Median family income:
  2001-$85,597
  2007-$77,436
  2013-$65,330

• Zero Expected Family Contributions:
  1996-2008 -11% to 14%
  2012- 23%

• K-12 Students Approved for Subsidized school lunch:
  1989- 31%
  2012- 53%

Changes in High School Graduates 2008-2027 from UNCG Top 10 Feeder States

Changes In High School Graduates
2014-2019
UNCG’s top 10 Feeder Schools

Source: Bischoff Rick. “Managing Expectations”
Enrollment Summit. New Orleans. October 7, 2014
Future Trends for Higher Education in Pedagogy

- **Traditional Pedagogy**
  - Teacher centered instruction
  - Single sense stimulation
  - Single path progression
  - Single media
  - Isolated work
  - Information delivery
  - Passive learning
  - Factual knowledge-based
  - Literal thinking
  - Reactive responses
  - Isolated, artificial context

- **Contemporary Pedagogy**
  - Student centered instruction
  - Multi sensory stimulation
  - Multi path progression
  - Multimedia intensive
  - Collaborative work groups
  - Student centered activities
  - Active/exploratory learning
  - Inquiry based learning
  - Information exchange
  - Proactive/planned action
  - Authentic, real world context

The Future: iGen Students

- Always on, connected
- Active, social and visual
- Expect full and immediate access to media and information
- Create and consume media
- Visual, multi-sensory
- Connect living and learning
- Technology is cool
- Prefer authenticity to hype
- Want to collaborate
- Global thinkers; connected to others worldwide

Do Something More
## Smartphone Application Submission

### Application Smartphone Activity

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<th>Year</th>
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<th>Submitted</th>
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Key Trends Accelerating Technology Adoption

• Fast Trends: Driving changes in higher education over the next one to two years
  • Growing ubiquity of social media
  • Integration of online, hybrid and collaborative learning

• Mid-Range Trends: Driving changes in higher education within three to five years
  • Rise of data driven learning and assessment
  • Shift from students as consumers to students as creators

• Long-Range Trends: Driving changes in higher education in five or more years
  • Agile approaches to change
  • Evolution of online learning

Adoption of Educational Technology

- **Time to Adoption Horizon: 1 year or less**
  - Flipped Classroom
  - Learning Analytics

- **Time to Adoption Horizon: 2-3 years**
  - 3D Printing
  - Games and Gamification

- **Time to Adoption Horizon: 4-5 years**
  - Quantified Self
  - Virtual Assessments

Questions ?