Advising Today’s College Students

**Characteristics:**

- Understand and embrace diversity.
  - Looking to ensure that all members are recognized based on their identity.
- They want to create change.
  - Focused on making improvements to the community and more socially aware than previous generations.
- They take calculated risks.
  - May be more deliberate than previous generations but they are willing to take a chance.
- Working together is key.
  - This is a generation of students that sharing resources and opportunities is ingrained.
  - They will share everything with you, which can be a double-edged sword.
- Follow authority.
  - They may not be as resistant as previous generations.
  - Willing to do what they are told as long as it does not compromise their values.
- Confidence
  - They have the confidence to make decisions.
  - Can easily see through people or ideas that are surface-level or superficial.
- Short attention span.
  - Able to multitask effectively.
  - Will seek out answers or feedback with speed in mind.
  - May see their first resource as fact instead of seeing all sides.
- Concerned about mental health.
  - Willing to have the conversation about supporting members and students with mental health needs.
  - Look to spread awareness on the topic.

**Technology:**

- Spend much of their time on technology or involved with social media.
- Avoid long conversations and utilizes texts or messages to get answers or information they need.
- Different forms of technology:
  - Facebook and Twitter have seen declining membership among young adults.
  - Instagram and Snapchat have an increased following.
• Communication using pictures, memes, or emojis replace text based conversations.
• Videoblogs and utilizing Youtube for information gathering, as well as sharing information and stories.

➢ Other forms of technology:
  • A majority of college students utilize a smartphone.
  • Use texting or messaging services like GroupMe for mass communication.
  • Create relationships through social gaming.

**Learning:**

➢ Seek out immediate feedback.
➢ Willing to provide insight and reflection through using social media or other online platforms.
➢ Self-directed learning:
  • Youtube
  • Instagram
  • Blogs

**Communication Insights:**

➢ Understand their ambitions and be supportive.
  • Looking for ways to develop professional skills that will help them find the job they want after college.
  • Lots of pressure on them to get the “dream job” as soon as they graduate.
➢ Be open, be honest.
  • Providing them with genuine feedback and ideas will help them feel connected and they value authenticity.
➢ They can work together, but do not be surprised if they start a project and work on it on their own.
➢ Speak about purpose and value.
  • Fraternities and sororities can be expensive and time consuming. Make sure they know what this work is for and how it will help them in the future.
  • Recognize their accomplishments and celebrate them!

**Additional Resources:**

*Recruiting Generation Z*


*Get Back to Basics*


*The Changing Face of Higher Education*

• [https://postsecondary.gatesfoundation.org/what-were-learning/todays-college-students/](https://postsecondary.gatesfoundation.org/what-were-learning/todays-college-students/)