



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

- <http://blog.phiredup.com/recruiting-generation-z-students-to-fraternity-and-sorority-life/>

Get Back to Basics

- <http://blog.phiredup.com/its-time-to-get-back-to-the-basics/>

The Changing Face of Higher Education

- <https://postsecondary.gatesfoundation.org/what-were-learning/todays-college-students/>