

**THE NEW COLLEGE STUDENT**  
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**National trends among college students:**

More ethnically and racially diverse, but becoming less concerned about race

More women than men in the student body

Wealthiest generation of youth consumers, but not all

More computer ownership, more time on-line, more e-commerce, but not all

Same or less time in front of a TV

Pervasive use of cell phones

More reading of magazines, less reading of newspapers

More credit cards and credit card debt

More school loans, and more extremes in available family income

More students employed while enrolled

Less reported time spent studying

Higher grades and greater expectation for high grades

More internships – new route to jobs (“employee testing”) – changing amount of time on campus

More study abroad – changing time on campus

More body art – piercing and tattoos

More socializing in groups rather than dating

More living off campus (at IU downtown apartments)

More learning disabilities diagnosed

More reported stress and depression and more students on medication prior to enrolling

More returning veterans

Come from families with older, better educated parents and fewer siblings

## **COLLEGE STUDENT GENERATIONS COLLEGE STUDENT CULTURES**

### **Millennial generation characteristics (Howe and Strauss):**

•Special •Sheltered •Confident •Team-oriented •Achieving •Pressured

### **Student generations compared over time (Howe and Strauss):**

	Baby Boomers 1943-1960	Generation X 1961-1981	Millennial 1982-present
Born			
Overall Mood	passionate	cynical	practical
View of Authority	attacked	ignored	trusted
Academic standards	easing	lax	tightening
Parental role	receding	distant	intruding
Community Service	falling	low	rising
Main arguments about	war & country	race & gender	class & culture
Cutting edge fields	arts & humanities	business & high tech	politics & social science

### **Student Cultures (Clark and Trow):**

Collegiate - academic work is important, but equally significant are experiences outside the classroom

Vocational – of greatest importance is getting a degree in career area. Intellectual and social activities are necessarily of secondary importance.

Academic – while career interests are important, primary importance is placed on enrichment focused on the world of knowledge and ideas.

Rebel – while the university environment might be stimulating, a general alienation (non-conformism) from the university and its formal programs and activities is common.

## **Frequently mentioned characteristics of today's college students:**

1. Students more frequently report being bored in class or being academically disengaged.
2. Students are increasingly concerned about college as a means to an end, but not concerned about the learning process itself.
3. Students skip class, arrive late, and leave early more frequently.
4. Students study less than 10 hours per week.
5. Students are brighter, but “less” prepared and less mature.
6. Students are more focused on local activism and service learning or community service and less focused on national, international and global issues.
7. Students more frequently feel overwhelmed and stressed.
8. Students avoid traditional dating, and socialize mostly in groups.
9. Students are remarkably upbeat about the future and about their generation's ability to make a difference and bring about change.
10. Students are not as race conscious. They have grown up in an increasingly diverse and multicultural society where barriers of race tend to be disappearing.
11. Students identify with their parents' values, accept authority, and favor tougher rules against misbehavior in the classroom and in society at large.
12. Students tend to come from smaller families, with older parents
13. Students are more self-confident, but have fewer coping skills
14. Students spend more time and energy in drinking and partying. Many drink excessively, often “to get drunk.”
15. Students expect to be successful.