



Understanding Today's Students

Insights on Attributes of Our Next Generation of Students

Strategic Advisory Services

Today's Presenter



Christina Hubbard, PhD
*Senior Director,
Research Advisory Services*

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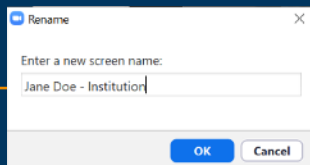
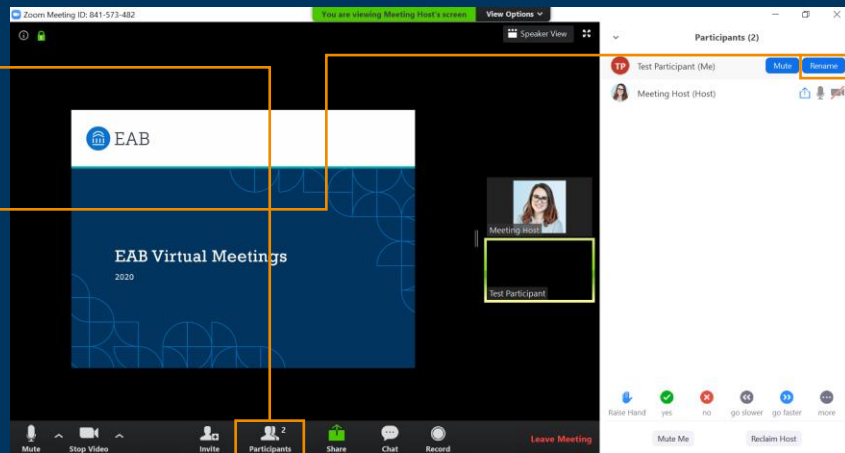


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Zoom Tip

Update Your Name

- Click **Participants** in your menu bar.
- On the right side of the screen, you can hover over your name and click **Rename**.
- Add a dash and your institution name.





Education's Trusted Partner to Help Schools and Students Thrive



Your Imperatives Determine Ours

INSTITUTIONAL STRATEGY

Prepare Your Institution for the Future

Executive guidance rooted in research to support your strategic priorities

MARKETING AND ENROLLMENT

Achieve Your Enrollment and Growth Goals

Tailored partnerships powered by a recruitment ecosystem with unrivaled reach to enroll your future classes

STUDENT SUCCESS

Build a Student-Centric Campus

Technology trusted by 850 schools to retain, graduate, and empower more students

DIVERSITY, EQUITY, AND INCLUSION

Advance DEI on Campus and in Your Community

Technology, research, and bold initiatives to strengthen your DEI strategy and eliminate equity gaps

DATA AND ANALYTICS

Embrace Digital Transformation

Data and analytics solutions built for higher education to guide decisions and accelerate innovation

We partner with **2,500+** institutions to
accelerate progress and enable lasting change.

95%+ of our partners return to us year after year
because of results we achieve, together.

Something – or Someone – Different on Campus

Higher Education Leaders See Shifts in Student Mindset and Behaviors



Missing Critical Skills

"We notice a lot of students struggling with basic things like communication or organization."



Balancing School and Work in Far Greater Numbers

"More students are coming to me asking about on-campus employment or the best off-campus jobs."



Community Building Declines

"Students don't seem to be as interested in the community building traditions as Millennials were."



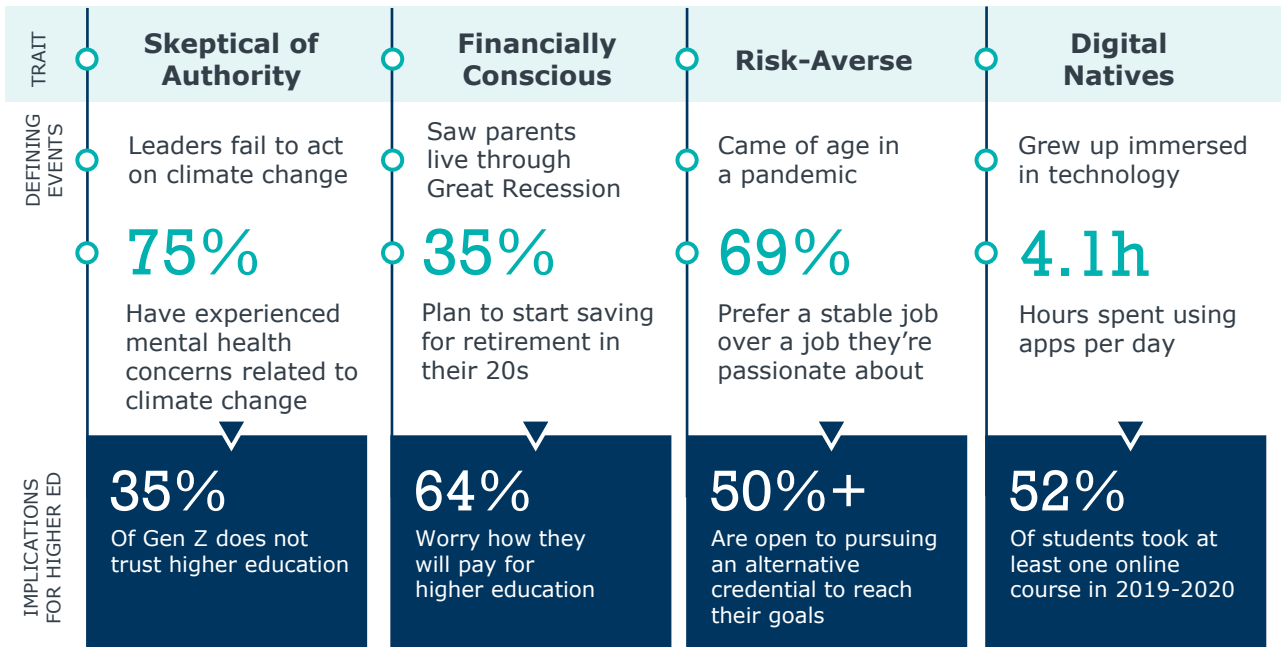
Asking More Difficult Questions

"Students today are more critical of institutional decisions – and have the platform to complain."



Gen Z Has Entered the Chat

Gen Z (11-26 Years Old Today) Have Shifting Opinions on Higher Education



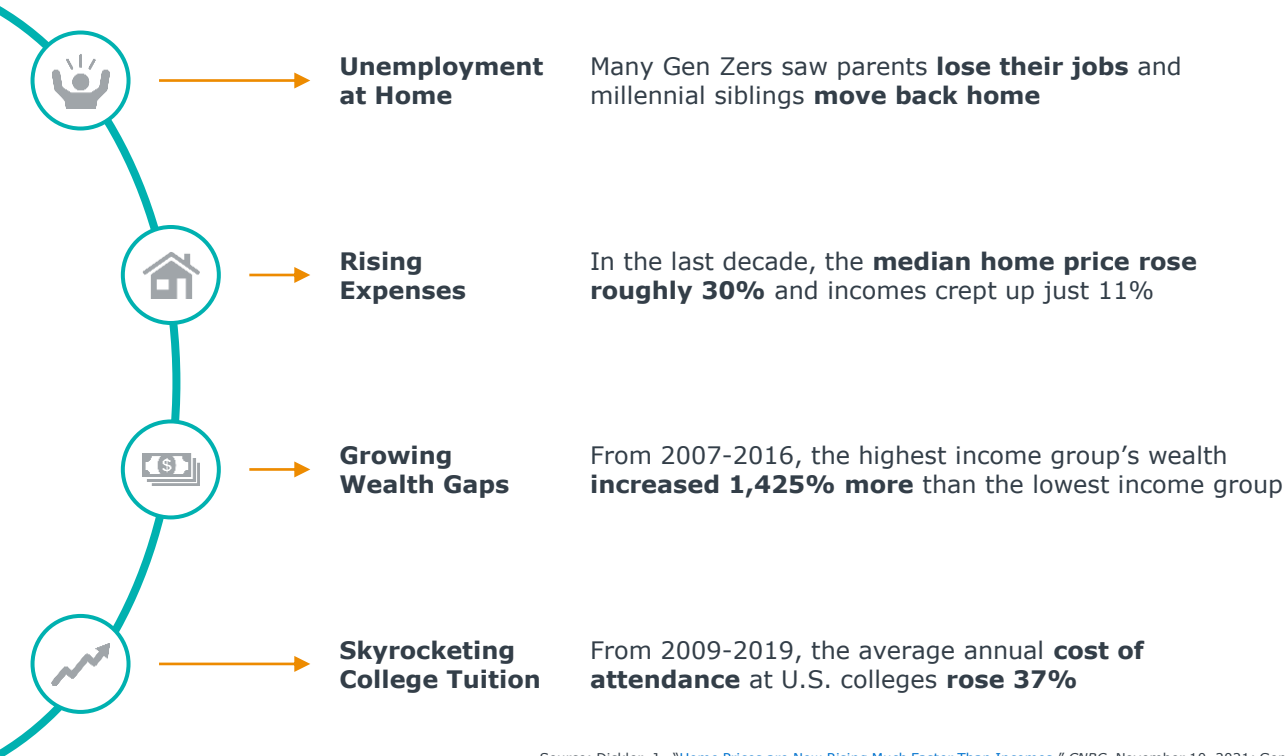
Source: Blue Shield of California, "[Youth Climate Survey 2022](#)," 2022; Desjardins, J., "[Why Generation Z Has a Totally Different Approach to Money](#)," *We Forum*, November 2018; "[The Ultimate Guide to Gen Z in The Workplace](#)," *Inside Out Development*, 2019; Skopec, C., "[How Gen Z College Students Are Changing Higher Ed](#)", *Collegis Education*, January 2021; Smalley, S., "[Half of All College Students Take Online Courses](#)," *Insight Higher Ed*, October 2021; Sakal, V., "[Why Gen Z Isn't Interested in Your Statements, Promises, and Commitments—Yet](#)," *Morning Consult*, June 2020; Kott, K., "[Gen Z's Distrust in Higher Ed a 'Red Flag'](#)," *Inside Higher Ed*, August 2022; "[Gen Z: The Rise of Digital Natives](#)," *CUIInsight*, January 2022; EAB interviews and analysis.

Discussion

What kinds of changes have you observed
in the students on your campus?

Coming of Age During The Great Recession

Recession and Its Aftermath Impacted Gen Z's Economic Expectations



Source: Dickler, J., "[Home Prices are Now Rising Much Faster Than Incomes](#)," *CNBC*, November 10, 2021; Gomez, K. et al, "[Welcome to Generation Z](#)," *Deloitte*, 2020; Scatton, S., "[The Average Annual Cost of Attendance for U.S. Colleges Has Increased 37% in the Last Decade](#)," *Intelligent*, December 15, 2022; EAB interviews and analysis.

A World in Crisis

As Gen Z Comes of Age, Catastrophes Seem to Pile Up



COVID-19 Pandemic

Gen Z reports more **pandemic-related stress** than any other generation, noting the effects on education, careers, and relationships

Racial Injustice

4 in 5 Gen Zers say they **have taken action** related to **Black Lives Matters** protests in the wake of George Floyd's death



Mass Shootings

28% of Gen Z say they have experienced gun violence personally, and **50% say they think about mass shootings weekly**

Climate Change

More than one-third of Gen Z report **reluctance to have children** because of fears related to climate change



Gen Z Shows Resilience Despite Overwhelming Challenges

"[Generation Z] is particularly more adept... Overcoming adversity is a state of normalcy for them at all times."

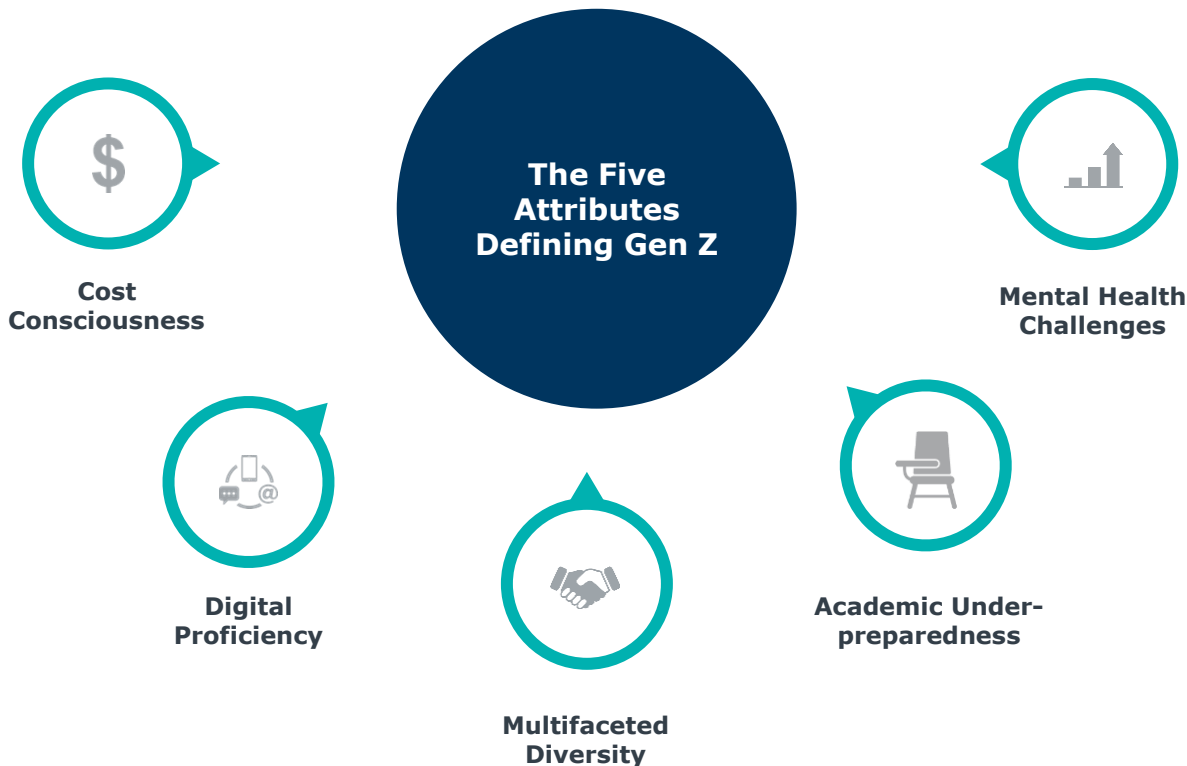
Mayumi Sato, National Geographic

Source: Davis, D., "[The Action Generation](#)," *Business Insider*, June 10, 2020; "[How Gun Violence Impacts and Weighs on Gen Z](#)," *Global Strategy Group and Project Unloaded*, September 28, 2022; Shead, S., "[Climate Change is Making People Think Twice About Having Children](#)," *CNBC*, August 12, 2021; EAB interviews and analysis.

Our Focus Today



Given Disruptive Events, Gen Z Requires a Different Approach





The Rise of the Cost-Conscious Consumer

Debt-Averse and Focused on Financial Security

Debt Crisis Inspires Frugal Mindset



47%

Carry either **credit card** or **student loan debt**



75%

Seek ways to obtain **multiple streams of income**

Optimism About Gen Z's Financial Future



66%

Have already started to **save for financial goals**



86%

Have set their **sights on home ownership**



Millennials and Gen Xers have already dug themselves into a hole. But Gen Z can break the cycle and learn from their mistakes.”

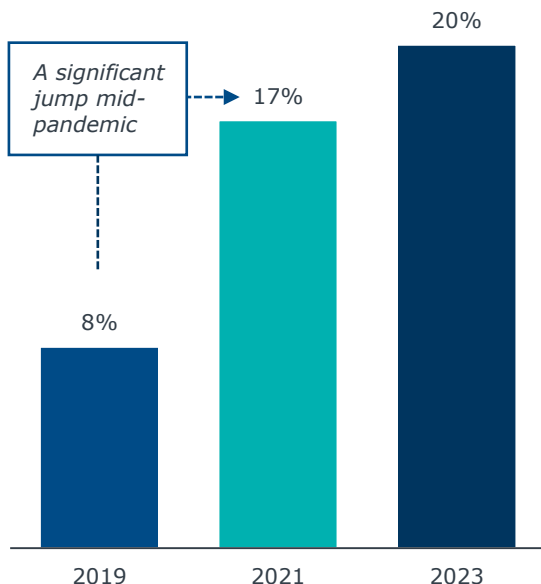
Brittany Hunter, Foundation for Economic Education

Source: “73% of Gen Z Say Economic Environment Has Made it More Challenging to Save; 75% Seeking Ways to Earn Additional Income,” *Bank of America*, September 13, 2022; Burris, R., “86% Of Gen Zers Want To Buy A Home, But When Will They Be Ready?,” *Rocket Homes*, November 8, 2022; EAB interviews and analysis.

Students Increasingly Doubting the Value of College

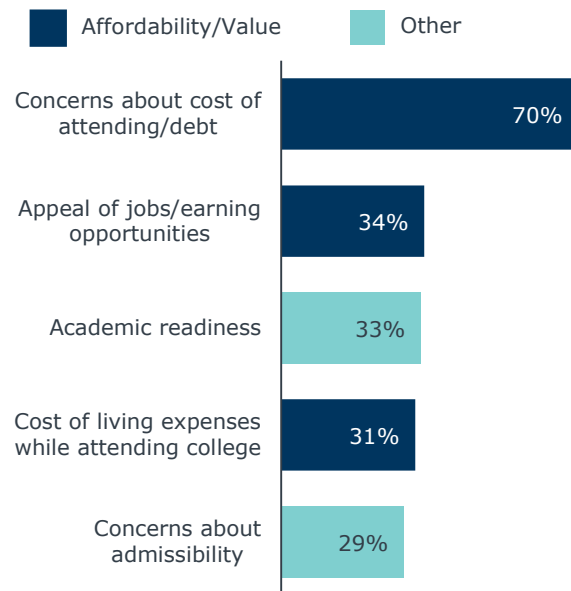
More Students Saying "It's Not Worth It"

Of Students Not Pursuing College Immediately After High School, 2019-2023



Most Common Factors That Deter Students from Attending College

EAB High School Counselor Survey, Top 5 Responses



Experiential Learning is Table Stakes

Three Institutions Investing in a Differentiated Value Proposition



Northeastern University



Immediate Work Exposure

- Students rotate between first-year seminar and paid industry experience
- Modules help students prepare for and reflect on the work environment

Balancing Academics & Work Experiences

- Alternates semesters of academic learning and full-time work
- Replicates real-world job search conditions

Simulated Work-Based Projects for All

- Project-based learning tracks for all programs
- 18 credits of faculty-advised and interdisciplinary projects outside classroom

In UK, Students Get Full-Time Job Experience with "Year In Industry"



26-week minimum dispatch for yearlong placement could last up to 52 weeks. Short term placements last up to 4 weeks.



Placements are credit bearing and woven into academics with workshops on job searching and CV writing

Discussion

How can cost-consciousness influence your work
with students in the long-term?

An Expansive Digital Ecosystem

Gen Z Born Into Accessible, Participatory, and Directive Internet Era

Their Daily Lives Shaped by an Advanced Digital Landscape



One-stop-shop information access, whenever and wherever



Information **filtered through algorithms**



Online experience personalized through ad tracking



Media has always been social, and platforms have distinct purposes



Content has **8-seconds to capture attention**



Communication is instantaneous with teens sending 3,000+ text messages per month

Feeling the Effects

Campus Impacts of the Digital Ecosystem



Students want more **directive and personalized** ways to navigate campus resources



Students increasingly **expect 24/7 service** and **centralized information hubs**



Growing need for students to undergo **online conduct and media literacy training**



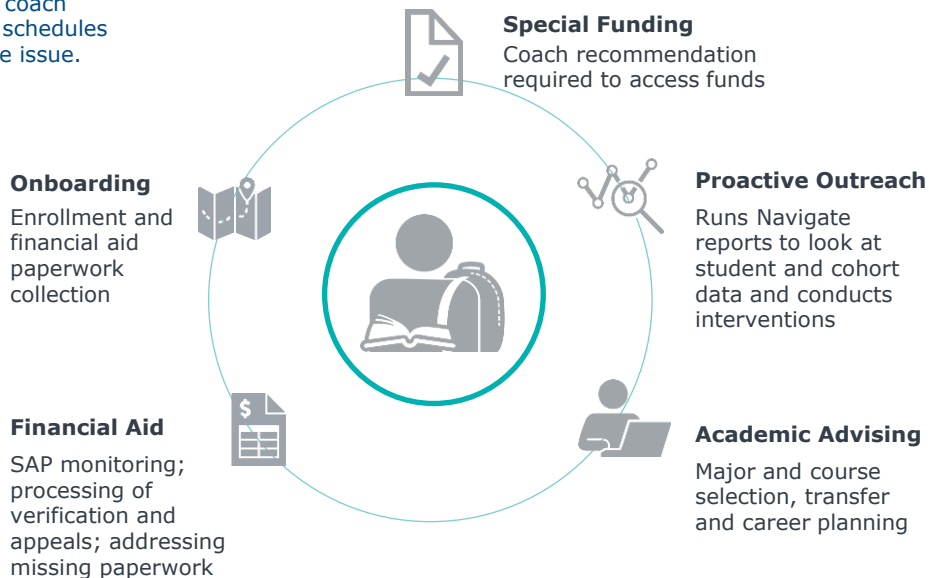
Online polarization is **intensifying conduct issues** and **magnifying visibility and range of flashpoints**

Leveraging Technology to Create Connections



Success Coaches Leverage Technology to Guide Student Success

Success Coaches are committed to **preventing student bounce**. If they can't answer a question, the coach reaches out to the expert or schedules a joint meeting to resolve the issue.



Discussion

How has digital proficiency changed your work with students?

The Most Diverse Generation in History

Nearly Half Are Nonwhite, All Are Shifting Conceptions of Diverse Identities

Racial and Ethnic Diversity Is the Demographic Default

48%

of Gen Zers¹
are nonwhite

1 in 4

Gen Zers¹ is
Hispanic

“

A More Fluid Concept of Identity

Generation Z reflects a whole new way of thinking about difference...They are less likely to fall into previously recognized categories and **much more likely to be mixing and matching various components of identity and points of view that appeal to them.** They are ever creating their own personal montage of selfhood options.”

Bruce Tulgan, Rainmaker Thinking, Inc

”

Feeling the Effects

Campus Impacts of Multifaceted Diversity



Students want to **see their diverse identities reflected** in staff, programs, curriculum, and fellow students



Students want to have their **identities served holistically** rather than through siloed identity or cultural centers



Identity-based flashpoints are increasing as **diverse identities and viewpoints clash on campus**

Source: Fry, R., Parker, K., ["Post-Millennials on Track to be Most Diverse, Best-Educated Generation Yet,"](#) Pew Research Center, November 15, 2018; Tulgan, B., 2013, "Meet Generation Z: The Second Generation within the Giant Millennial Cohort," Rainmaker Thinking, Inc.; EAB interviews and analysis.

1) Measure of diversity of 6-21-year-olds in the United States in 2018, comprising the core of Gen Z
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Targeted Outreach to URM Students

Columbia's MOSAIC Program Provides Support for Students of Color



MOSAIC¹ Program Provides a Suite of Resources for First-Gen Students and Students of Color

Offers a **mentorship** model that **connects BIPOC** public health **students²** with **BIPOC faculty**

Membership increased fourfold, serving 26 students in 2019 to 96 students in 2020



Provides training on job search, interview skills, & salary negotiations



Connects students to faculty of color & first-gen faculty, alumni and local leaders



Partners with Student Affairs to help students digest flashpoints

“

MOSAIC has been instrumental to my personal growth and professional development. **MOASIC fosters a nurturing, supportive, and inclusive environment for underrepresented students like myself to thrive** in spaces that have historically marginalized and disregarded them.”

Columbia Mailman School of Public Health Student

- 1) MOSAIC = Mentoring of Students and Igniting Community.
- 2) Serves undergraduate and graduate students at the Columbia Mailman School of Public Health.

Discussion

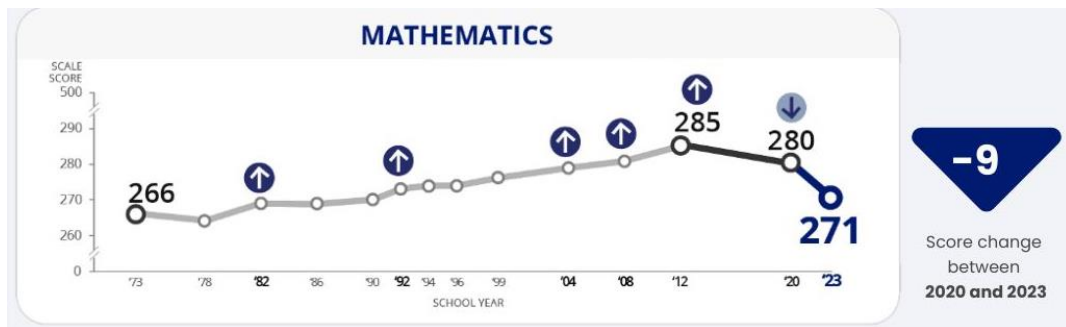
How should multi-dimensional diversity change student programming and engagement on campus?

Declines in K-12 Math Threaten College Readiness

Scores, Student Concerns, and Counselor Perceptions Indicate Caution

National Assessment of Educational Progress (NAEP)

13 year-olds (entering 9th grade)



Students Are Concerned About Success as They Make College Choices

26%

of students surveyed by EAB selected “whether I’ll be successful in college” as a top concern about college, behind only affordability and cost considerations.

And School Counselors Report Under-Preparation

73%

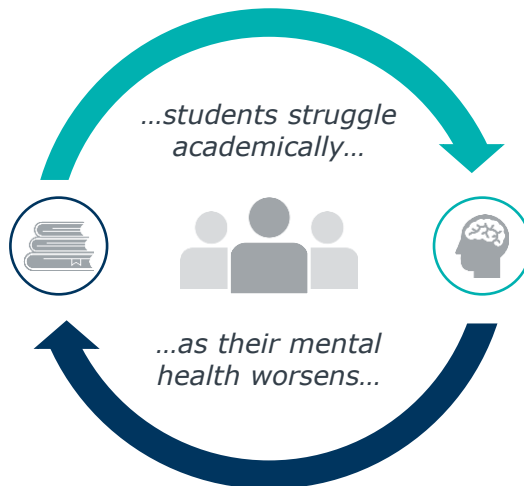
of high school counselors report the pandemic has at least moderately weakened their students’ academic preparation

A Vicious Cycle



Academic and Mental Health Struggles are Mutually Reinforcing

Poor grades, falling behind on assignments **lead to feelings of stress and inadequacy**, which exacerbate mental health struggles



Feelings of hopelessness and anxiety cause decrease in focus and studying, which in turn **leads to poorer grades**

Turning Data into Analysis and Action

Crafting Strategies with Course Success Data

Laying the Groundwork for Success



Identify Gaps In Outcomes

Assess outcomes like GPA and credits earned by department, program, and course across subpopulations of students



Narrow In On Behaviors Linked To Better Outcomes

Understand whether course modality, LMS engagement (by students and instructors), or tutoring correlate with improved course outcomes



Explore Instructor Data To Identify Which Practices Promote Success

Use performance data to engage your departments and faculty and identify growth opportunities



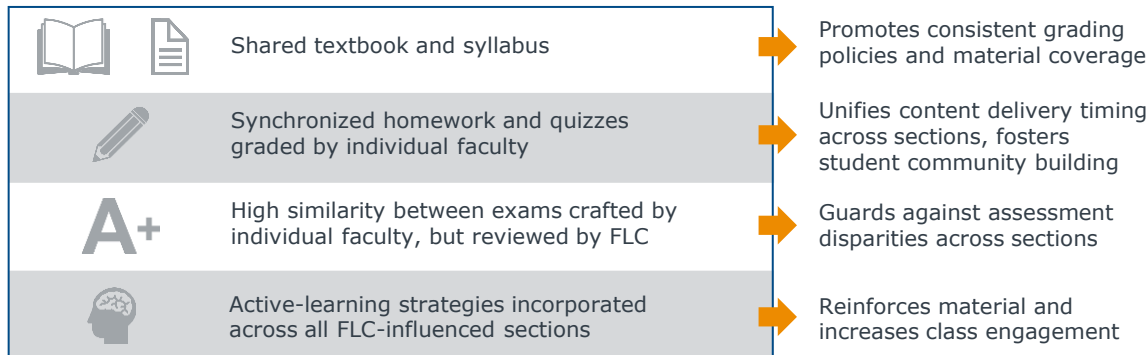
Start The Work Now

Faculty are already noting the impact of unfinished learning in math and other subject areas—there are immediate steps you can take to address the problem.

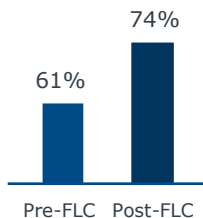
Multi-Section Redesign: Beyond a Shared Textbook

Boise State “Coherent Calculus” Scales Redesign Benefits to All Students

A Coherent Multi-Section Course



Immediate & Visible Impact on Pass Rates



Non-FLC Instructors Quick to Adopt New Methods

100%

Of next semester Calculus I instructors adopted redesigned structure and material

High-Impact, Low Cost



Course Release Participation Incentive

Discussion

How should students' academic under-preparedness change your work with students in the long-term?

COVID-19 Made the Situation Worse



Centers for Disease
Control and Prevention

42%

of high school students
reported feeling persistently
sad or hopeless in 2021
(1.5x higher than in 2011)

33%

of teenage girls reported
seriously considering taking
their own life in 2021

53%

of high school students
reported feeling close to
people at school during
the pandemic

55%

of high school students
reported experiencing
emotional abuse by an
adult in their home in 2021

*"We have lived our
teenage years stuck at
home in our rooms, by
ourselves, isolated."*

- Teenager's thoughts on
the CDC data, quoted in
the New York Times

45%

of students who identified
as LBGQ+ seriously
considered taking their own
life in 2021



COVID-19 poured fuel on the fire as it exacerbated loneliness and isolation
that had been building for decades.

Vivek H. Murthy, **US Surgeon General**



Source: "[New CDC Data Illuminates Youth Mental Health Threats During the COVID-19 Pandemic](#)," March 31, 2022; "[Youth Risk Behavior Survey Data Summary and Trends Report: 2011-2021](#)," CDC, April 2023; CDC, "[Youth Risk Behavior Surveillance - United States, 2011](#)," Morbidity and Mortality Weekly Report, June 8, 2012; The Learning Network, "[What Students are Saying About the C.D.C. Report on Teen Sadness](#)," *New York Times*, March 2, 2023, EAB interviews and analysis.

An Intensifying Mental Health Crisis

Gen Z at the Forefront of the Mental Health Crisis

Mental Health Concerns on the Rise...



42%

Of Gen Z have a **diagnosed mental health condition**



25%

Rate that global **anxiety and depression increased** in the first year of the pandemic

...But So Are Awareness and Resources



90%

Of adults **acknowledge mental health crisis** in the US today



75%

Of adults concerned by insurers **not covering mental health services**

“Gen Z is more open and willing to discuss mental health than any other generation we’ve seen to date.”

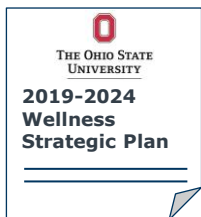
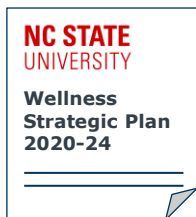
Melissa McKenna, British Columbia Schizophrenia Society

Source: “COVID-19 Pandemic Triggers 25% Increase in Prevalence of Anxiety and Depression Worldwide,” World Health Organization, March 2, 2022; McPhillips, D., “90% of US adults say the United States is experiencing a mental health crisis,” CNN, October 5, 2022; “State of Gen Z Mental Health 2022,” Harmony Healthcare IT, 2022; EAB interviews and analysis.

Institution-Wide Efforts Grow

Rise of Institutional Collaboration on Mental Health and Wellness

Strategic Wellness Plans Unite Stakeholders across the Institution



CWO Role Is Dedicated to Unifying Mental Health Strategy



Chief Wellness Officer



Associate Dean of Health and Wellness



Vice Provost for Student Health & Well-Being



Assistant Vice President for Student Health & Well-Being

"[The Campus Wellness Committee]'s a full range of folks that are engaged in this dialogue and they're problem solving in real-time. We're beginning to think differently about how we should operate in all departments."

*Marlene Tromp, President
Boise State University*

Peer Counselors Provide 1:1 Mental Health Support

The University of Michigan's Individual Peer Support Program



Students Select a Peer Counselor

Students can browse a directory and indicate interest in the program on the counseling center website

 **13** *Peer Mentors 2020-2021*



Students Meet With Their Peer Counselor

Students set up a schedule with their peer mentor that will best fit their needs and goals



Peer Counselors Meet With Counseling Center Staff Each Week

Peer counselors have dedicated time with counseling staff to reflect on recent success, themes and challenges

Key Program Logistics



Supervised and trained by the counseling center



Volunteer-based and students interested in becoming a peer counselor must go through an **application process**



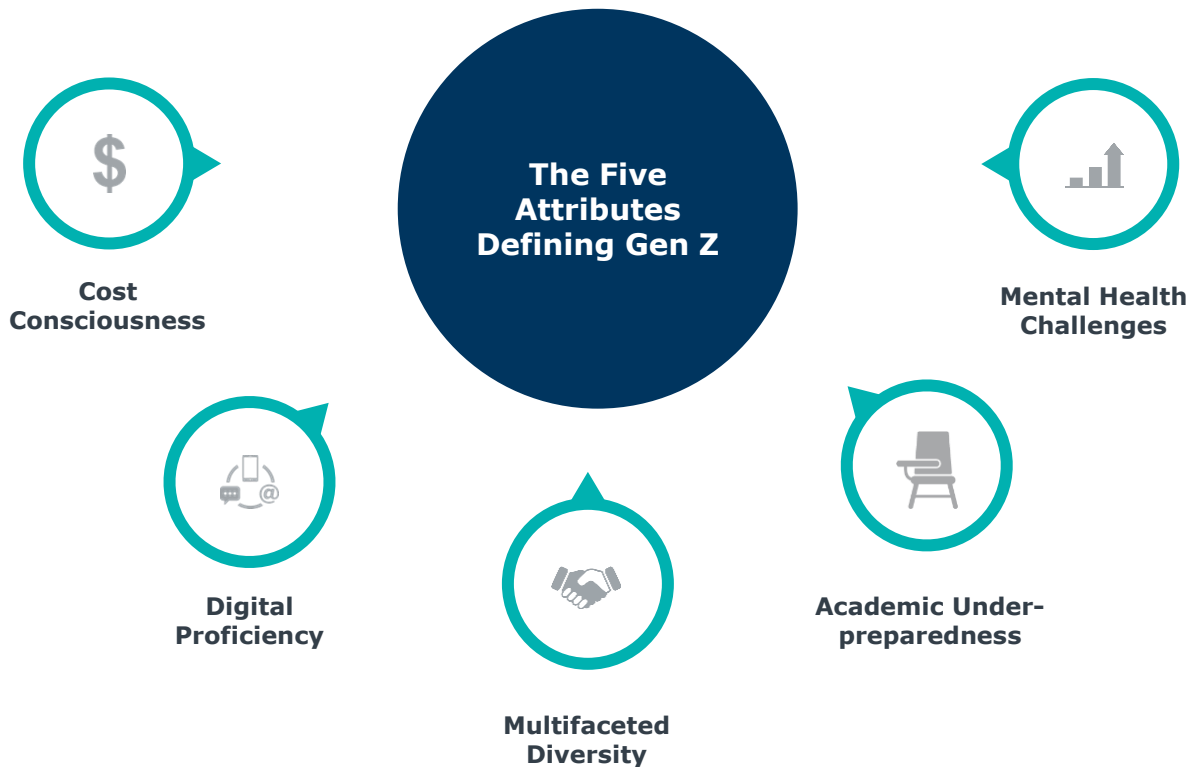
A staff member is on call for peer counselors who need additional guidance to help their client outside of normal hours

Discussion

How can we address this attribute in our student interactions?

Summary

Given Disruptive Events, Gen Z Requires a Different Approach



Prioritizing Your Efforts

Immediate Actions Needed



**Cost
Consciousness**

1

2



**Digital
Proficiency**

1

2



**Multifaceted
Diversity**

1

2



**Academic Under-
preparedness**

1

2



**Mental Health
Challenges**

1

2

Identifying Next Steps



Institutional Capabilities

1. NEXT STEP HERE



Resources Needed

1. NEXT STEP HERE



Stakeholders

1. NEXT STEP HERE

Upcoming Opportunities to Engage with EAB

Contribute to the Research

► Navigating Tragic Student Loss

- Share with our research team how your institution supports students, faculty, and staff in the wake of tragic student loss, including death by violent use of a weapon, death by suicide, and accidental death

► Understanding the Changing Landscape for Academic Advising

- Our team is exploring how advising models must shift to meet changing student needs and expectations
- Discuss the core competencies of an effective advising model and ways that your institution is creating a meaningful career paths

Convene with Peers Virtually

Building a Sense of Belonging for Black and Latino Men: The 3 Relationships that Matter Most for College Success

Dec 12 | [Register here](#)

Preparing for the Impacts of Gen Z

Nov 6 | Nov 16 | Dec 13

[Register here](#)

A First Look at EAB's Non-Consumption Research

Two-Year Partners: Nov 15

[Recording here](#)

Four-Year Partners: Dec 4 | Dec 7

[Register here](#)

Connect with EAB Experts

► Join the Student Mental Health and Well-Being Collaborative

- [Nominate an AVP of Wellness, Counseling Center Director, or similar role](#) to make meaningful progress on reimagining student mental health on your campus
- First session: **Jan 30th, 2024**

► Prepare for the Next Decade in Student Mental Health

- Engage your cabinet or team in developing a shared understanding of emerging trends in student mental health and well-being, areas for investment, and longer-term campus mental health strategy

PARTICIPATE IN ACTIVE RESEARCH INITIATIVES



Guide study scope and direction



Gain insight into early findings and promising practices



Share your expertise and innovations you've implemented

Final Thoughts

Please take a moment to answer this final poll question to provide your overall experience on today's session.

We have also shared a link to a short online evaluation in the **Chat** and we would appreciate if you could take 2-3 minutes to give us additional feedback on your experience today.





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