

### Millennial Demographics

- Most racially and ethnically diverse in this nation's history
- Freshmen Survey comparisons, Fall 2002 vs. Fall 1998
  - Less white
    - Also more likely to be biracial or multiracial
    - More likely to have been racially segregated in their previous educational settings and neighborhoods
  - Wealthier
    - Though wealth is more polarized – decrease in middle class
  - More ambitious

### Millennial Characteristics

- Special
  - Because of parental assertions, large numbers, and relative wealth
  - Vital to parents' sense of purpose
    - Helicopter Parents
- Sheltered
  - Encouraged to follow the rules (they expect that rules will be clearly defined and communicated)
  - Need and expectation for structure
  - Trust and count on authority
- Confident
  - Confident in their ability to match the effort required to meet the expectations others place upon them and motivated to do so as long as their own expectations of beneficial outcomes are met
- Conventional
  - Accept the social rules that have been imposed upon them
- Team-Oriented
  - Millennials like to congregate
  - Enjoy working on academic project teams
  - Expect team projects to be highly structured
- Achieving
  - A primary characteristic
  - Expect to lead
  - Expect high grades as rewards for compliance to academic standards
  - Alignment of curriculum is to be matched by alignment of a reward structure that is clearly explained and cleanly administered
- Pressured
  - Want a structure enforced to ensure that compliance will lead to achievement
  - Pressure to perform at least and excel at best

DeBard, Robert. "Millennials Coming to College." New Directions for Student Services 106 (Summer 2004): 33-45.

Broido, Ellen M. "Understanding Diversity in Millennial Students." New Directions for Student Services 106 (Summer 2004): 73-85.