What do you (think you) know about today's students?

In some ways, students are the same as ever

- College is a time of great development
- Determining paths of study and career interest
- Exploring new freedoms and responsibilities
- Learning to be part of a community
- Becoming young adults

In other ways, lots of change

- Changing demographics
  - Nationally, students coming through secondary schools are more diverse
  - Increasing relative populations of Hispanic and Asian Pacific students
  - Commitment on campuses to diversify student populations, including socio-economic diversity
CHANGING TECHNOLOGY

- Ubiquity of social media – Always on and connected to others through technology
- Rapid new advances; old fields and methods becoming obsolete or changing significantly
- Changing what students need to know, skills to have

How do you see technology impacting students?
CHANGING STUDENT PROFILE

- Increasing academic credentials and focus
- More competition in admissions and classes
- Social and emotional development not always on pace with academics

GROWING UP SLOWER
- Later to experience traditional “adult” activities (driving, dating, drinking, working)
- Grew up with intensive parenting
- Value security and pragmatism

PERCEPTION ISN’T ALWAYS REALITY
- How do we perceive the life of our students? Study versus party
- How engaged are students in important topics of dialogue? Remember, they have grown up with:
  - Ongoing wars
  - Aware of rising inequality and political division

Percentage of undergraduates who report consuming alcohol in a given 30-day period (2021)

64%

Alcohol Consumption Trends
Percentage of undergraduates who report consuming marijuana in a given 30-day period (2021)

19%

(Source: ACHA 2021)

SEEKING MEANINGFUL CHANGE

CHANGING THE WORLD

- Global-minded; more accepting of difference
- See issues, systems, and people as interconnected
- Realistic and creative, and unwilling to accept status quo

ACTIVE AND EXPERIENTIAL LEARNERS

- Learn by doing – and reflecting on doing
- Looking for practical, interdisciplinary skills and mindsets
- Grounded in real world experience and career aspirations

The learning priorities that executives and hiring managers value most highly cut across majors.

National research from Pew, Hanover, and others show students are more interested in degrees and opportunities that are skill-based
FINDING A BALANCE

- Increasing mental health challenges – stress, anxiety, depression
- At times, may lack resiliency and coping skills
- Learning to ‘struggle’ and push ahead

HEALTH AND WELL-BEING

Students Reporting Academic Impediments from Anxiety

<table>
<thead>
<tr>
<th>Year</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>2016</td>
<td>1%</td>
</tr>
<tr>
<td>2017</td>
<td>1%</td>
</tr>
<tr>
<td>2018</td>
<td>1%</td>
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<td>2019</td>
<td>1%</td>
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<tr>
<td>2020</td>
<td>2%</td>
</tr>
<tr>
<td>2021</td>
<td>3%</td>
</tr>
</tbody>
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Percentage of undergraduates who report their anxiety is an impediment to their academic performance (2021)

33%

(SOURCE: ACHA 2021)

Percentage of undergraduates who have food insecurity (2021)

33%

(SOURCE: ACHA 2021)

BUILDING COMMUNITY

- Connectedness does not always bring community
- Learning to engage meaningfully across difference
- Discovering a personal role in creating community
Essential Needs of Students vs. Desired Needs

- Our charge is to meet the needs that remove obstacles toward academic success
  - Essential Needs examples: Food insecurity, campus engagement and belonging, academic support, financial aid
  - Desired Needs examples: Off-campus parking, athletics tickets access/cost, etc.
  - Parents are often the primary creator of the demand for desired needs

#FORTHESTUDENTS

- Working across schools, colleges, and campus units – integrating information, resources, referrals, effective practices
- Supporting experiential learning – intentional development of essential skills across disciplines
- Addressing the needs of all students equitably - needs are different
- Taking a more proactive approach to student health and well-being

Discussion
Today's Students & Today's Challenges