



# South Carolina State University



# Generation Z 101: Preparing for the Collegiate Level

LATOYA JOHNSON, Ph.D.

Assistant Professor

COLLEGE OF GRADUATE AND PROFESSIONAL STUDIES

DEPARTMENT OF FAMILY AND CONSUMER SCIENCES

# Topics for Discussion

---



- 1. Who Exactly Falls in this Category Known as Generation Z?**
- 2. How Does Generation Z Feel About Going to College?**
- 3. What Does Generation Z Need to Know Before They Go to College?**
- 4. Final Thoughts and Reflections**

**Who Exactly Falls  
in this Category  
Known as  
Generation Z?**

# Characteristics of Generation Z



- Born between 2001 – 2018
- Aliases:
  - Centennials
  - Gen Z
  - iGen
  - Homeland Generation
  - Multi-Gen
  - Post Gen
  - Pluralistic Generation



(Elmore & McPeak, 2017; Pinsker, 2020)



# Realities That Shaped Them as Kids



# Because of These Realities.....



**Don't need adults  
to get information**

**Can post their  
thoughts/emotions  
in real time**

**Stimuli at their  
fingertips 24/7**

**Socially connected,  
but in isolation**

**Learn more from a  
portable device vs.  
classroom**

**Uses phones vs.  
watches, cameras,  
calendars, & board  
games**



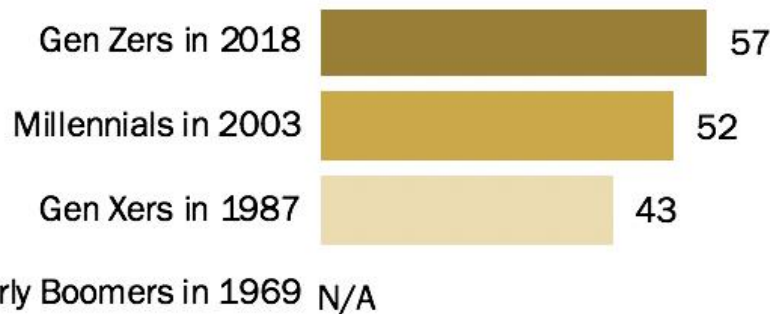
# How Does Generation Z Feel About Going to College?

# Going to College is in Their View

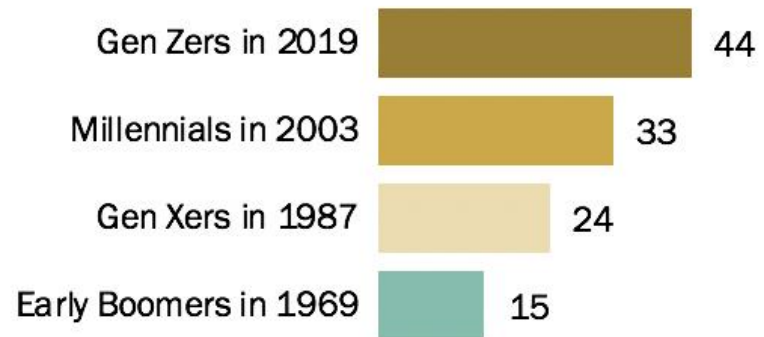


## Gen Zers more likely to be enrolled in college and to have a college-educated parent than Millennials, Gen Xers at a comparable age

Among 18- to 21-year-olds no longer in high school, % enrolled in college



% of 7- to 17-year-olds living with a parent who has at least a bachelor's degree



Note: Share living with a parent who has at least a bachelor's degree is limited to 7- to 17-year-olds living with at least one parent. Those without a parent in the household are excluded.

Source: Pew Research Center analysis of 1987, 2003 and 2018 Current Population Survey October supplement and 1969, 1987, 2003 and 2019 Current Population Survey Annual Social and Economic Supplement (IPUMS).

"On the Cusp of Adulthood and Facing an Uncertain Future: What We Know About Generation Z So Far"

PEW RESEARCH CENTER

# By The Numbers



67%

Indicated that being able to afford college was their top concern

63%

It's important for colleges to teach entrepreneurship

85%

Feel they should learn about financial literacy in college

# By The Numbers – Cont'd



72%

Want a more customized college experience

79%

Prefer an integration of college with an internship

81%

Feel that college is crucial to starting a career

**What Does  
Generation Z Need  
to Know Before  
They Go to College?**

# 1. The Actual Cost of College



What is the Cost of Attendance?

# Student Loan Debt in 2020



- Student loan debt in 2020 = **\$1.56 Trillion**
- Average student loan debt = **\$32,731**
- Average student loan payment = **\$393.00**
- Total U.S. borrowers with student loan debt = **44.7 million**
- 5.5 million borrowers have defaulted on direct loans = **\$119.8 billion**



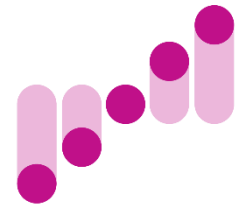
# Technological Resources



**RaiseMe**



Consumer Financial  
Protection Bureau



**SaverLife**<sup>®</sup>



**ScholarshipOwl**<sup>™</sup>

*One Application, Hundreds of Scholarships!*

**Federal Student Aid**

*An OFFICE of the U.S. DEPARTMENT of EDUCATION*

PROUD SPONSOR *of*  
*the AMERICAN MIND*<sup>®</sup>



## 2. Not An Extension of High School



### Common College Freshman Mistakes

1. Not Going to Class
2. Poor Planning & Time Management
3. Not Establishing Connections with Faculty
  - Meet Prior to 1<sup>st</sup> Day of Class
  - Office Hours
  - Recommendation Letters
  - Career Guidance

(StaffWriters, 2020)

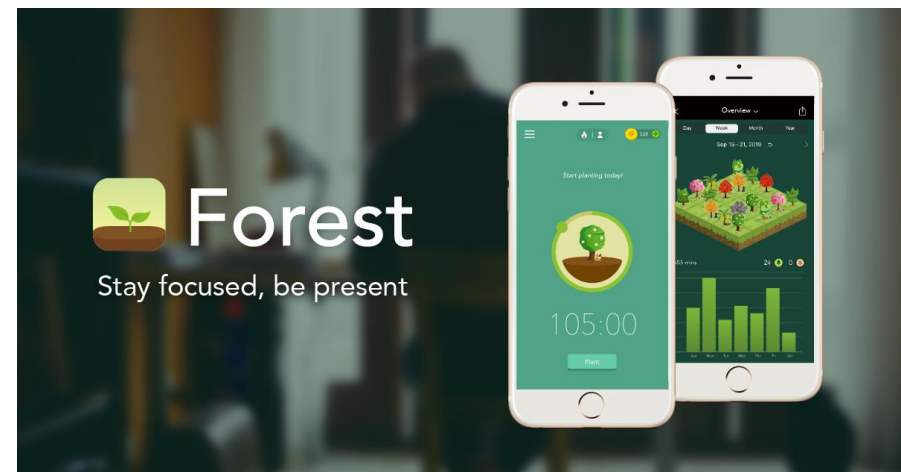


# Freshman Mistakes – Cont'd



## 4. Being Distracted By Cell Phones

- 97% of college students use their phones during class for noneducational purposes
- Direct link to texting and poor grades




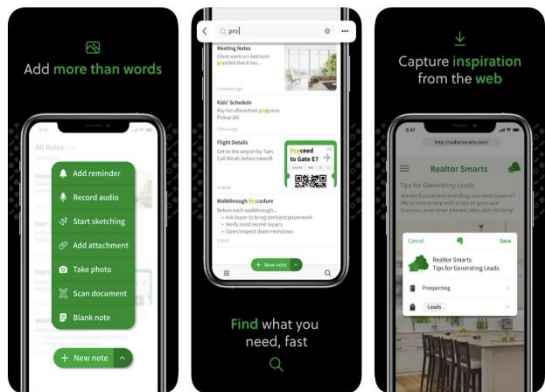
# Freshman Mistakes – Cont'd




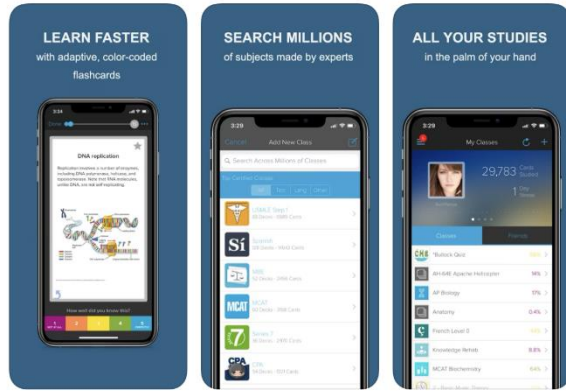
## 5. Not Knowing How to Study Properly


- You should spend 2 hours outside of class for each hour in class
- **15 credit = 30 hours of outside studying**

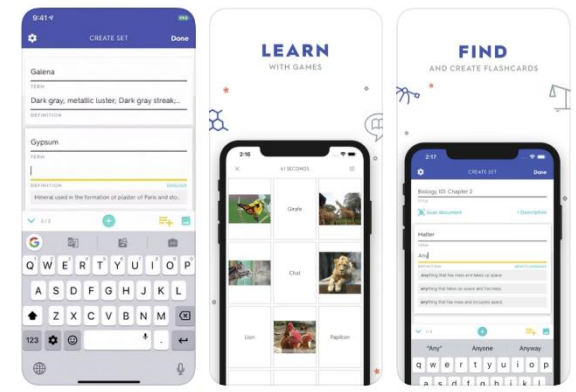
 **Evernote - Notes Organizer**  
Note pad, to-do list, planner  
★★★★☆ 29K  
GET  
In-App Purchases



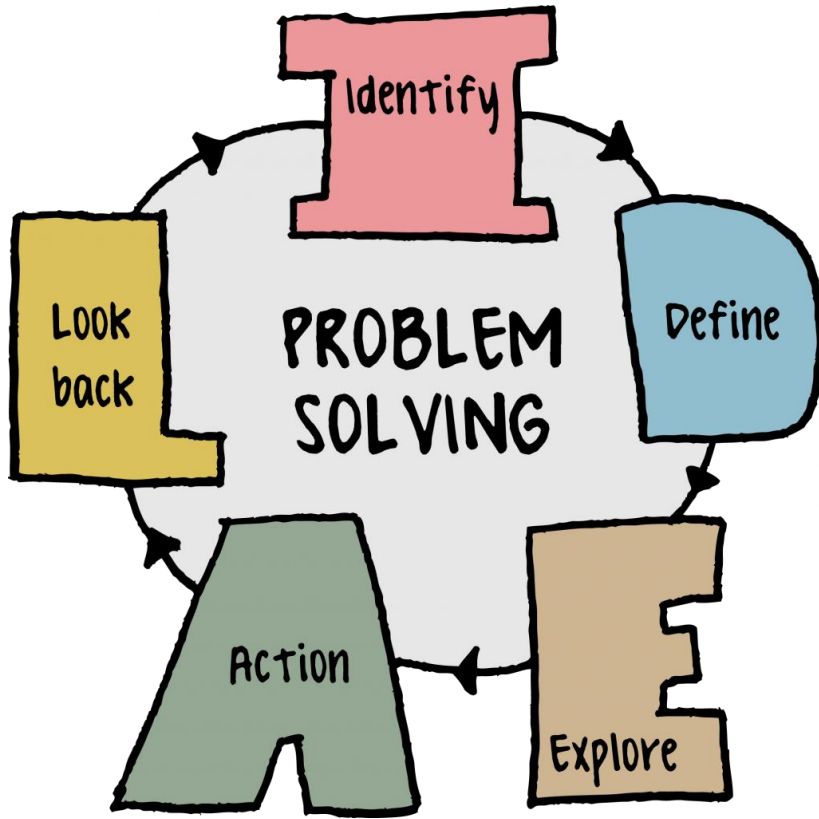
 **Brainscape - Smart Flashc...**  
Learn Faster & Remember Longer  
★★★★☆ 9.7K  
GET  
In-App Purchases



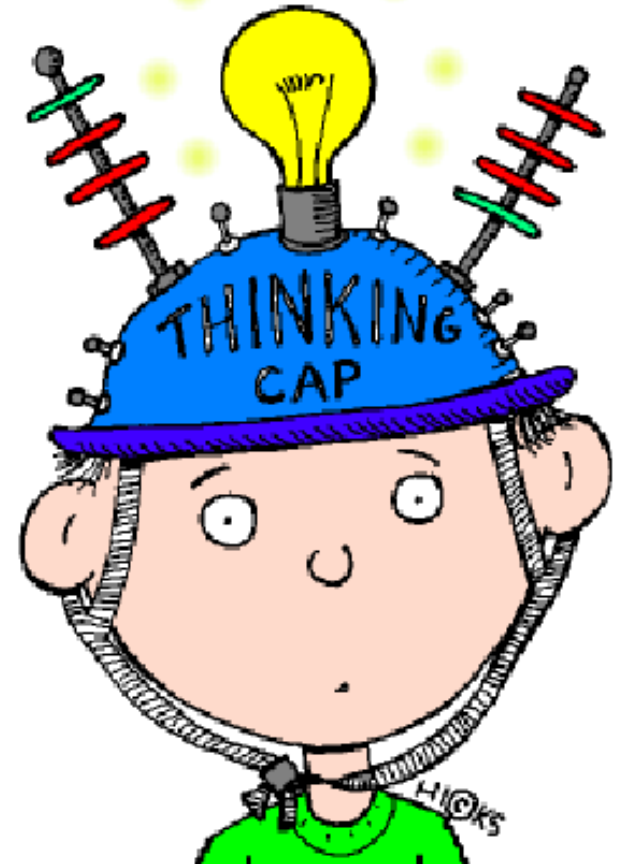
 **Quizlet**  
Flashcards & Study Tools  
★★★★☆ 463K  
GET  
In-App Purchases



# 3. Eight Essential Life Skills

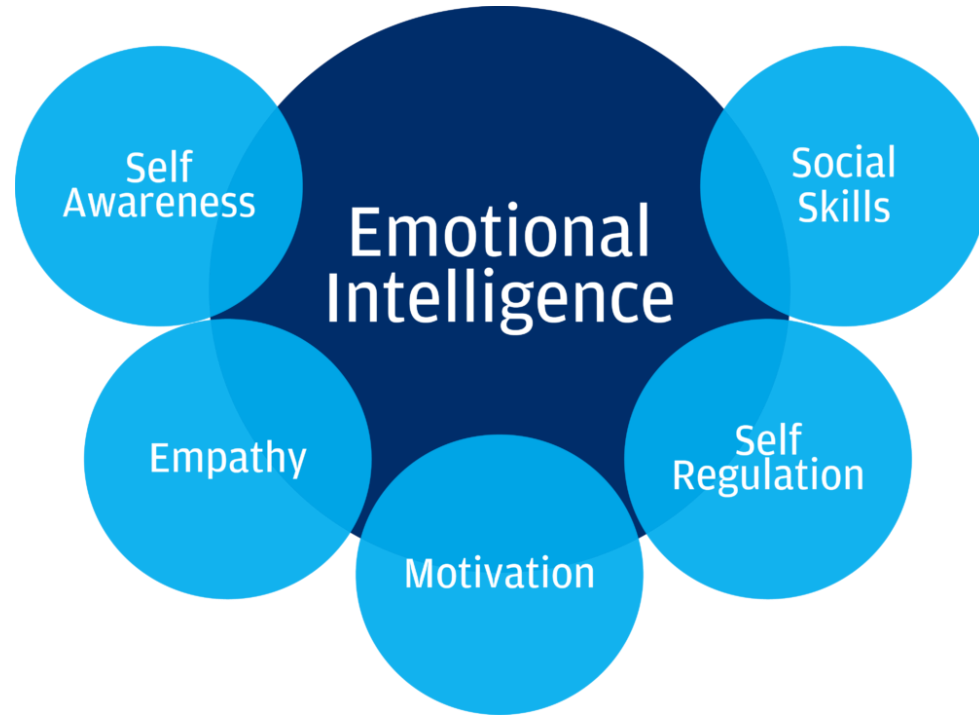


## 1. Problem Solving Skills



## 2. Critical Thinking

## 2. Eight Essential Life Skills – Cont'd



### 3. Emotional Intelligence

### 4. Values and Ethics

## 2. Eight Essential Life Skills – Cont'd



**5. Resourcefulness & Resilience**

**6. Creative Processing**

(Elmore & McPeak, 2017)

## 2. Eight Essential Life Skills – Cont'd



### 7. Analytical Writing

### 8. Leadership Perspective

## 4. Rules for the Collegiate Virtual Classroom



### Know the Online Formats

#### Asynchronous

- Deadlines
- Flexibility

#### Synchronous

- Specified Time



## 4. Rules for the Collegiate Virtual Classroom



### Know the Online Formats

#### Self-Paced

- Few Deadlines
- No deadlines until the last day of class

#### Hybrid

- Combination of face-to-face and online sessions

# Rules for the Virtual Classroom ~ Cont'd



## Be Familiar with the College/University's Learning Management System (LMS)

Blackboard  
learn<sup>+</sup><sub>TM</sub>

USERNAME

PASSWORD

Login

Sign in with third-party account

# Rules for the Virtual Classroom ~ Cont'd



**Expect to do more on your own**

**Plan as if it were a face-to-face class**

**Pace your work**

**Reach out to classmates**

**Interact with instructors**

**Be mindful of due dates**

# Final Thoughts and Reflections

# References



- College Ave Student Loans (2020, December 8). *What is cost of attendance?* [Video]. YouTube. <https://www.youtube.com/watch?v=72GzwiZIUgM>
- Elmore, T. & McPeak, A. (2017). *Marching off the map. Inspire students to navigate a brand new world.* Poet Gardner.
- Friedman, Z. (2020, February 3). *Student loan debt statistics in 2020: A record \$1.6 trillion.* Forbes. <http://www.forbes.com/sites/zackfriedman/2020/02/03/student-loan-debt-statistics/?sh=ed59af4281fe>
- Johnson, D. T.. (2019). *Will this be on the test?: What your professors really want you to know about succeeding in college.* Princeton University Press.
- Loveland, E. (2017). *Instant generation.* National Association for College of Admission Counseling. <http://www.nacacnet.org/news--publications/journal-of-college-admission/instant-generation/>

# References



- McGregor, S. (2019). Paradigms and normativity: What should fcs do in light of 21<sup>st</sup> century change? *Journal of Family and Consumer Sciences*, 111(3), 10-25.
- Parker, K. & Igielnik R. (2020, May 14). *On the cusp of adulthood and facing an uncertain future: What we know about gen z so far*. The Pew Research Center. <https://www.pewresearch.org/social-trends/2020/05/14/on-the-cusp-of-adulthood-and-facing-an-uncertain-future-what-we-know-about-gen-z-so-far-2/>
- Pinsker, J. (2020, February 21). *Oh no, they've come up with another generation label*. The Atlantic. <https://www.theatlantic.com/family/archive/2020/02/generation-after-gen-z-named-alpha/606862>
- Staff Writers. (2020, November 5). *The 20 most common college freshman mistakes expert tips for a successful (and fun!) first year of college*. <https://www.affordablecollegesonline.org/college-resource-center/freshman-mistakes/>



Questions???



Thank You!!