

Gen-Z students are coming to Dominican – or are they?

Dominican University New Student Profile

Data Dialogue - October 25



Who is coming to college?

Students born between 1996 and 2010 are
now called: GEN-Z



Generations over time

Greatest generation: born before 1928

Silent generation: born 1928 – 1945

Baby boomers: 1946 – 1964

Generation X: born 1965 – 1980

Millennials: born 1981 – 1995

Generation Z: born 1996 - 2010



Who is Gen-Z?

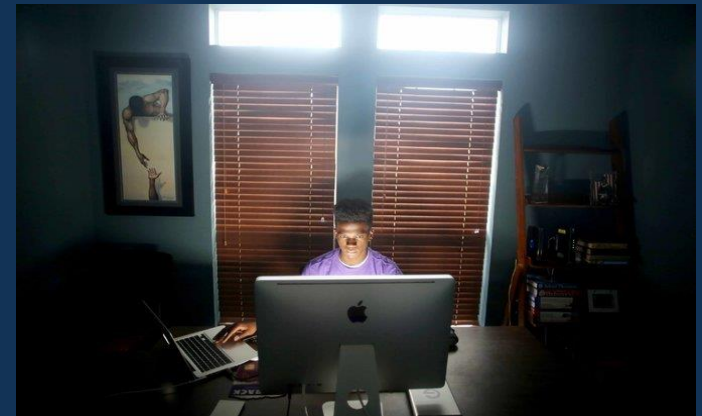


CRAIG BLANKENHORN /HBO, VIA ASSOCIATED PRESS



ERIC MCCANDLESS/ABC

	Millennials (born 1980-1995)	Generation Z (born 1996-2010)
TV ICON	Hannah Horvath, "Girls"	Alex Dunphy, "Modern Family"
MUSIC	Lady Gaga	Lorde
SOCIAL MEDIA	Facebook	Snapchat, Whisper
WEB STAR	PewDiePie, YouTube	Lele Pons, Vine
STYLE INFLUENCER	Olsen twins	Tavi Gevinson
CLOTHES	American Apparel	Shop Jeen
FIRST GADGET	iPod	iPhone



Digital Natives
Cynical
Private
Cultural Diversity
Cost Conscious
Multi-tasking
Pragmatic



Gen-Z vs Millennials

“Millennials...were raised during the boom times and relative peace of the 1990s, only to see their sunny world dashed by the Sept. 11 attacks and two economic crashes. Theirs is a story of innocence lost. Generation Z, by contrast, has had its eyes open from the beginning, coming along in the aftermath of those cataclysms in the era of the war on terror and the Great Recession”

“While the millennial generation infamously pioneered the Facebook beer-bong selfie, many in Generation Z have embraced later, anonymous social media platforms like Secret or Whisper, as well as Snapchat, where any incriminating images disappear almost instantly” ...“As far as privacy, they are aware of their personal brand, and have seen older Gen Y-ers screw up by posting too openly.”

“Conscientious, hard-working, somewhat anxious and mindful of the future.”

Other observations about Gen-Z:

“Same-sex marriage, for example, has gone from a controversial political issue to a constitutional right recognized by the Supreme Court. “

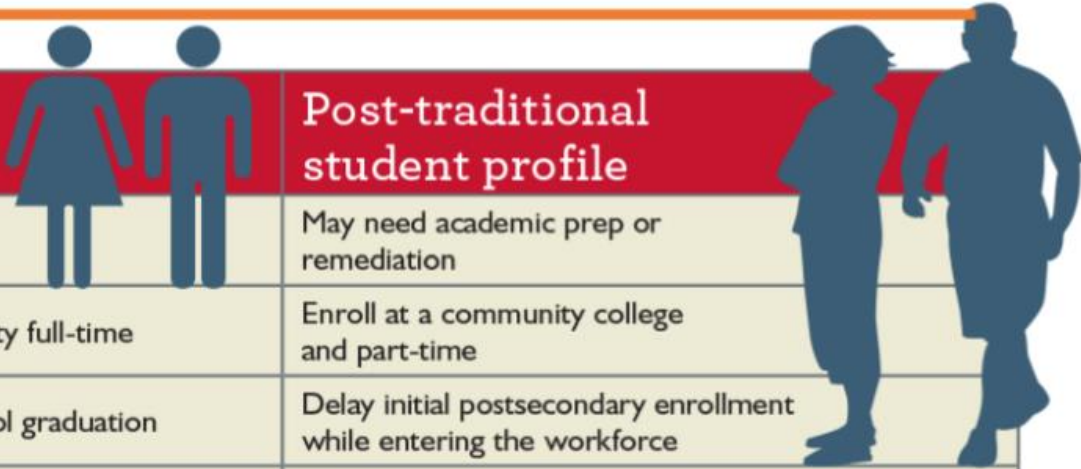
“For today’s teenagers, the nation’s first African-American president is less a historic breakthrough than a fact of life.”



The Mindset List* Items about Gen-Z

- They have never licked a postage stamp.
- Wikipedia has steadily gained acceptance by their teachers.
- They have never had to watch or listen to programs at a scheduled time.
- They are the first generation for whom a “phone” has been primarily a video game, direction finder, electronic telegraph, and research library.
- In college, they will often think of themselves as consumers, who’ve borrowed a lot of money to be there.
- They disagree with their parents as to which was the “first” Star Wars episode.





Traditional student profile	Post-traditional student profile
College-ready	May need academic prep or remediation
Enroll in a college or university full-time	Enroll at a community college and part-time
Enroll the fall after high school graduation	Delay initial postsecondary enrollment while entering the workforce
Live on-campus	Live off-campus with their parents or with their own dependants
Complete a bachelor degree in four years	Take more than four years to complete a degree
Parents have college degree	First in family to enroll
White, non-Hispanic	Latino or African American
Do not work while enrolled	Many work 30 hours or more a week
Make college choices based on financial aid, academic programs offered, & institutional prestige	Make college choices based on cost of attendance, location, & accessibility

Using a Latino Lens to Reimagine Aid Design and Delivery *Excelencia in Education* (March 2013)



In the context of what you just heard about Gen-Z and the new non-traditional profile, what do you notice about OUR new students?

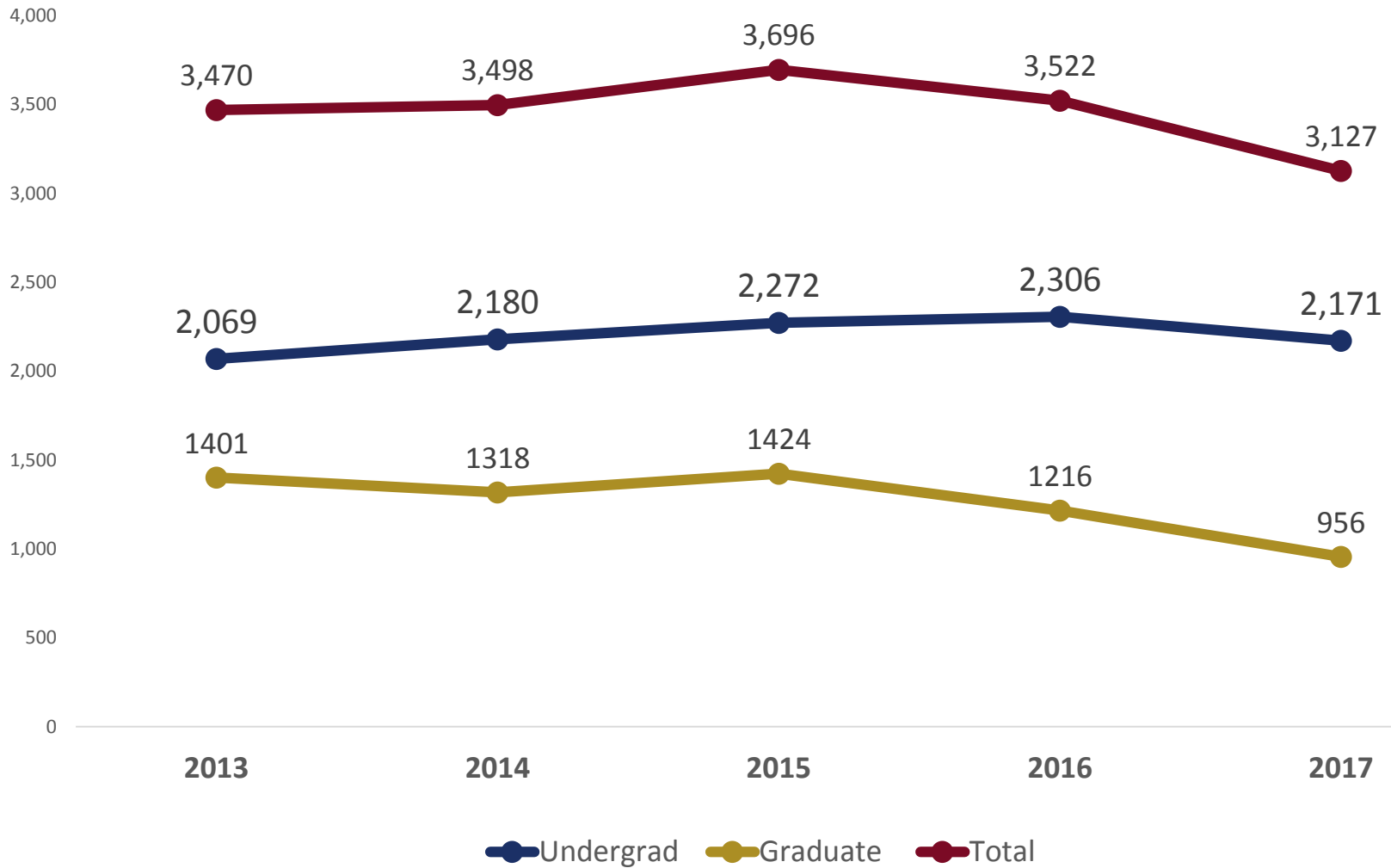


Student Data Trends



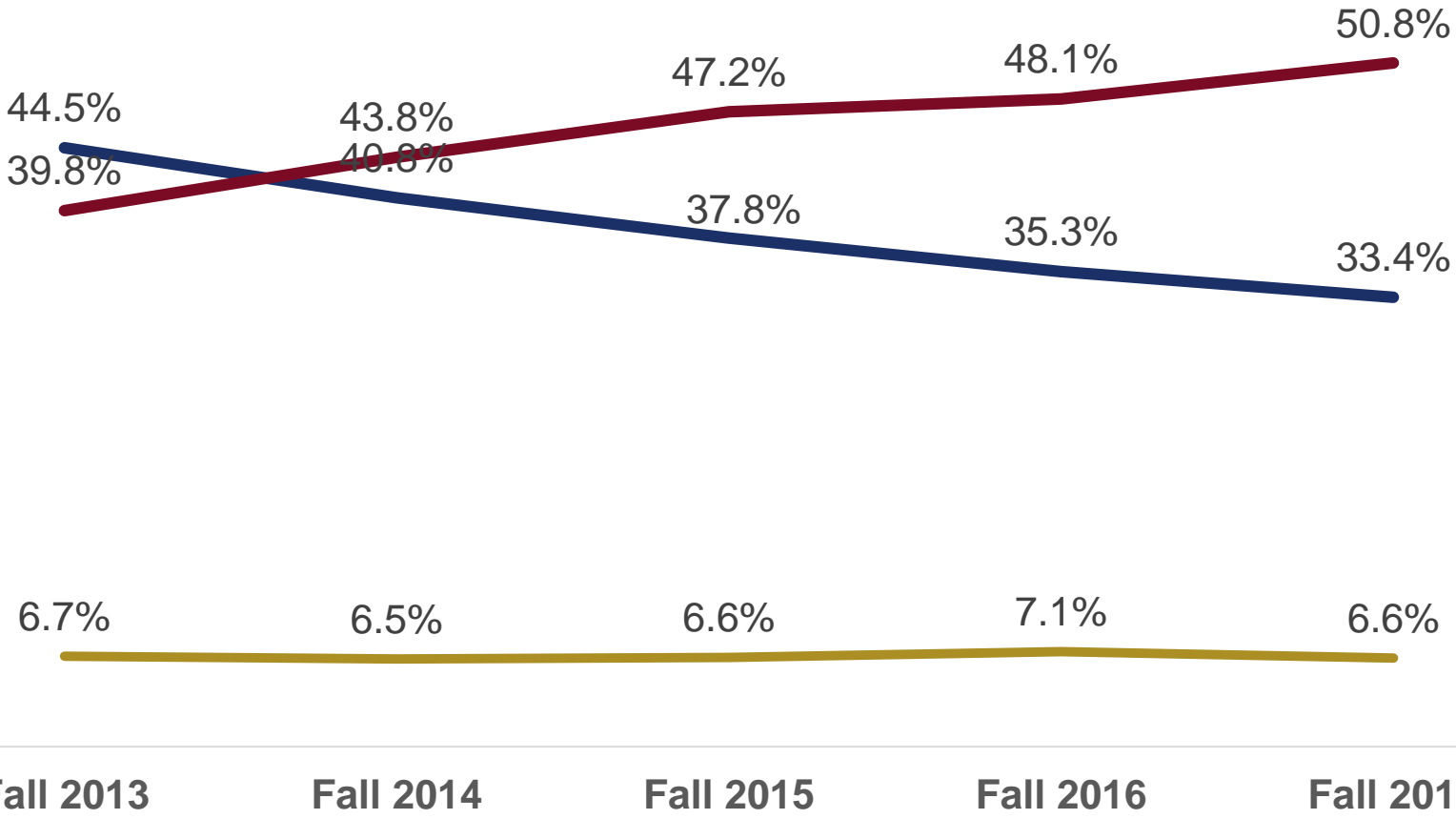
Fall Headcount Enrollment

Fall 2013 to Fall 2017



Undergraduate Enrollment Trends by Race/Ethnicity since 2013

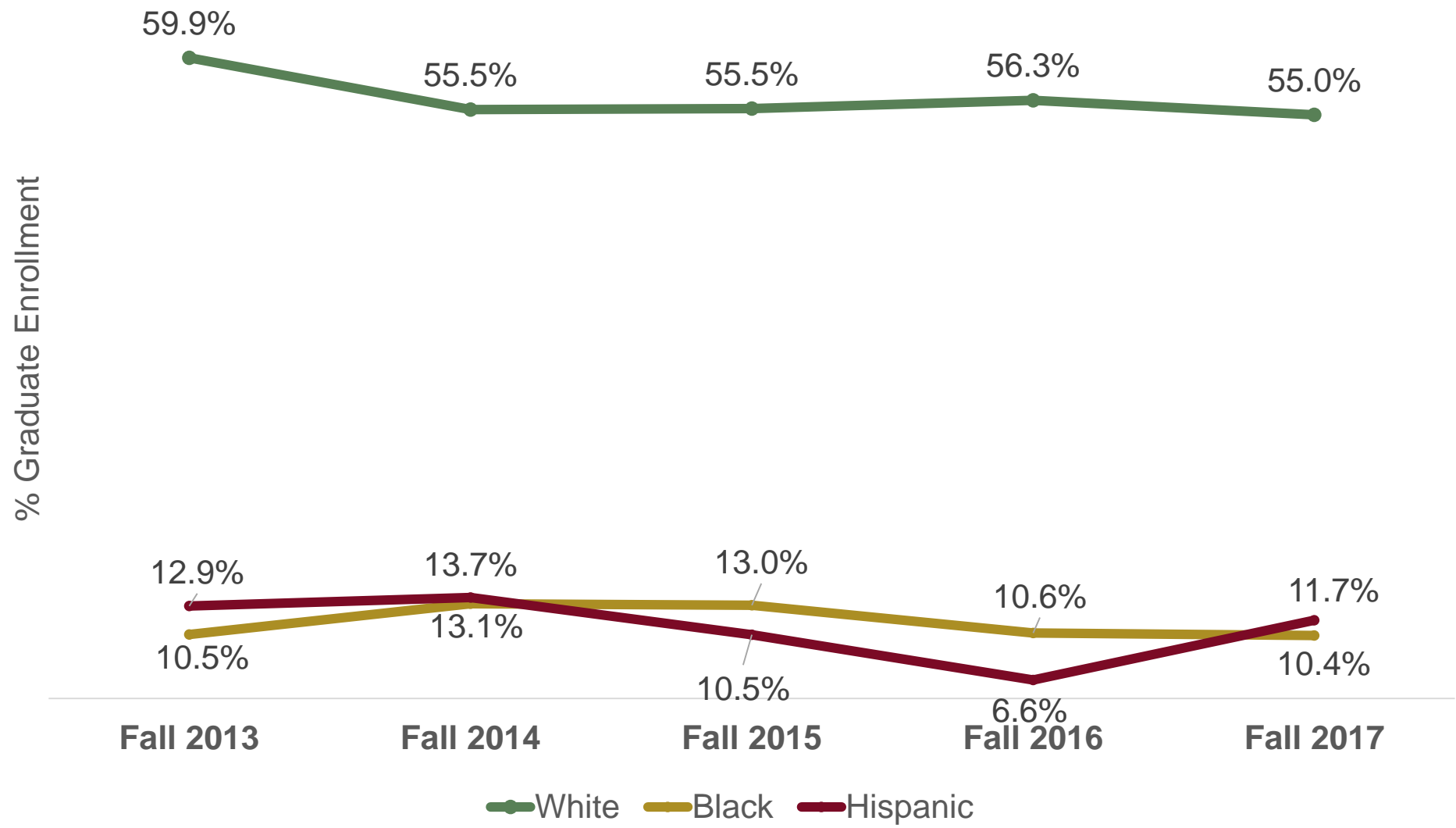
% Undergraduate Enrollment



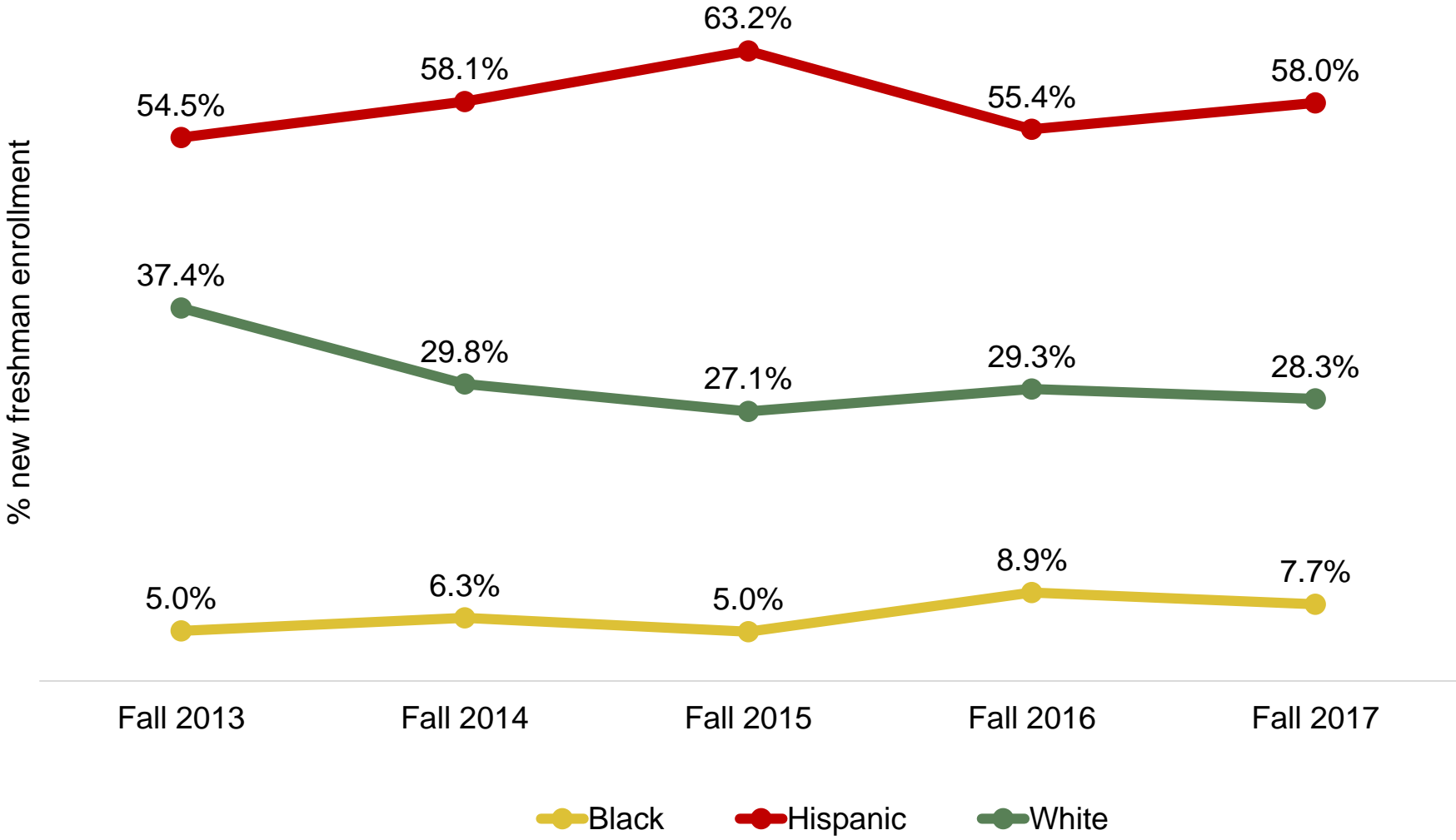
— White — Black — Hispanic



Graduate Enrollment Trends by Race/Ethnicity since 2013



New Freshman Enrollment Trends by Race/Ethnicity since 2013

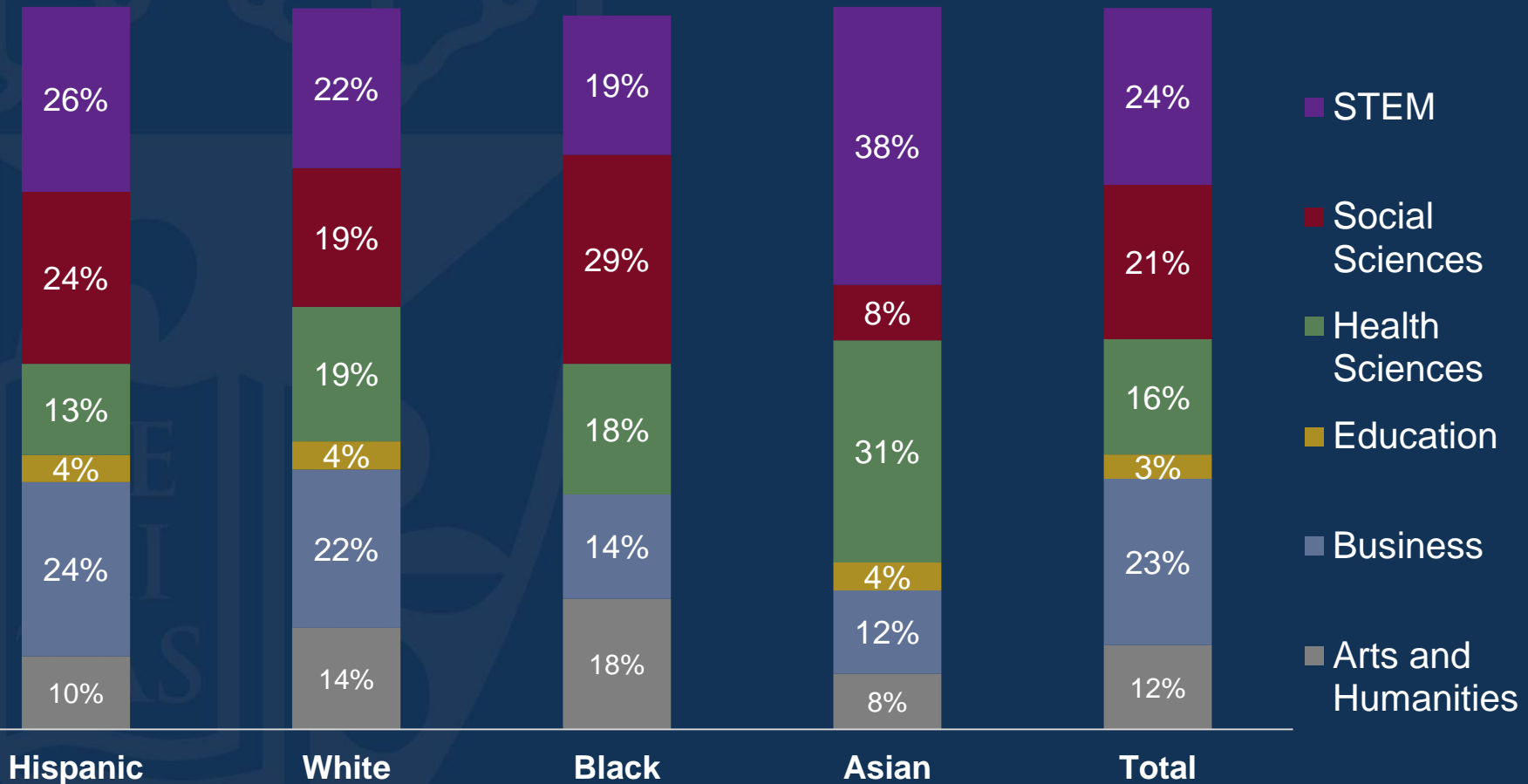


Top 10 intended majors: then and now

2007	2017
1. Business Administration (7.9%)	1. Nursing (15.2%)
2. Education (7.1%)	2. Business Admin(10.0%)
3. Pre-Med (6.8%)	3. Psychology (9.1%)
4. Fashion Design/Mgmt. (6.0%)	4. Biology (6.8%)
5. Psychology (5.5%)	5. Accounting (5.7%)
6. Nursing (4.1%)	6. Biology-Chemistry (5.7%)
7. Pre-Pharmacy (4.1%)	7. Computer Science (4.3%)
8. Accounting (2.7%)	8. Engineering (4.3%)
9. English (2.7%)	9. Criminology (3.9%)
10. Pre-Law (2.7%)	10. Pre-Law (3.2%)

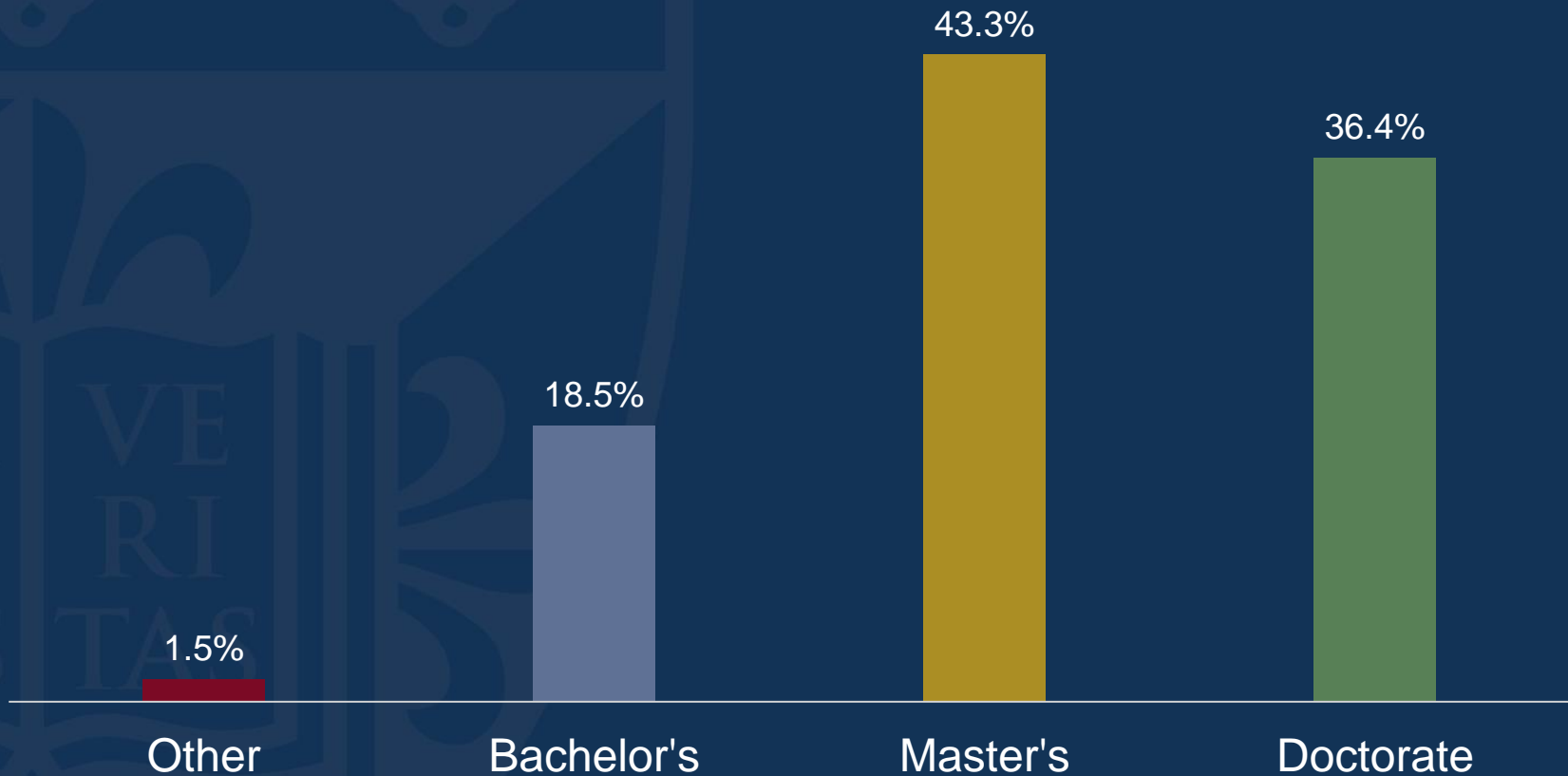


Fall 2017 Traditional Undergraduate Enrollment by Primary Major and Race/Ethnicity



Degree Aspirations

Highest Academic Degree Planned

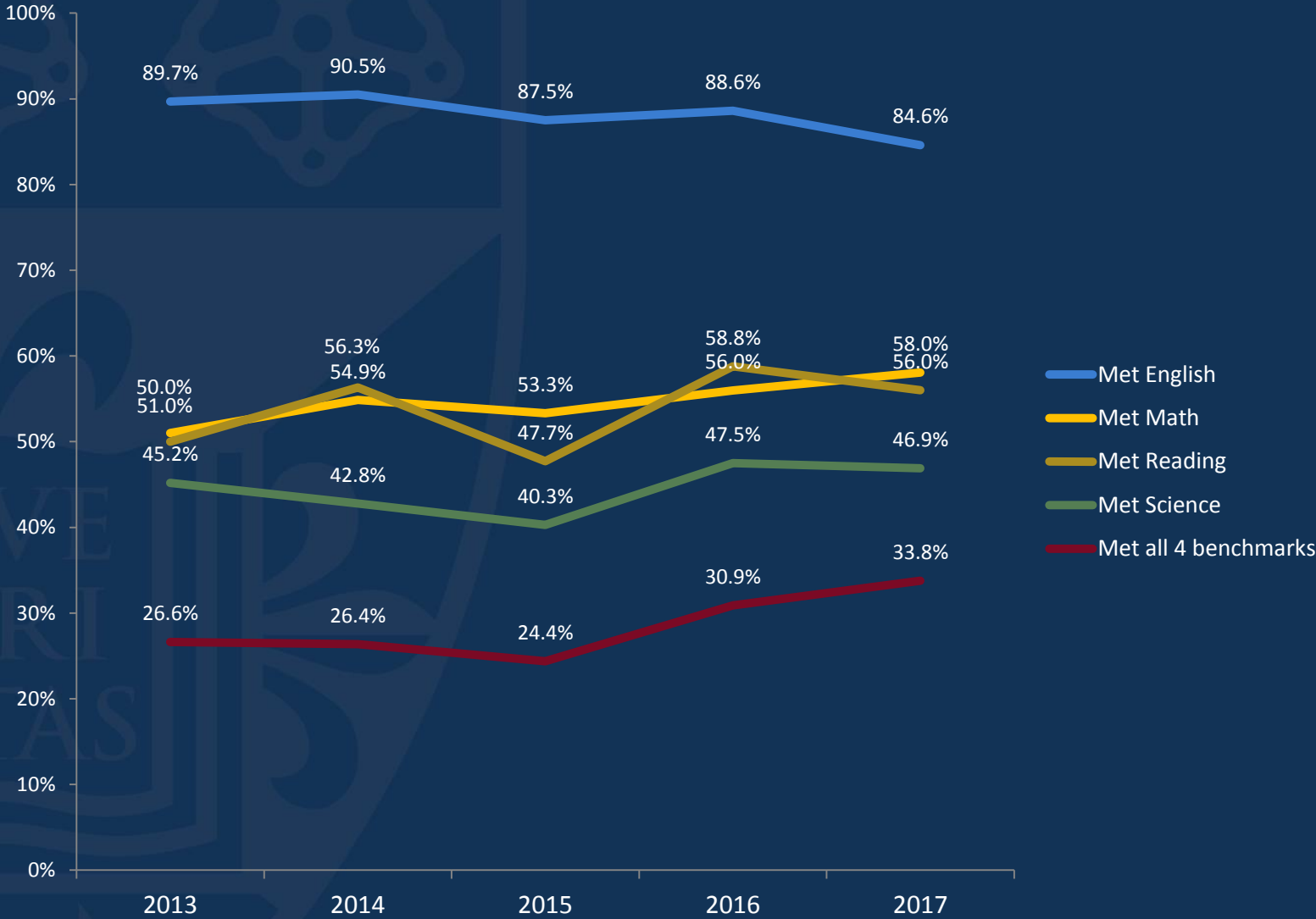


Source: FA16 CIRP Freshmen Survey

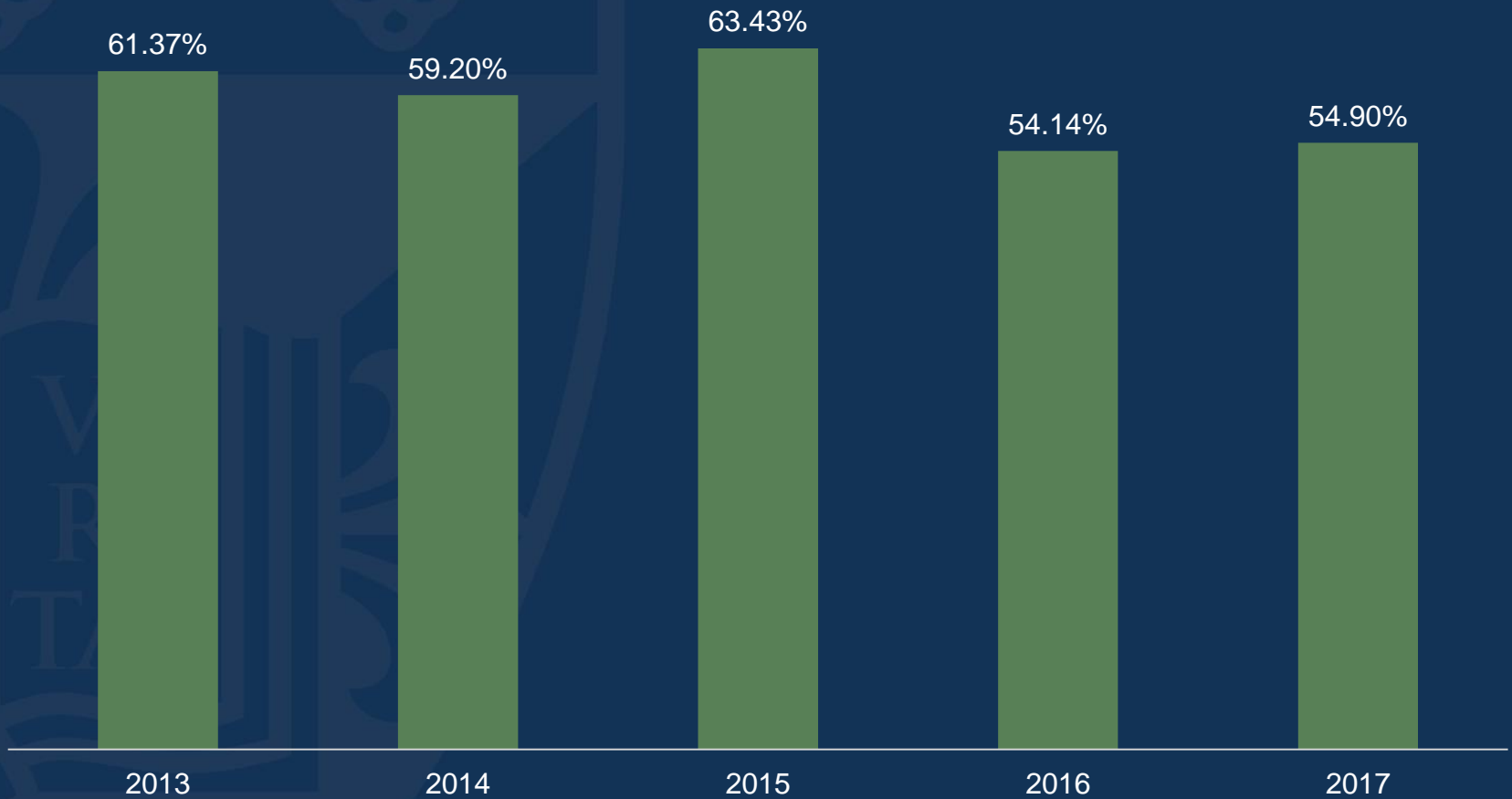


DOMINICAN UNIVERSITY
Where Learning Demands More

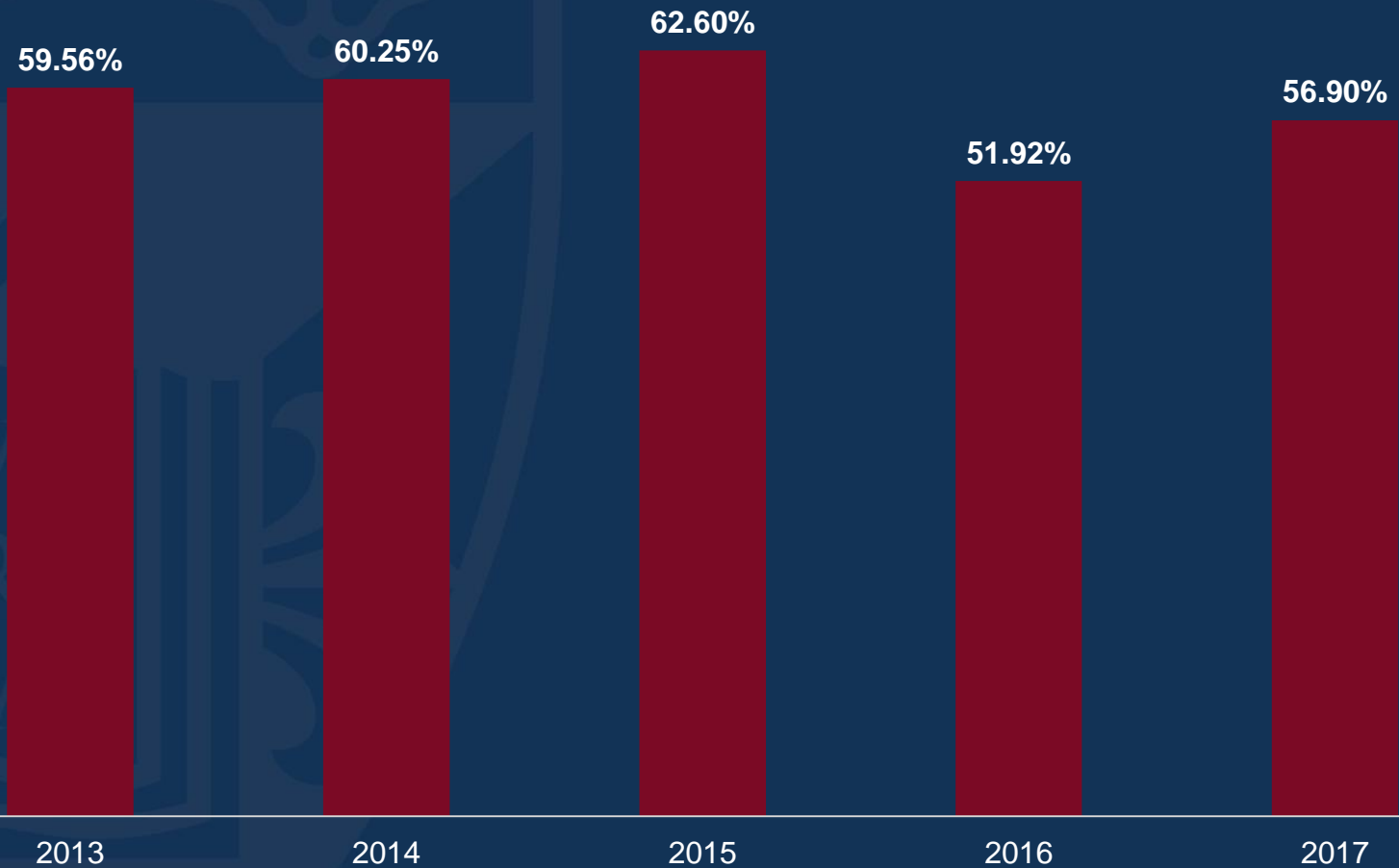
ACT college readiness benchmarks met



Pell trends over 5 years



1st Generation status trends



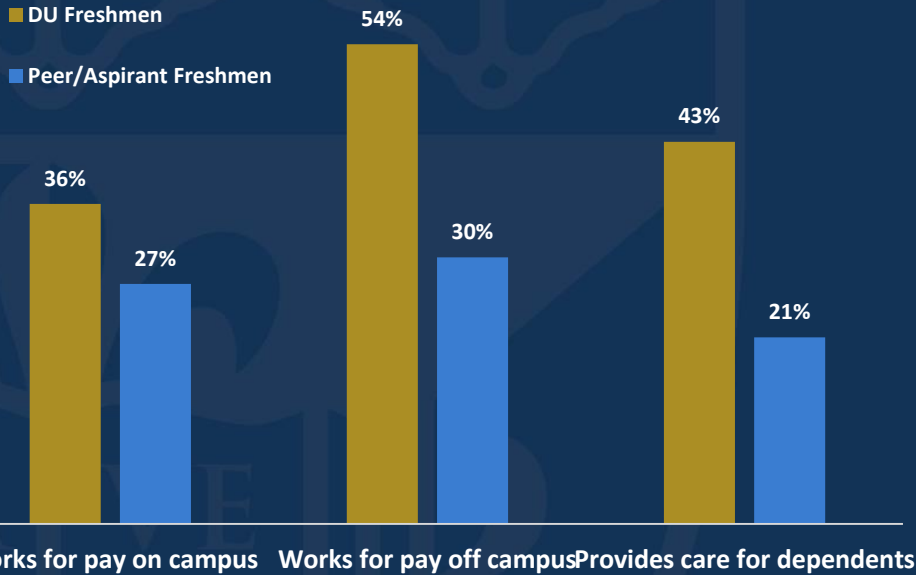
Religions: then and now

2007	2017
1. Roman Catholic (65.3%)	1. Roman Catholic (55.5%)
2. Other Christian (10.7%)	2. None (15.6%)
3. None (10.1%)	3. Other Christian (9.8%)
4. Lutheran (4.0%)	4. Agnostic (3.3%)
5. Eastern Orthodox (2.6%)	5. Other Religion (2.9%)
6. Other Religion (2.6%)	6. Church of Christ (2.4%)
7. Baptist (2.0%)	7. Baptist (2.4%)
8. Methodist (.9%)	8. Methodist (1.4%)
9. Muslim (.9%)	9. Lutheran (1.2%)
10. Congregational/UCC (.3%)	10. Atheist (1.9%)

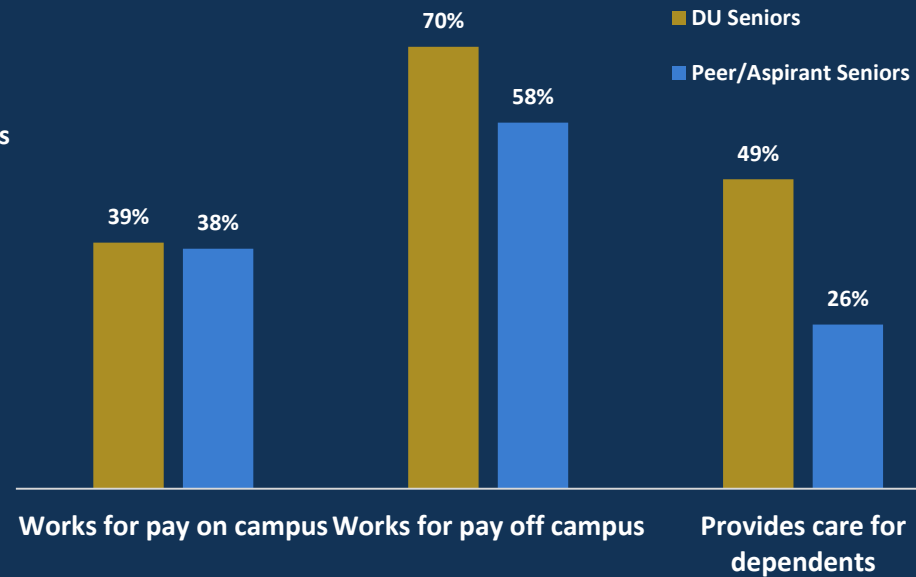


Hours students work

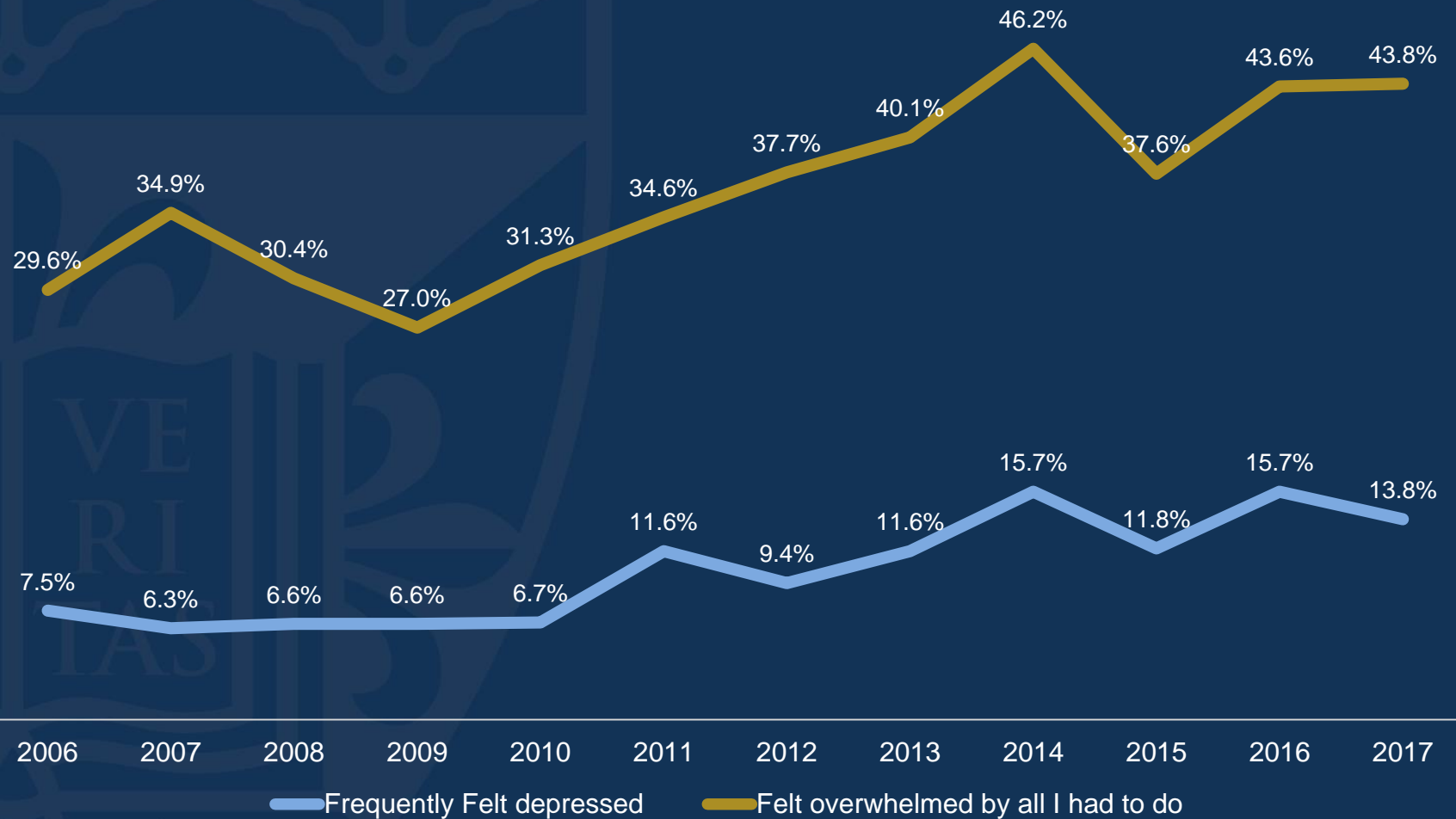
Comparison of Freshmen hours worked



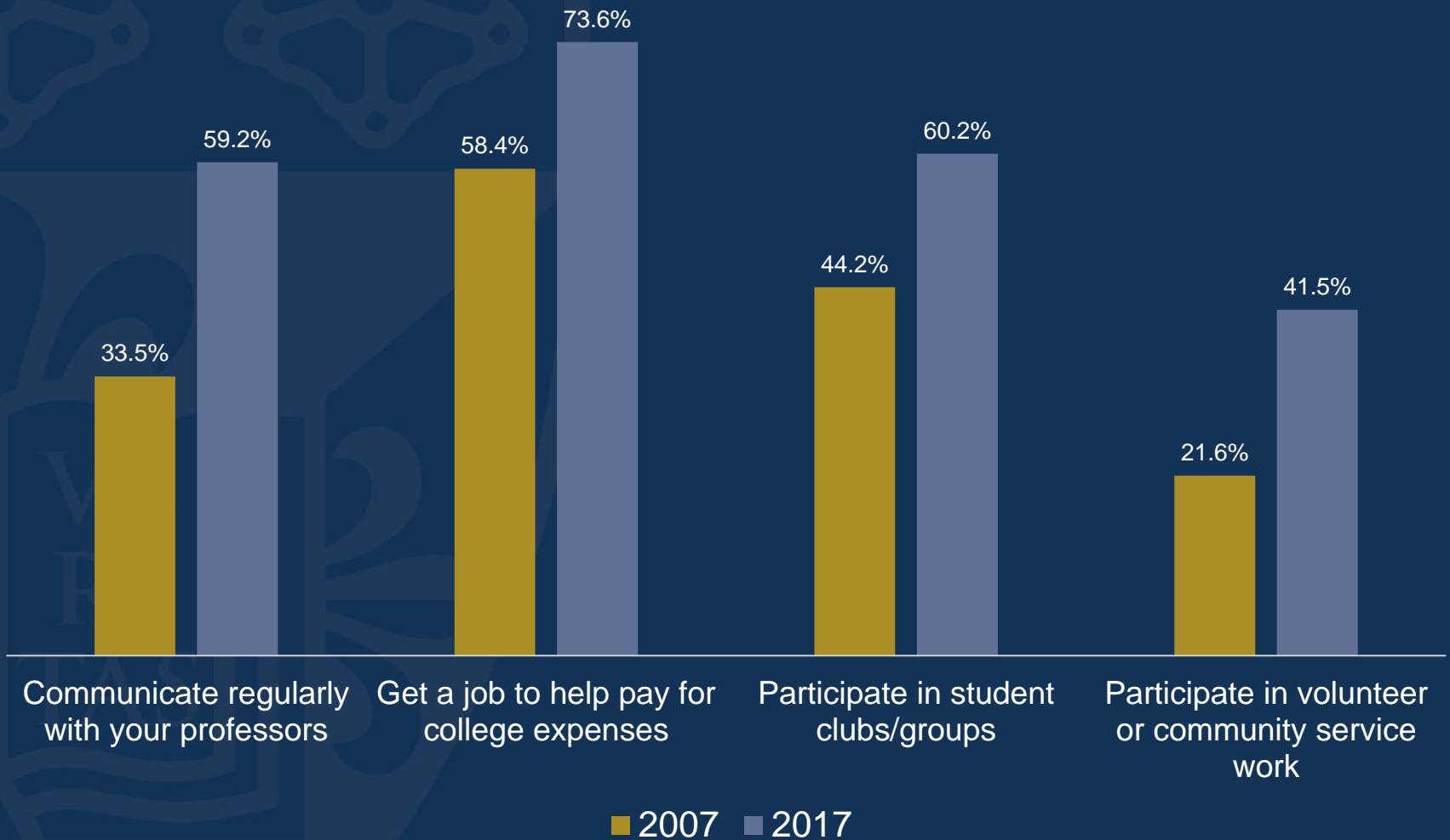
Comparison of Senior hours worked



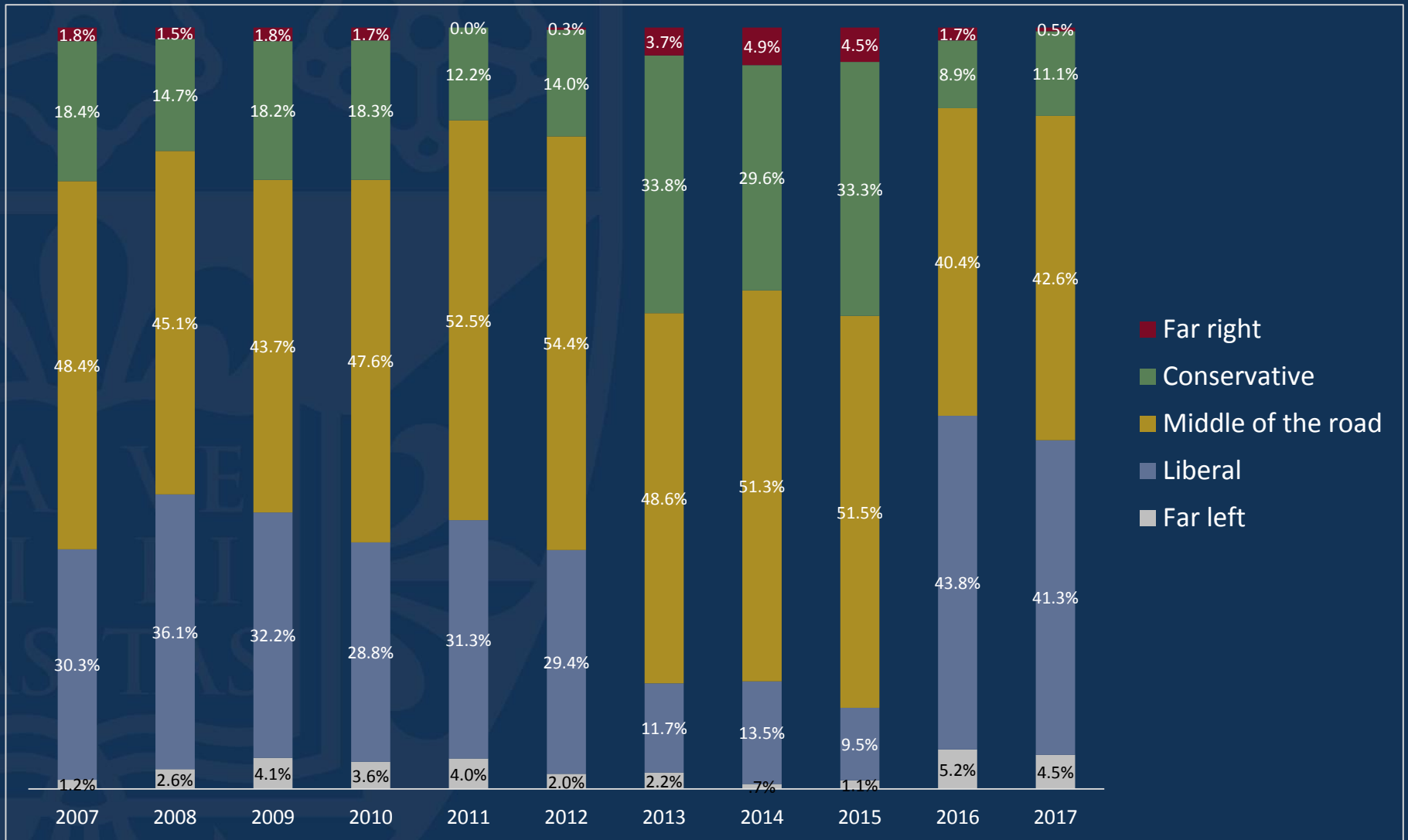
Trends: Emotional Needs



Trends: Expectations



Trends: Political Views



Dialogue questions

What are the implications of this data on the work you do?

Did anything surprise you in this data?

Are these students different from what you've seen before?



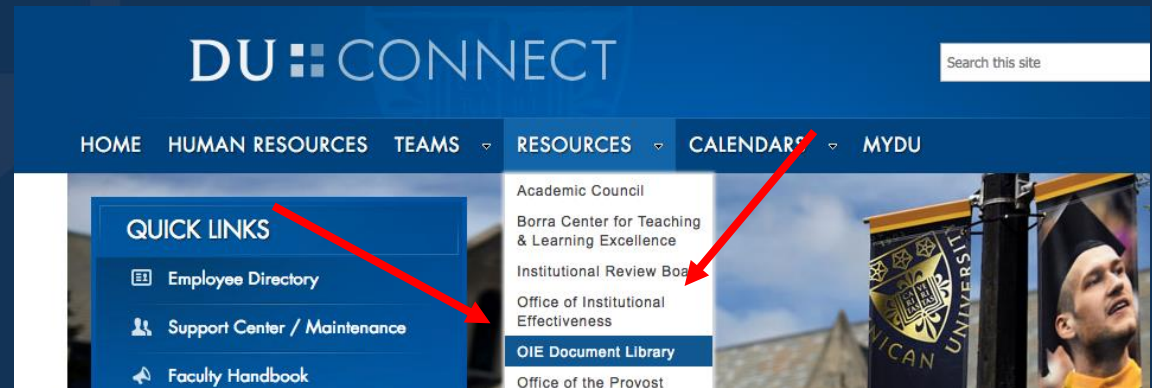
Wrap-up

- Interested in more detail? Check out more at:
 - OIE website > OIE document library



Helping you access data

OIE website



OIE document library in DUConnect



Come to any and all of our
2017-18 DATA DIALOGUES

Where we discuss various data points,
including:

Graduating Student Survey

Alumni Follow-Up Survey

Diverse Learning Environments Survey

Equity Analysis

Faculty Survey

See the full Data Dialogue schedule on our OIE website

