

Advancement of
Student Success:
Cross-Collaboration
for Supporting Today's
College Student





Collaboration

Going against the grain.

Doing more difficult and less common things

Taking a path less traveled (Robert Frost)



Division of Academic & Student Affairs

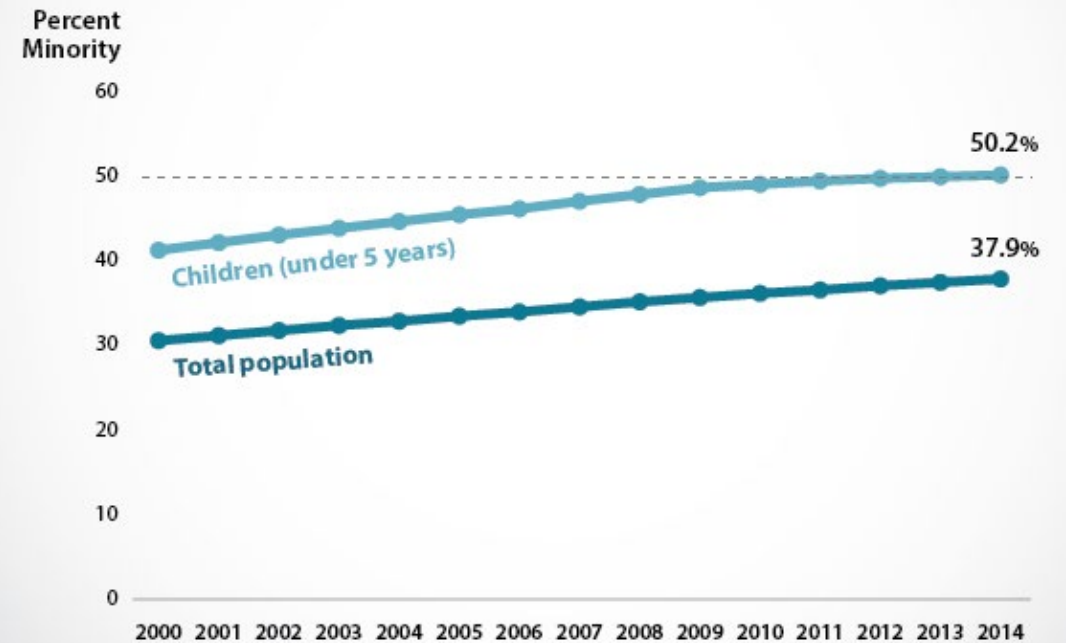
- Rise of the research university
- Shift in focus from teaching to cultivation of new knowledge
- Industrial evolution and governmental push for development of military leadership
- Student Personnel Point of View 1937, 1949
- Joint Statement on Rights and Freedom of Students 1967
- CAS Standards 1967

Who is today's college student?



A More Diverse Nation

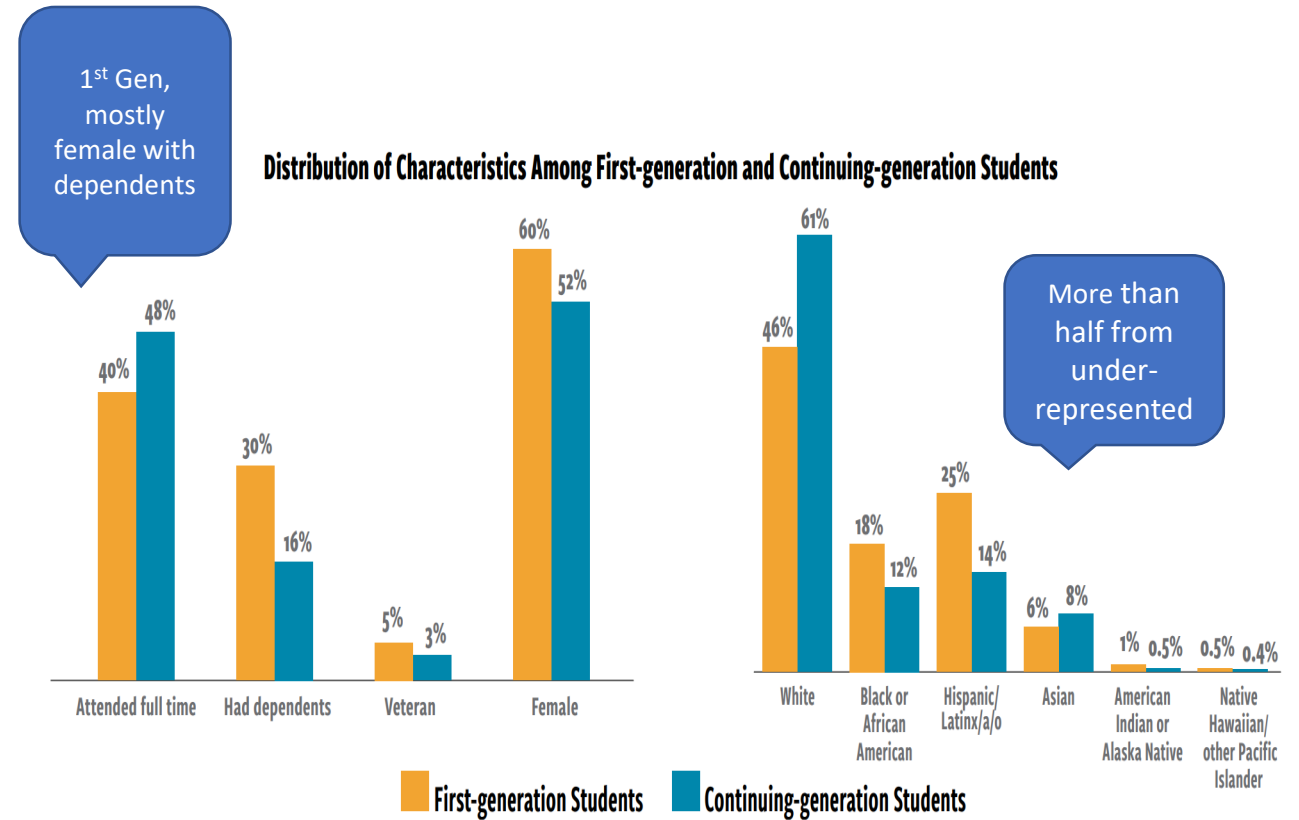
For the First Time, More Than 50 Percent of Children Under Age 5 are Minorities



Note: Minority is defined in this figure as any group other than single-race non-Hispanic white.

First-Generation Student Cohort 2015-16 (N = 89,000)

- 56% had parents with no bachelor's of which over half were the first sibling to go to college
- 28% were over 30 years of age
- Median parental income \$41K
- Lower use than continuing-generation:
 - health services (14:29%)
 - academic advising (55:72%)
 - academic support (30:37%)
- Neither first-generation or continuing-generation use career services (16:17%)



NASPA and the Suder Foundation

Changing Demographics

2055- U.S. population will be minority majority

More non-traditional with 37% in 2005 were 25 years of age or older.

Delayed enrollment in college; More and more attending part time

Fluctuations up and down in international students due to immigration policy and post-pandemic

Gen Z will be more diverse than its predecessor and will be loyal, compassionate, thoughtful, open-minded, responsible, and determined

Changing Demographics

Have children; Single parents

More swirling students

Fewer students living on campus

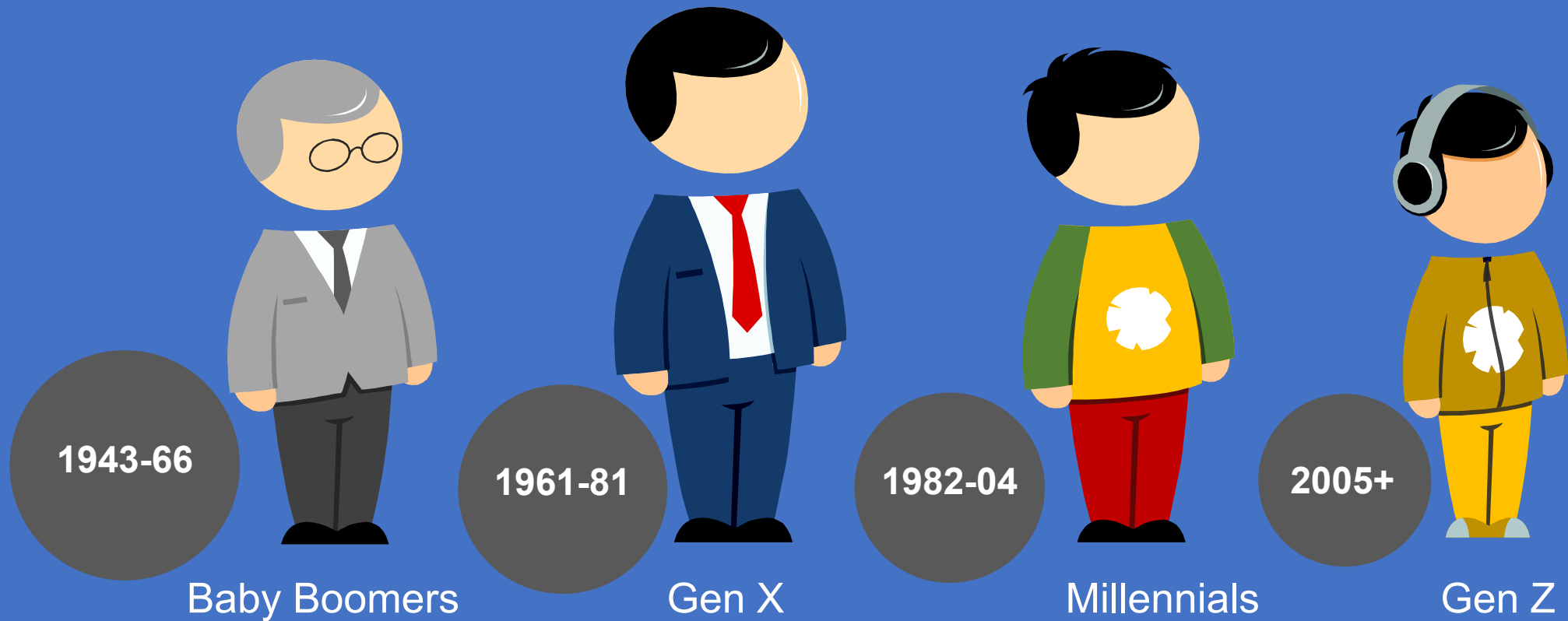
Women now constitute 60% of college students

More diversity in sexual orientation and gender identity

Estimated 50,000 undocumented students in college

True number for students with disabilities unknown due to disclosure

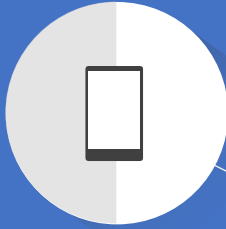
Who compromises our current university?



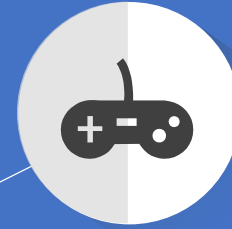
Generation Z



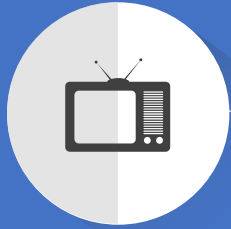
Born with technology



Entrepreneurial & resourceful



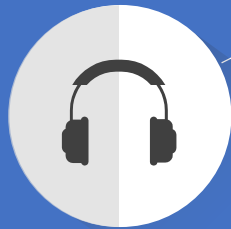
Desire a simplified existence
Desire a simplified existence



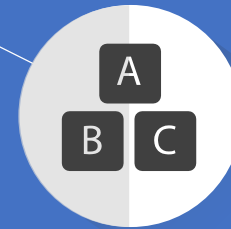
Risk averse and conforming



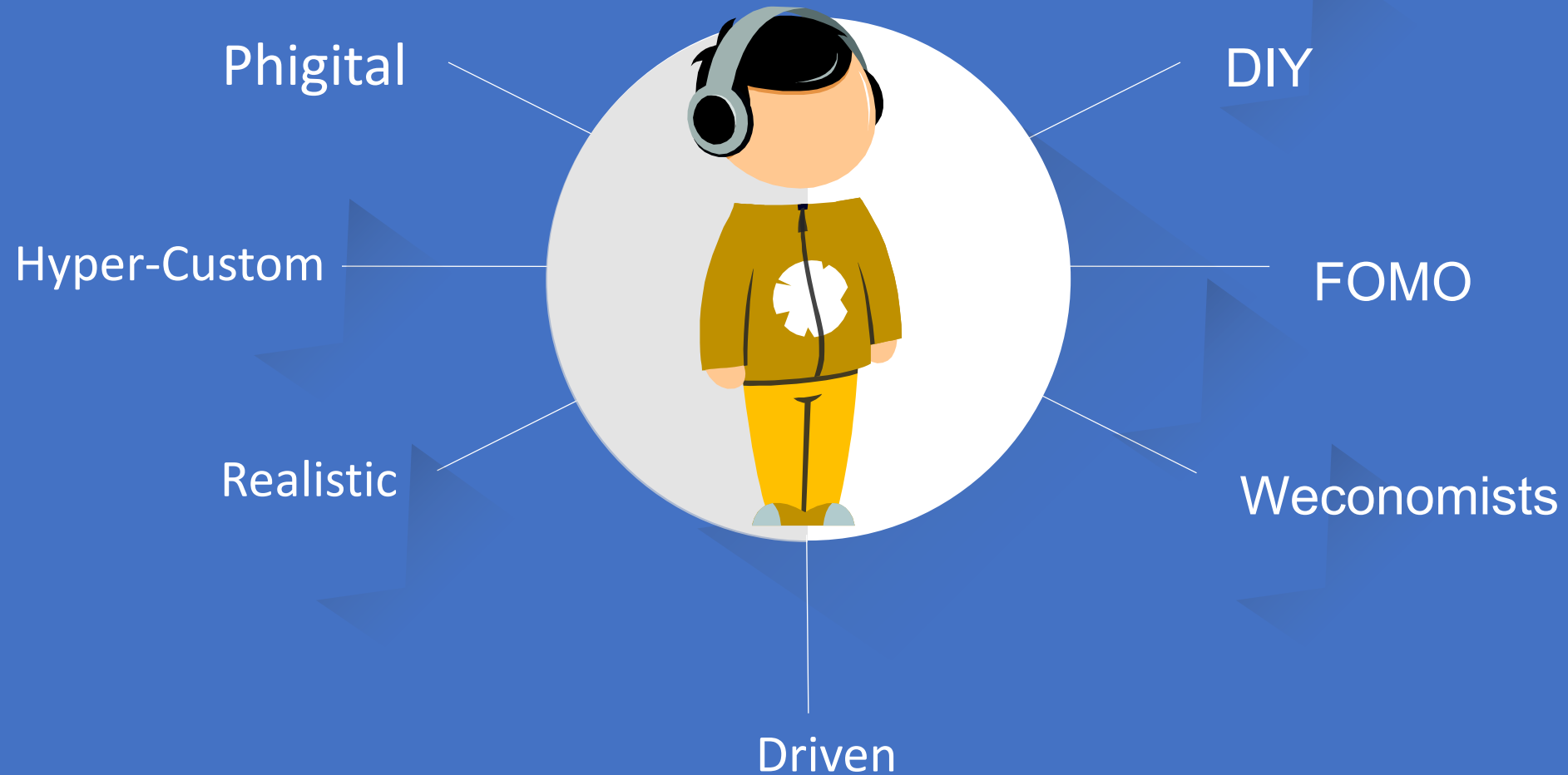
Desire interpersonal connections and independent thinking



Socially conscious and want to enact social change



7 Traits of Generation Z



Millennials vs. Gen Z

Millennials

Liberal (economically)

More optimistic

Service-oriented

Diversity is the norm

Confident

Me Generation

Tech Savvy

Facebook to connect

Pre-scheduled learning

Gen Z

Conservative (economically)

Realistic

Social-change oriented

Diversity is the norm

Confident

We Generation

Tech Reliant

YouTube/Instagram to connect

On demand learning/ Just in time



Impact of Gen Z in Higher Ed

- Physical Change to Campuses
- Recruitment
- Learning Preferences
- Support Services
- Student Engagement
- Career preparation
- Food Service
- Campus Housing

Working with Gen Z in College

Connecting

- Face time (interpersonal interactions) is important
- Transparency is valued by this realistic population as they are problem solvers
- Involve the parent as copilot (what we wanted all along)

Operational Considerations

- Campus Safety for this risk adverse population is key
- Inclusion- they are highly concerned about equity, inclusion, and oppression
- Mental Health- Their exposure to large-scale events and stressors underpin their need for support
- Funding- Student debt is a great concern for them
- Housing- Because of cost, they will opt out of housing on campus
- Food- They desire more healthy food- organic and fresh
- Other miscellaneous services- 24/7 access to resources

Working with Gen Z in College

Learning Environments

- Align learning with industry to include technical and leadership competencies across all majors
- Social consciousness should be in the curriculum
- Must teach them how to ascertain sources as credible or not
- They want to be part of the learning process in an environment where they contribute
- Flipped classrooms are the way to teach Gen Z
- Redesign group work- they like to think first and then collaborate
- Use apps and blogs, instead of paper journaling

Working with Gen Z in College

Programmatic Strategies

- Leadership should be worked into the framework of the university
- Market experiences that reflect the purpose and rewards of such experience
- Engagement in the community must effect social change
- Involve Gen Z in the design of engagement experiences
- Repackage volunteerism as entrepreneurship or sustainable practices
- Expand experiential learning- practical work through internships

Working with Gen Z online

Co-curricular Connections

- Collaborative work in class
- Alignment of learning with industry
- Optimization of visual literacy
- Social change/consciousness are key
- Client-based work with real application
- Site visits for student learning related to program
- Encourage course travel and immersion experiences

Organizational Challenges

- Supporting students in non-mandatory advising structures
- Supporting first-generation college students
- College completion
- Advising load and pay
- Staff burnout
- Staff turnover amplified by the pandemic
 - Impact on student experience
 - Lack of continuity in support systems
- Unilateral accountability for retention
- Equitable and justice experiences of historically underserved populations



Advising Challenges

- Variance in advising by model from decentralized to centralized
- Lack of common training
- Lack of congruent record keeping across campus
- Application and use of technology platforms
- Hiring standards
- Complex college systems with degree paths, career information, etc.
- Inefficient technology especially in use of proactive advising
- Disconnect between senior leadership and advising



University of Wisconsin- Whitewater Fall 2022 Profile

Strategic Themes:

Enhance value

Champion diversity, inclusion, and
advocacy

Out of class experiences

Deepen culture of **collaboration**
through robust partnerships

1871 new freshman—306
underrepresented (16.4%)
and 636 first-generation
(34%)

445 new transfer
students—75
underrepresented (16.9%)
and 190 first-generation
(42.7%)





Robust Opportunities for Collaboration: Individual Actions

Adapt and meet students where they are

Dispel a binary approach to advising (either-or) and employ a holistic approach (we)

Disaggregate student success

Robust Opportunities for Collaboration: Organizational Actions

- Campus-wide student success council
- Formation of career ladders allowing a path for advancement
- Create pathways for practitioners to communicate up concerns about policies that result in barriers to student success
- Intentional assessment of advising beyond satisfaction



Thank You!

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