

## Generation Z Goes to College

By Corey Seemiller, Meghan Grace




**Generation Z Goes to College** By Corey Seemiller, Meghan Grace


### Say Hello to Your Incoming Class—They're Not Millennials Anymore

Generation Z is rapidly replacing Millennials on college campuses. Those born from 1995 through 2010 have different motivations, learning styles, characteristics, skill sets, and social concerns than previous generations. Unlike Millennials, Generation Z students grew up in a recession and are under no illusions about their prospects for employment after college. While skeptical about the cost and value of higher education, they are also entrepreneurial, innovative, and independent learners concerned with effecting social change. Understanding Generation Z's mindset and goals is paramount to supporting, developing, and educating them through higher education.

*Generation Z Goes to College* showcases findings from an in-depth study of over 1,100 Generation Z college students from 15 vastly different U.S. higher education institutions as well as additional studies from youth, market, and education research related to this generation. Authors Corey Seemiller and Meghan Grace provide interpretations, implications, and recommendations for program, process, and curriculum changes that will maximize the educational impact on Generation Z students.

*Generation Z Goes to College* is the first book on how this up-and-coming generation will change higher education.

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### Editorial Review

From the Inside Flap

Generation Z (those born 1995 through 2010) are rapidly replacing Millennials on college campuses. These students are driven by different motivations, learning styles, characteristics, skill sets, and social concerns than previous generations. If colleges and universities are to stay relevant, they must learn to adapt their courses, programs, processes, environments, and initiatives to meet the needs of this next cohort of students.

Based on the findings of a new study of more than 1,100 Generation Z college students and other recent research, *Generation Z Goes to College* will help educators, parents, employers, and students themselves understand this generation better. The book answers vital questions such as: What social issues do students in Generation Z care most about? What motivates them? How do they prefer to learn? What technology do they use?

The authors' study reveals that unlike their Millennial predecessors, Generation Z students grew up during a recession and are under no illusions about their prospects for employment after college. They are notably skeptical about the escalating cost and value of higher education, but they also tend to be entrepreneurial, innovative, and independent learners concerned with effecting social change, albeit in different ways than Millennials.

Authors Corey Seemiller and Meghan Grace interpret and outline the implications of the data and offer higher education administrators, student affairs professionals, and faculty members recommendations for program, process, and curriculum changes that will maximize the educational impact on Generation Z students.

Understanding and adapting to Generation Z's mindset and goals is paramount to supporting, developing, and educating them through higher education. Are you ready to welcome the next generation of students to your campus?

From the Back Cover

### PRAISE FOR GENERATION Z GOES TO COLLEGE

"Corey Seemiller and Meghan Grace offer a peek around the corner at the youngest students being measured to date. Already, it has accelerated my getting acquainted with Generation Z in our work on college campuses. The data is first, fresh, and insightful."

—**Tim Elmore**, president, GrowingLeaders.com

"Anyone that is interested in student success will learn from *Generation Z Goes to College*. The authors' groundbreaking study provides leaders at all levels the understanding of today's student that is critical to creating the conditions that help students thrive."

—**Keith Humphrey**, university vice president and past president, ACPA–College Student Educators International

"This book provides in-depth information and exceptional insight into the perspectives of our upcoming generation of leaders. Not only is this valuable for higher education professionals as they seek to create the most engaging learning environments, it is imperative for college employers as they recruit and retain the

workforce that will shape the future!"

—**Eileen McGarry**, executive director, Career Services and Student Engagement, University of Arizona

"This refreshing, straightforward, and optimistic portrayal of today's college student will change how educators develop, empower, and relate to them."

—**Nancy Hunter Denney**, executive director, Lead365 National Conference

"*Generation Z Goes to College* is timely and relevant. The authors skillfully capture the unique characteristics, styles, and motivations of Generation Z and identify tangible strategies to best educate, serve, and work with Generation Z in college. The book is a must-read for any college student educator!"

—**Paige Haber-Curran**, assistant professor, Texas State University

About the Author

**COREY SEEMILLER** is a faculty member in the department of Leadership Studies in Education and Organizations at Wright State University. She is the author of *The Student Leadership Competencies Guidebook* from Jossey-Bass.

**MEGHAN GRACE** is the new member orientation director for Sigma Phi Epsilon fraternity.

## Users Review

**From reader reviews:**

**John Richardson:**

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**Earnest Jennings:**

This Generation Z Goes to College book is absolutely not ordinary book, you have it then the world is in your hands. The benefit you have by reading this book will be information inside this publication incredible fresh, you will get information which is getting deeper you read a lot of information you will get. This kind of Generation Z Goes to College without we know teach the one who reading through it become critical in contemplating and analyzing. Don't be worry Generation Z Goes to College can bring once you are and not make your tote space or bookshelves' turn into full because you can have it with your lovely laptop even telephone. This Generation Z Goes to College having very good arrangement in word as well as layout, so you will not feel uninterested in reading.

**Lois Jennings:**

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**Jimmy Stansberry:**

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