Trends of Today’s College Students

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May you get as much praise and attention on your birthday as an average millennial feels entitled to everyday.
Generations

- Perceived membership in a common generation
- A set of age locations, common beliefs and behaviors
- A common location in history
- Broad generalization about an entire generation
Generations in the U.S.

- Lost Generation (1880-2000)
- GI Generation (born 1901-24)
- Silent Generation (born 1925-42)
- The Boom Generation (born 1943-60)
- Generation X (born 1961-81)
- Millennials/Gen Y (born 1982-1999)
- Generation Z (born 2000-present)
Team-oriented
Pressured
Connected
Achieving
Sheltered
Confident
Open
Change
Conventional
Special
Millennials: The Entitled

- Children of Baby Boomers
- Parents wait until later in life, more affluent
- “Baby on Board” signs
- Marketing to children increases: Barney, Hanson, Spice
- Family decision making, e.g. vacations
- Politicians started talking about effects on children for first time
- “Helicopter parents”
- Strong sense of entitlement and high expectations of personal reward
Generation Z

- “want everything, everywhere, and immediately”
- Idols include internet stars
- Easier to talk online than in person
- Engaged in self-education
- FOMO: “fear of missing out”
- Interested in running their own company
- Short attention span
- success comes from their "network" rather than from qualifications and they prefer a flat organization to a hierarchy at work

Benhamou, 2015
Different relationships with parents

"Yes, mother, I told you, I'm doing fine on my own at college. Hey, could you log on and find my schedule, order my books and call me when it's time for class?"
Different relationships with parents

- Perpetual access to parents (cell phones) keeps them in a permanent state of dependency
- Today’s children don’t know how to solve problems or to plan ahead
- Median frequency of communication: 1.5 times per day
- Parents do problem solving for college students and new professionals in work world
Traditional College Stressors

- Financial pressures
- Change in family dynamics
- Different interests/change of majors
- Dating/relationships
- Social pressures/partying
- Time management
- Managing autonomy
Mental Health
Why does mental health matter?

- Mental and behavioral health problems are learning problems
- Factors that impact well-being impact learning
- Resilience (ability to recognize, face, manage, overcome challenges) is key to well-being; resilient individuals can “bounce back”

2014 National Survey of College Counseling Center Directors:

- 86% say that there is a steady increase in the number of students arriving on campus that are already on psychiatric medication
- 26% of center clients are on psychiatric medication (increase)
- 94% say more students with severe psychological problems; up to 52% in 2014 from 44% in 2013
2014 National Survey of College Counseling Center Directors:

- Increases over past 5 years in:
  - 89% anxiety disorders
  - 69% crises requiring immediate response
  - 60% psychiatric medication issues
  - 58% clinical depression
  - 47% learning disabilities
  - 43% sexual assault issues
  - 35% self injury (cutting to relieve anxiety)
  - 34% problems related to earlier sexual abuse
Reasons Why Students Visit A Campus Counseling Center (National):

- Anxiety (46.2%)
- Depression (39.3%)
- Relationship Problems (35.8%)
- Suicidal ideation (17.9%)
- Alcohol abuse (9.9%)
- Sexual assault (7.4%)
University of Florida students

Academic status of students using the CWC

- **UF Counseling and Wellness Center:**
- 39,527 student appointments
- About 10% of UF students had a session at CWC

![Pie chart showing academic status of students using the CWC](chart.png)

- 497 Freshman
- 597 Sophomore
- 795 Graduate & Professional
- 838 Junior
- 849 Senior
Presenting Problems

- 519 Academic Distress
- 561 Substance Abuse
- 609 Abuse/Assault in History
- 609 Relationships
- 989 Eating Concerns
- 1,944 Suicidal Thought and/or Intent
- 2,062 Shyness/Social Anxiety
- 2,092 Sadness/Depression
- 2,772 Anxiety/Stress
- 2,776 Difficulty Concentrating
# UF Client Outcomes

## 2013-14 Client Outcomes (BHM-20)

<table>
<thead>
<tr>
<th>Scale</th>
<th>Recovered</th>
<th>Significantly Improved</th>
</tr>
</thead>
<tbody>
<tr>
<td>Global Mental Health</td>
<td>40%</td>
<td>65%</td>
</tr>
<tr>
<td>Anxiety</td>
<td>41%</td>
<td>67%</td>
</tr>
<tr>
<td>Depression</td>
<td>37%</td>
<td>64%</td>
</tr>
<tr>
<td>Suicide</td>
<td>63%</td>
<td>74%</td>
</tr>
<tr>
<td>Alcohol/Drugs</td>
<td>60%</td>
<td>68%</td>
</tr>
<tr>
<td>Well-Being</td>
<td>44%</td>
<td>67%</td>
</tr>
<tr>
<td>Symptoms</td>
<td>59%</td>
<td>67%</td>
</tr>
<tr>
<td>Life Functioning</td>
<td>31%</td>
<td>56%</td>
</tr>
</tbody>
</table>
What You Can Do

- Talk with students
- Encourage them to seek assistance
- Enroll in Kognito (free online) training for faculty and staff to help you identify at-risk students
- Contact Counseling and Wellness Center or U Matter, We Care about a student of concern
- Faculty and Staff resources: [http://www.counseling.ufl.edu/cwc/faculty-and-staff](http://www.counseling.ufl.edu/cwc/faculty-and-staff)
UF Counseling and Wellness Center Training
Opportunities for Faculty and Staff

**Kognito at-risk** Online simulation training for faculty and staff to learn how to identify, talk to, and refer students in distress. There are two versions available for faculty and staff, to help general student population and to help student veterans. You can get this online training anytime at your convenience for free.

Most sought-out, in-person trainings offered by CWC include:
- QPR Suicide Prevention Training
- Working with the Troubled or Disruptive Student
- Small group workshops on the Faculty 911 Guide
- Developing a Departmental or Group Intervention Plan
- Workshops on Effective Listening and Helping Skills for Faculty and Staff
- Guest classroom lectures on topics related to Mental Health and the College Student and Crisis Intervention in Higher Education

For further information or to schedule a training, call us at 352-392-1575 or contact Dr. Meggen Sixbey at sixbey@ufl.edu.
Hot Topics: Language and Inclusivity
Hot Topics for College Student Culture

- “Politically Correct” language versus free speech
- Foundation for Individual Rights in Education (FIRE)
- “Microaggressions”
- #Blacklivesmatter
- Relationship between police and young people
Microaggressions

#ItooamHarvard project

Read more about racial microaggressions:

Learn more about campus efforts nationally (and the response):
http://www.huffingtonpost.com/entry/universities-microaggressions_559ec77be4b096729155bfec
Offensive versus Comedy

That's Not Funny!
Today's college students can't seem to take a joke.
Sexual Assault/Rape Culture
Title IX and Campus Efforts

- Renewed efforts by federal government regarding sexual assault on college campuses
- Congress and state legislators considering several bills
- Definition of consent; some states moving to “affirmative consent”
- “Rape culture”: rape is pervasive and normalized due to society pressures
- UF instituting new training “Think About It” for all new students beginning Fall 2015
- Campus climate survey conducted in Spring 2015 to better understand sexual assault issues on campus
University of Florida Student Government and Partners
What you can do

- Understand the current issues on campus
- Attend student events including multicultural welcome assemblies
- Volunteer for the Student Conduct Committee
- Know the campus resources for referrals
- Participate in the UF Title IX training September 29-30:
2015 Popular Literature About the State of College Students


