

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

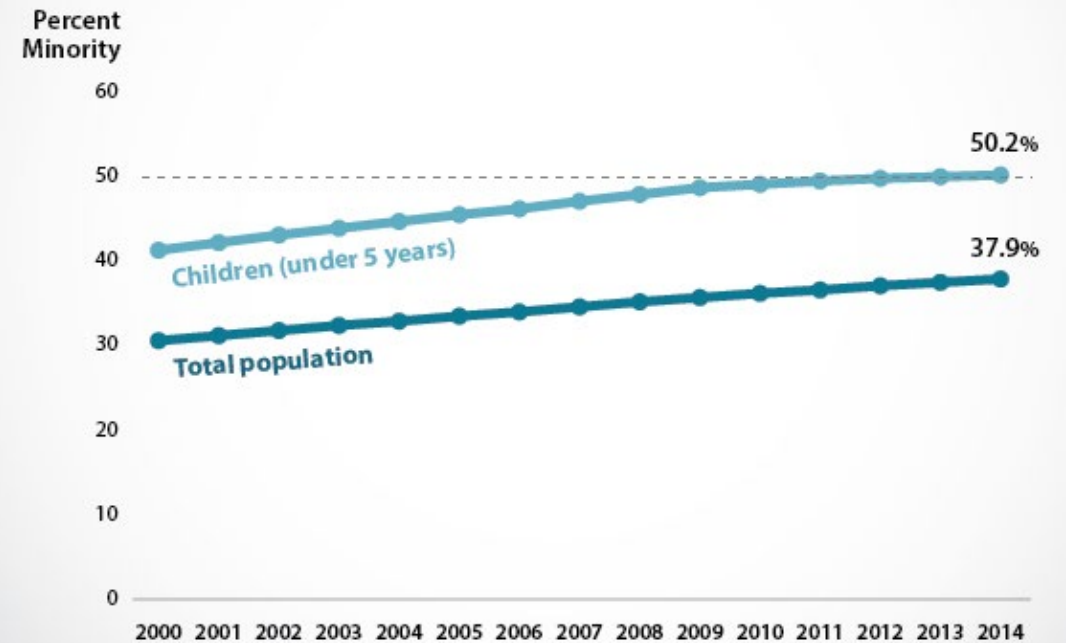
- Rise of the research university
- Shift in focus from teaching to cultivation of new knowledge
- Industrial evolution and governmental push for development of military leadership
- Student Personnel Point of View 1937, 1949
- Joint Statement on Rights and Freedom of Students 1967
- CAS Standards 1967

Who is today's college student?



## A More Diverse Nation

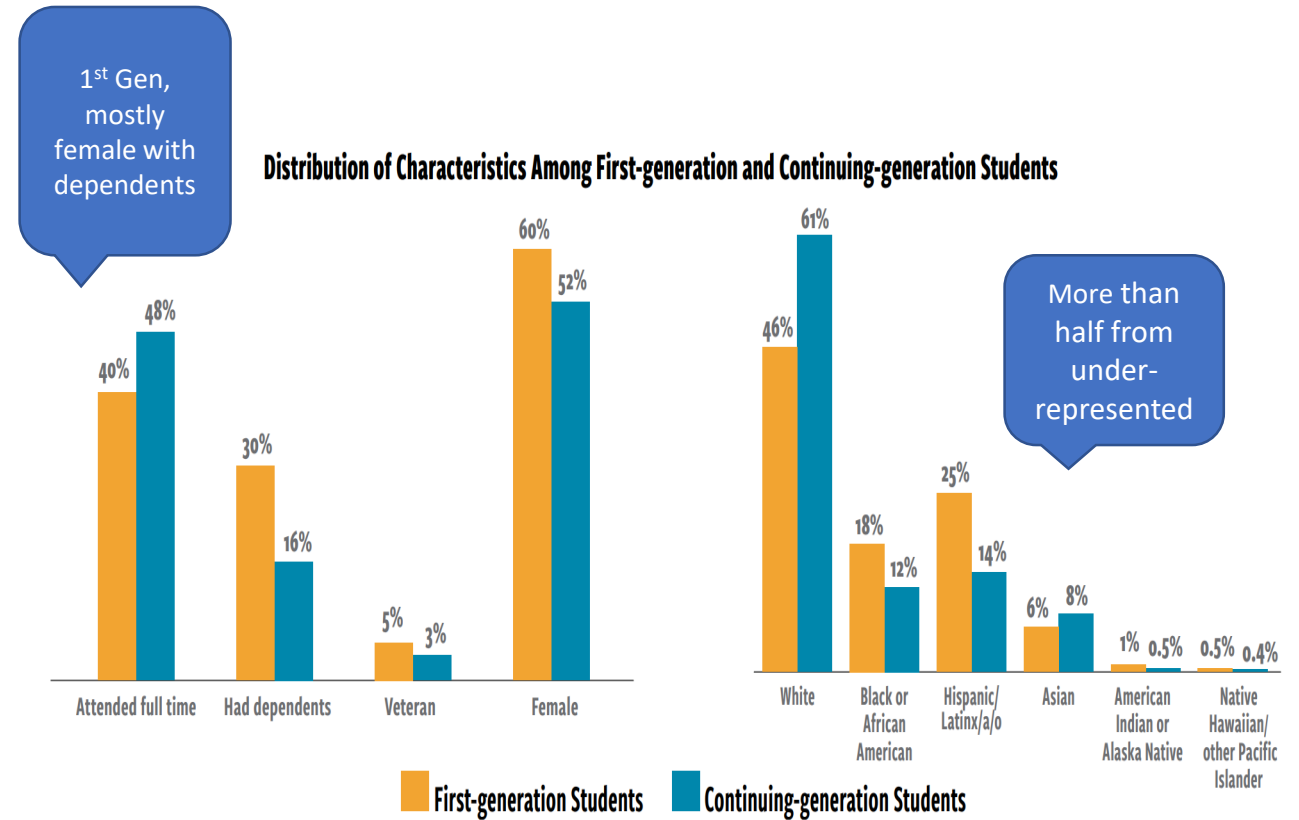
For the First Time, More Than 50 Percent of Children Under Age 5 are Minorities



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

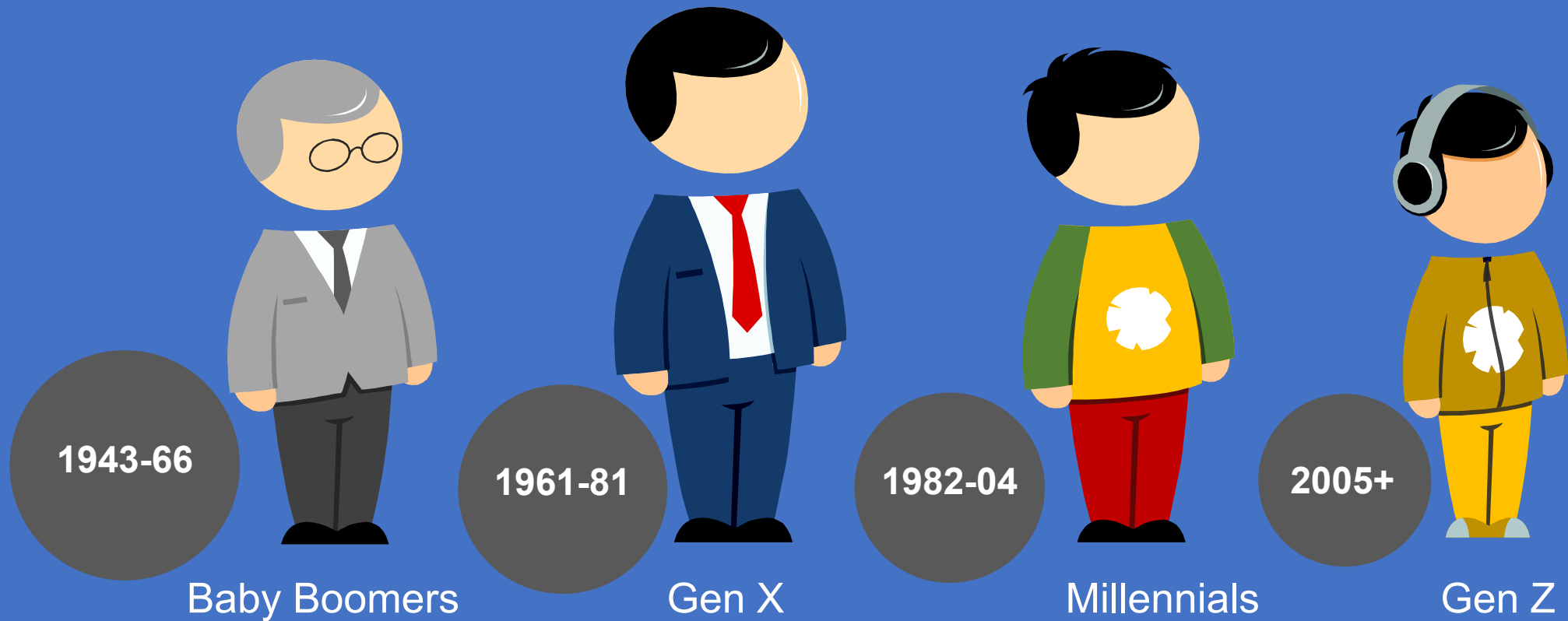
Women now constitute 60% of college students

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?

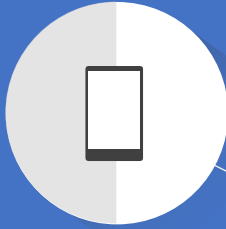




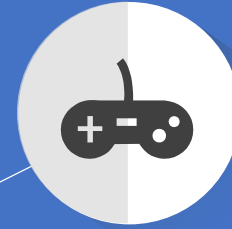
# Generation Z



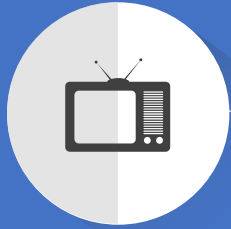
Born with  
technology



Entrepreneurial &  
resourceful



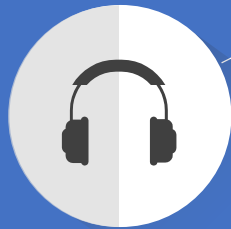
Desire a  
simplified  
existence  
ire a simplified  
existence



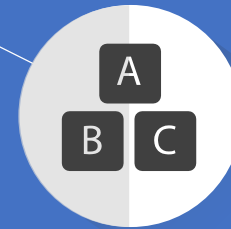
Risk averse  
and  
conforming



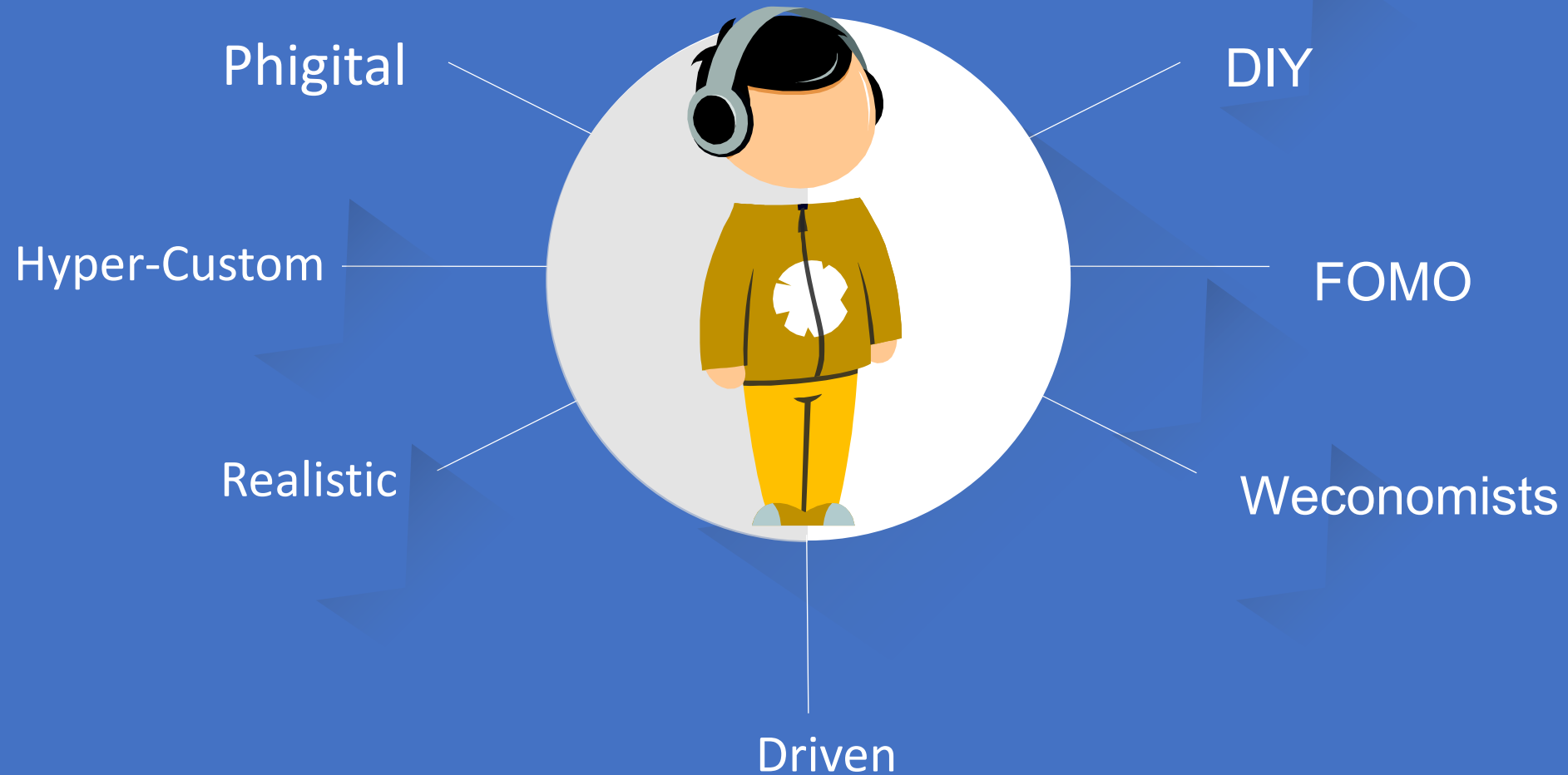
Desire interpersonal  
connections and  
independent thinking



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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