



The 9th Annual National Leadership Conference
“Empowering Leadership to Enhance What Works”

Here Me Is!!!
August 2, 2007 – Orlando, Florida

By Mary & Bill Hill, Nicole Ingram and Julie Purser
mahill@gvtc.com



Implication

Generation Me: Today's Young Americans Are More Confident, Assertive, Entitled—and More Miserable—Than Ever Before

By Jean M. Twenge, Ph.D. (Free Press, 2006)

These individuals have been raised under the “I Am Special” philosophy with Happy Face stickers, private baths, personal T.V.’s and cell phones. They have experienced few failures as parents would make sure of that. They have been nurtured and expected to be provided with accommodations for their individual or special needs.



What is a generation?

“A society-wide peer group, born over a period roughly the same length as the passage from youth to adulthood (in today’s America, around twenty or twenty-one years), who collectively possess a common persona.”

Howe and Strauss, *Millennial Rising*



Recent Generations & Facts

- Silent - 1925-1942-- Sitting quietly and respectful of others
- Boomers - 1943-1960-- Move along and get on with presentation
- Gen X - 1961-1981--When is lunch & how will this impact me
- Millennial- 1982-2002-- Never bought record album, don't remember time without PC, cell phones, and stereo systems you carry with you.
- Generation “Me” 2002-- E-mails out –Text Messages In



The Millennial & Generation Me Characteristics

- ❑ Special
- ❑ Sheltered
- ❑ Confident
- ❑ Team Oriented-(Hang Out with Group)
- ❑ Achieving
- ❑ Pressured

By: George Brelsford, Associate Vice President for Student Affairs & Dean of Students, Rowan University



Pressured

- They feel pressured to do well across the board, sports, work, education and community involvement. (Parents have set the bar high by their own successes)
- This generation is the first to list sleep as a leisure activity.

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Parent Titles

Helicopter Parents: Close, but physically separated. Parents who continue to hover over their students at a distance.

Cell phone / Text Messaging Parents: At least three communications a day and always the first call after the student leaves your office.

We Parents: a partner in all things. “ *We have a problem with our room*” “*We have a problem with your grades*”

Pressured Parents: *Want to help student be successful*



What we need to remember in planning prevention strategies

- Millennial & Generation “Me” Parents are:
 - Close to their students
 - Focused on grades and performance
 - Involved in their students’ lives at school
 - Will use the term “we” all the time
 - See school as a partnership between the student, the parent and us
 - In need of more information
 - Pressured to help their student succeed



Groups: The Key to Success with Millennial & Generation Me

- ❑ Millennials & Generation Me define themselves in terms of group affiliation and less so as individuals.
- ❑ Create positive social group outlets where students can define themselves. If this is not done, they may pursue negative avenues.
- ❑ Give them a task to complete with others rather than independently. State explicitly what you want.
- ❑ Utilize their self-confidence skills to develop caring, respect of authority and self responsibility by helping others.

Millennial Friends unless We Create Positive Social Outlets .



Young People Experience a Different Drinking Environment

What has changed:



- What they drink (potency of alcohol)
- Frequency of drinking
- Age they begin drinking
- Overall availability of alcohol
- The definition of a “drink”
- Parent or adult supervision



Listen to Student Voices (This is they are telling us)

- *Students drink to get drunk*
- *“Everyone’s doing it” – “Can’t have a good time without it”*
- *“Nothing else to do” Too Much Free Time*
- *Beer is “cheap” (less than orange juice). “Easy to get”*
- *Aggressive advertising “Ladies Free Night”-- “Free Till You Pee”*
- **Laws/policies are not enforced or prosecuted**



2005 Texas College Survey –Substance Use Key Points for Prevention Programming

- 81% get Alcohol from 21 or older
- 78% get Alcohol - off-campus private parties
- 40% binge- experience academic problems
- 35% binge -academic performance C+ or lower
- 65% drive after binge drinking
- 35% do not know AOD policies
- 87% want clear policies & enforcement
- 11% who binge attended religious services



Identified as High Risk on Campus

GREEKS

ATHLETES

FIRST-YEAR STUDENTS



Social Culture Needs to Change

❑ Today, college leaders are not viewed as positive role models due to underage alcohol use, violence and lack of civility among other students

❑ *Help Change the Social Environment*

“Instead of being the problem, be a part of the solution”



Environmental Strategies; What are they?

Strategies used to reduce problems associated with the use of alcohol, tobacco and illicit drugs through changes in the physical, social, legal or economic environment



Must Change Environment to Change Social Culture

- Change Normative Environment
- Enforce Policies and Laws
- Restrict Alcohol Availability
- Restrict Alcohol Promotion
- Offer Alcohol Free Options



Environmental & Evidenced-Based Strategies

- ❑ Involve Students and Parents
- ❑ Involve Community Coalitions
- ❑ Social Norming to Correct Misperceptions
- ❑ Educate and Enforce Policies (Social Host Law)
- ❑ Provide Alcohol Free Options
- ❑ Alcohol Screening and Brief Motivational Enhancement of Policy Violators



Transition from High School to College for Students Involved in Drug Free Youth Groups

- ❑ Research the campus – Use the web
- ❑ Get connected with a student organization to support your views such as peer educators
- ❑ Use your self esteem skills to help other students make healthy decisions and assume a caring environment for your peers
- ❑ Be a positive role model and leader. Use the 3 P's (prepared-professional-positive) to change the campus social culture



Other Tips on Transition from High School to College

- ❑ Visit the Campus, including residence system and health services.
- ❑ Request campus policies and police clergy report
- ❑ Observe bulletin boards
- ❑ Check with academics for number in classes and who teaches the Core curriculum
- ❑ Parents should visit with student about money management, alcohol and other drugs and study habits



Students in Prevention

Empowering Student Leaders to Change Culture

- I. Who are the Student Leaders? What can they do?*
- II. Focus Groups: to Develop Solutions*
- III. Review of Student Led Successful Programs*
- IV. Develop & Sustain Successful Peer Led Organizations*
- V. Help the Transition of Freshman to College*



Be a Change Agent on Campus (*Create Ownership*)

- **How can students change social culture?**
- **What are benefits to students & campus?**
- **Develop plan & sell using the 3 P's**
--Be Prepared-Be Professional -Be Positive

“Empower Students to Walk the Talk”



Students Have the POWER to Make a Difference!!!

- President's have Open Door Policy for Students
 - Students are the Customer
 - Programs Supported by Student Fees
 - Student Leaders are Role Models
 - All Prevention Programs should have Student Input
- “The Culture is Determined by Students”*
- **Who do you need to help change?**



BE PREPARED

- Develop a Vision
- Assess the Environment (Where are the problems? Who should you target?)
- Review Best Practices
- Develop an Action Plan (what-who-when)
- Evaluate to determine if heading in the right direction



Be Professional

- ❑ Make appointment and confirm 2 day prior
- ❑ Dress Appropriately
- ❑ Arrive 15 minutes early –stay on time limits
- ❑ Provide outline of presentation
- ❑ Thanks for opportunity to present
- ❑ Start with sincere compliment



Be Professional

- ❑ Use good communication skills
- ❑ Relax and smile, nod approval
- ❑ Speak slowly and loud enough
- ❑ Engage good eye contact
- ❑ State why there –listen attentively
- ❑ Encourage comments & suggestions



Be Professional

- ❑ Provide visual aids to support presentation
- ❑ Summarize key points at the end
- ❑ Bring to closure
- ❑ Thanks for allowing time to present
- ❑ Send thank you note



Be Positive

- ❑ Believe in what you are presenting
- ❑ Be Enthusiastic
- ❑ Emphasize benefits for students, university and community
- ❑ Ask for suggestions to improve plan
- ❑ Leave the door open – Try again
- ❑ Keep optimistic outlook – “Glass Half Full”

for Successful Student

Manage your life—all wellness areas

Make positive lifestyle choices each day in all areas

Keep life in balance

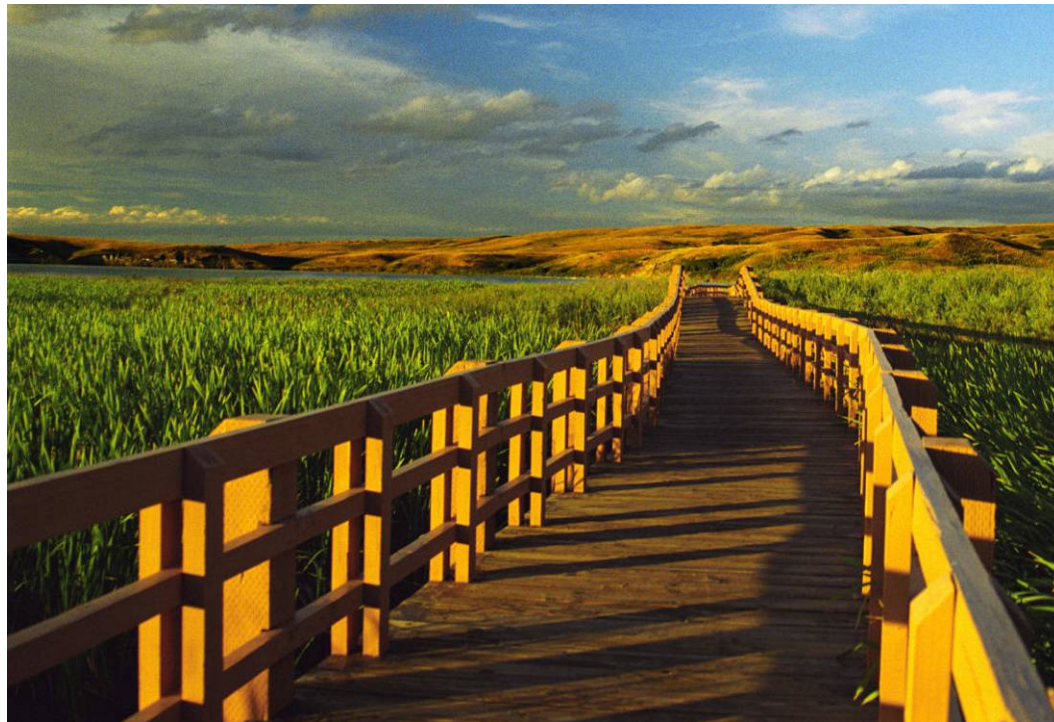
Reach out to others when in your power to do so



“Students have the power to make a difference”

Closing Challenge

Where do we go from here?



“When you are anchored in the past, focused on the future and willing to blaze a new trail; you will make a difference in the lives of our youth ”