



Teaching Services Marketing to the why Generation

Lauren Wright

California State University, Chico

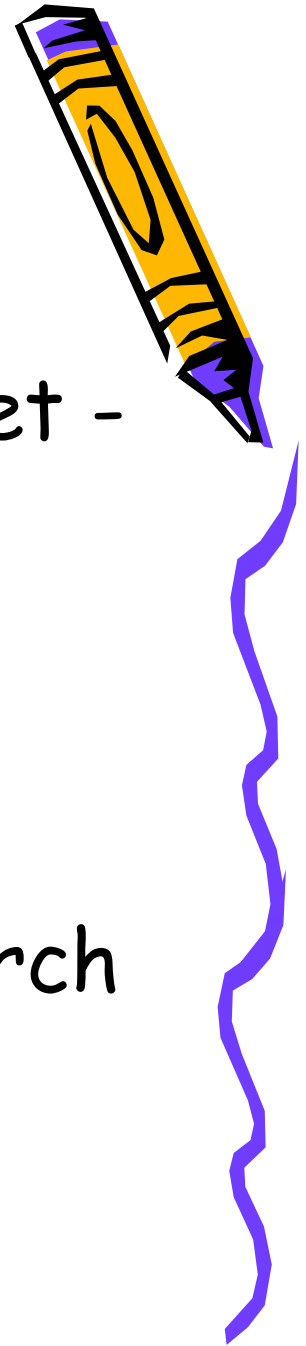
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lkwright@csuchico.edu



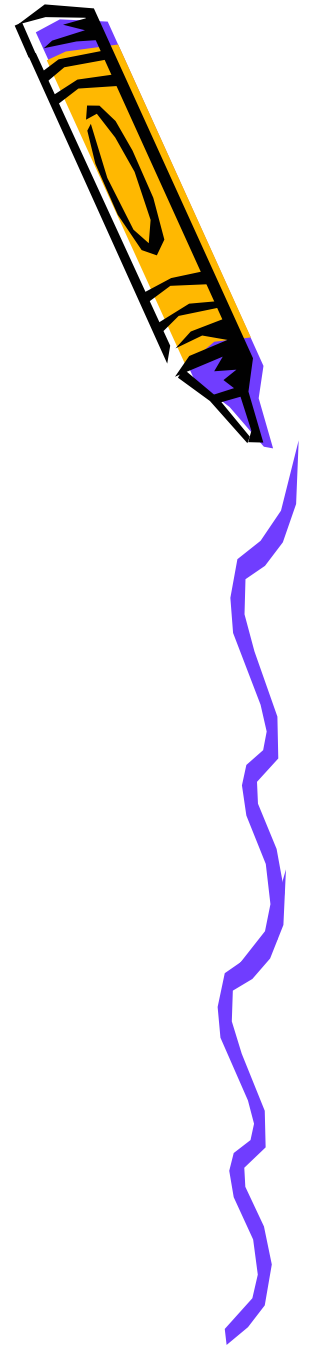
why Care??

- Our students are our target market - we're their service providers, mentors and evaluators
- Our universities now expect us to teach well in addition to our research and service responsibilities



Generation Y: Our "New" Service Customers

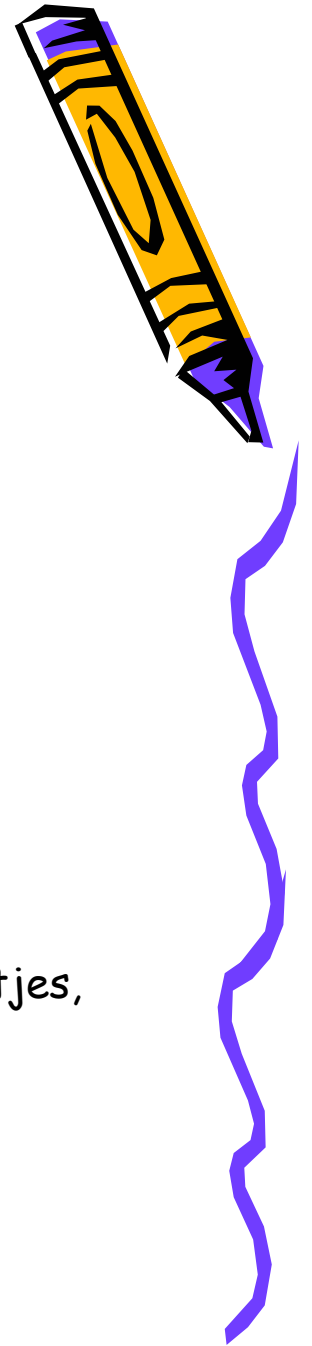
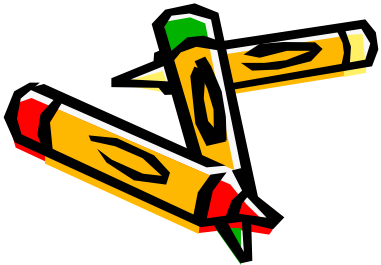
- Born between 1980 and 1994
 - Strong sense of community (peer pressure and loyalty)
 - Confident and optimistic
 - Pragmatic and practical
 - Adaptable/used to constant change



Generation Y: Our "New" Service Customers

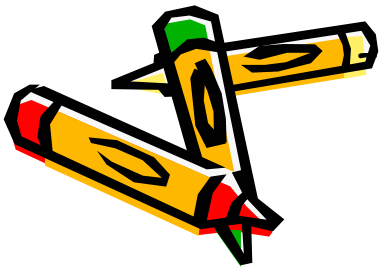
- Fragmented focus (multiple stimuli)
- Black and white are shades of grey
- Accustomed to instant everything
- Technology savvy

(From "The Great Divide: Closing the Generation Gap," by Jason R. Bantjes, http://www.dcps.wcape.school.za/passoc/letter_jb.htm, accessed 10/10/03)

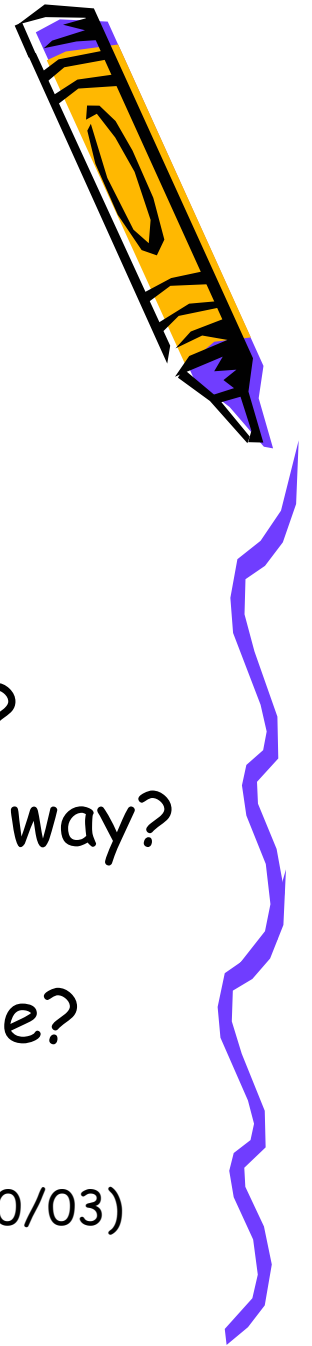


The why Generation

- Asks questions like:
 - Why do I have to come to class?
 - Why do I have to learn this stuff?
 - Why do we have to do things your way?
 - Why should I respect you? This university? The student next to me?



(From <http://www.generationwhy.com>, accessed 10/10/03)



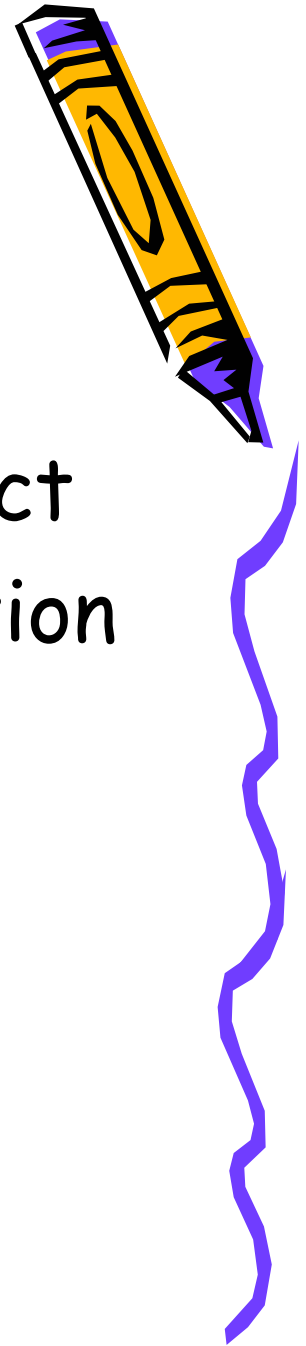
How to Teach Them?

- To teach respect, show respect
- Use multiple approaches to teaching your material
- Use technology where possible ~ they can teach you the bells and whistles!
- Use exercises, projects and activities that are customizable and experiential
- Use humor/enjoy their sense of fun



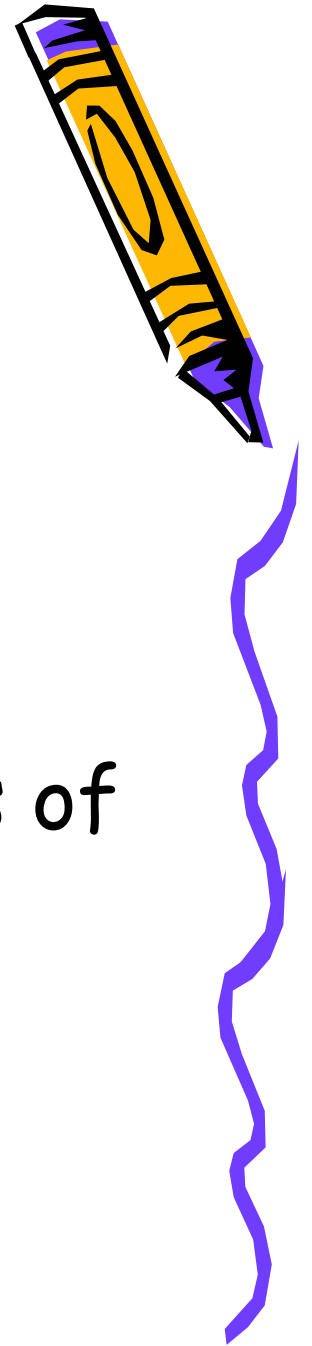
Principles for Good Practice in Undergraduate Education

1. Encourage student-faculty contact
2. Develop reciprocity and cooperation among students
3. Use active learning techniques
4. Provide prompt feedback

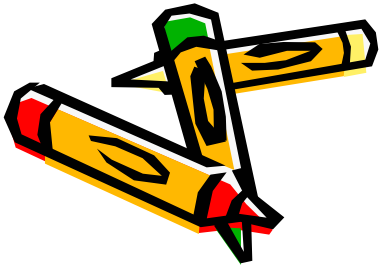
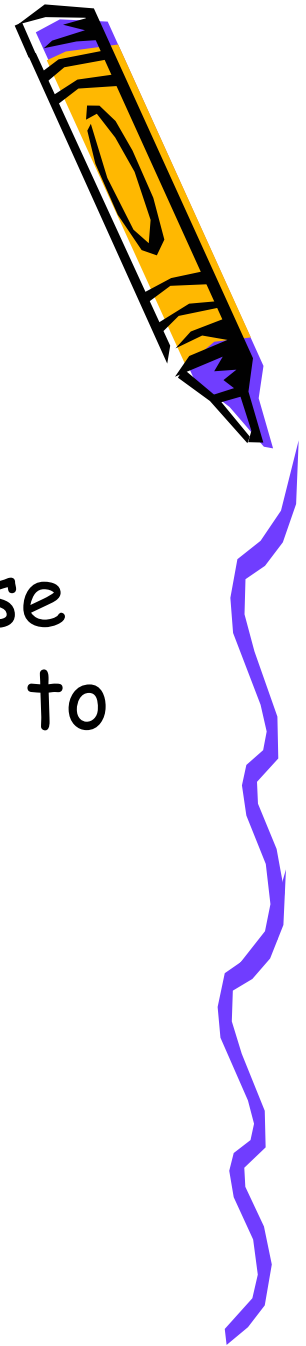


Principles for Good Practice in Undergraduate Education

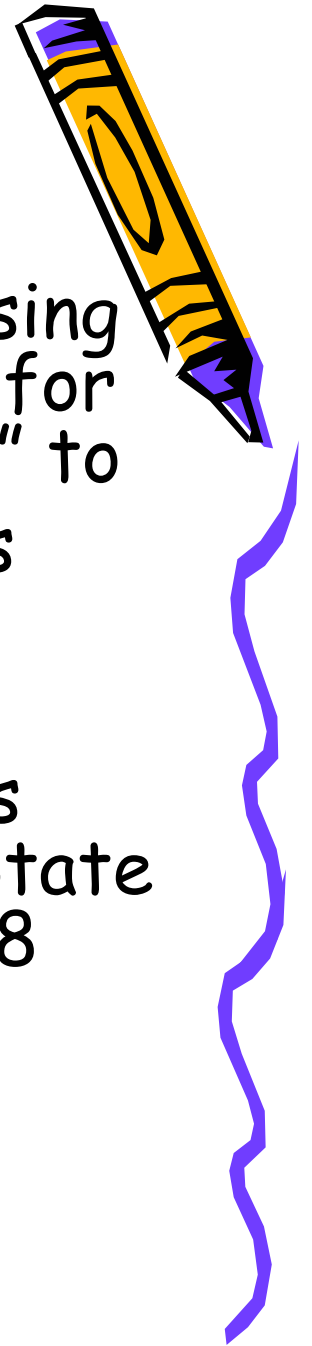
5. Emphasize time on task
6. Communicate high expectations
7. Respect diverse talents and ways of learning



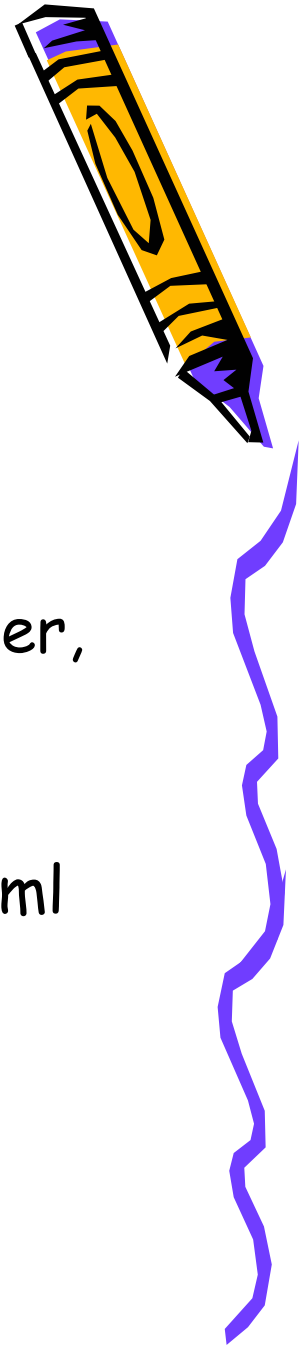
- How could/do *you* incorporate these principles in your classes to appeal to your Generation Y students?



- You can go online and do a Google search using "Chickering and Gamson - Seven Principles for Good Practice in Undergraduate Education" to find lots of information on these principles
- Or you can order a copy of the full Seven Principles report from the Seven Principles Resource Center, P.O. Box 5838, Winona State University, Winona, Minnesota 55987-5838 (507.457-5020)



The Seven Principles Go High Tech



- Chickering, Arthur and Stephen C. Ehrmann (1996), "Implementing the Seven Principles: Technology as Lever," AAHE Bulletin, October, pp. 3-6.
- <http://www.tltgroup.org/programs/seven.html>



- "Excellence is the result of caring more than others think is wise; risking more than others think is safe; dreaming more than others think is practical; and expecting more than others think is possible."

~ (origin unknown)

