Welcome

Raleigh, North Carolina
North Carolina State University
College of Agriculture and Life Sciences
Overview of Program

People
Places
Program
Things to Think About

1. 18 is relative
2. Our audience is changing
3. Accountability
4. What is customer service
18 is relative

the further from 18 one is, the more irrelevant it seems to be
Generational Groups

• Traditionals
  – born before 1944
• Baby Boomers
  – born between 1945 and 1964
• Generation Xers
  – born between 1965 and 1981
• Millennials or Generation NeXters
  – born after 1982
Traditionals

• 64 or older
• “Senior” faculty and administrators
• Impacted higher education for years, but influence is waning
• Value duty and discipline; conformity is good
• Tradition and personal philosophies over data
Baby Boomers

- Between 43 and 63
- Vast majority of faculty and administrators
- Vast majority of parents of college students
- Raised - middle class, suburbs, cheap energy, care-free
- Value individually, creativity and personal fulfillment
- Out to change the world
Generation Xers

- Between 27 and 42
- Younger faculty (new hires)
- Raised during tough times as a kid
- Rather independent; don’t like close supervision; pragmatic; sometimes skeptical; borderline cynical
**Millennials or Generation NeXters**

- Younger than 26
- Majority of our college students
- Digital natives; less studious, but focused on grades; respect norms; value diversity; busy with extracurricular activities

**Characteristics:**
- Special
- Sheltered
- Confident
- Conventional

- Achievers
- Team-oriented
- Pressured
Our Audience is Changing
US population became predominantly metropolitan

80% of the US population resides in a metropolitan area
In 2000, more than 1/3 of the states had 75% or more of their populations living in metropolitan areas.

Age and Gender Distribution of US Population

Source: U.S. Census Bureau, decennial census of population,
Since 1970, the population of races other than White or Black has grown significantly.
In 1980 and 2000, Hispanics were much younger than non-Hispanics.
Average household size declined from 4.6 people per household in 1900 to 2.6 in 2000.
Foreign-Born US Population

- Millions
- Percent of Population

<table>
<thead>
<tr>
<th>Year</th>
<th>Millions</th>
<th>Percent of Population</th>
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</thead>
<tbody>
<tr>
<td>1900</td>
<td>10.5</td>
<td>15%</td>
</tr>
<tr>
<td>1910</td>
<td>13.2</td>
<td>20%</td>
</tr>
<tr>
<td>1920</td>
<td>14.5</td>
<td>25%</td>
</tr>
<tr>
<td>1930</td>
<td>15.8</td>
<td>30%</td>
</tr>
<tr>
<td>1940</td>
<td>17.1</td>
<td>35%</td>
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<tr>
<td>1950</td>
<td>18.6</td>
<td>40%</td>
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<tr>
<td>1960</td>
<td>19.9</td>
<td>45%</td>
</tr>
<tr>
<td>1970</td>
<td>21.2</td>
<td>50%</td>
</tr>
<tr>
<td>1980</td>
<td>22.6</td>
<td>55%</td>
</tr>
<tr>
<td>1990</td>
<td>24.0</td>
<td>60%</td>
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</table>
Percent Foreign Born by Region of Birth

1900
- Europe (85%)
- Latin America (1%)
- Asia (1%)
- All other (10%)

1990
- Europe (22%)
- Latin America (43%)
- Asia (25%)
- All other (10%)
Projected Percentage Change in US Population Between 2000 and 2050 by Age
Projected Percentage Change in US Population Between 2000 and 2050 by Race

*American Indian & Alaska Native, Native Hawaiian & Other Pacific Islander, and two or more races

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Total Enrollment</td>
<td>15%</td>
</tr>
<tr>
<td>Gender</td>
<td></td>
</tr>
<tr>
<td>Female</td>
<td>18%</td>
</tr>
<tr>
<td>Male</td>
<td>10%</td>
</tr>
<tr>
<td>Race/Ethnicity</td>
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<tr>
<td>White</td>
<td>6%</td>
</tr>
<tr>
<td>Black</td>
<td>27%</td>
</tr>
<tr>
<td>Asian &amp; Pacific Islander</td>
<td>28%</td>
</tr>
<tr>
<td>American Indian &amp; Alaska Native</td>
<td>30%</td>
</tr>
<tr>
<td>Non-Resident Alien</td>
<td>34%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>42%</td>
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</tbody>
</table>

Source: US Department of Education
Implications

The Focus of Future Instruction Must:

• Include learners of all ages, including the elderly (lifelong learning)
• Include more urbanites
• Include individuals from one- and two-person households
• Include more non-whites, particularly Hispanics & Asian/Pacific Islanders
• Include more females
Accountability

How do I know if I’m having an impact or making a difference?
Spectrums

Efficiency <-> Effectiveness
Process <-> Products
Culturally Aware <-> Insensitivities
Routine Change <-> Transformative Change
Philosophy <-> Practice
Collaborative <-> Individualism
Customer <-> Client
Student Success Goes Beyond Subject Expertise

• Life Skills
• Problem Solving
• Critical Thinking
• Collaborative Interactions
What is Customer Service?

- Walmart
- Airlines
- All-inclusive
Things to Think About

1. 18 is relative
2. Our audience is changing
3. Accountability
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Books to Read

Who Moved my Cheese?

The World is Flat
Southern/North Central Region
Joint APS Staff Workshop