

# Strategies for Teaching the Millennial Learner

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# Who are the Millennials?

“They are a huge generation of impatient, experiential learners, digital natives, multitaskers, and gamers who love the flat, networked world and expect nomadic connectivity, 24x7. More importantly they are demanding consumers who expect more selectivity, personalization and customization in their products and services. They are the Millennials (a.k.a. NextGen, GenY, C Generation, M Generation, and Echo Boomers), the generation born 1979 through 1994” (Sweeny, 2006).

# Core Traits of Millennials

- Special, Sheltered
- Hopeful, Optimistic, and Civic-Minded
- Confident
- Team-Oriented and Collaborative (looking for a collective identity more than an individual one)
- Practical
- Goal and Achievement-Oriented
- Pressured
- Technologically-Shaped

# Core Traits of Park University

- Small class sizes and individualized attention
- Well-established student services and campus involvement opportunities
- Opportunities to develop relationships with faculty
- Proximity to urban and rural areas
- A focus on civic engagement
- Diverse, international community
- Technology-friendly

# The New Backpack

- Cell phone
- Digital camera
- Internet access
- Online calendar/planner
- Unlimited texting
- Instant messaging
- GPS navigation
- MP3 player
- Video player
- Voice recorder
- Games & downloadable apps
- Address book



# Prioritizing Learning

- Tools must enhance learning outcomes
- Training and access issues must be considered
- Technology applications should increase active learning and student engagement, thereby appealing to *all* learners
- Learning results from active construction of knowledge rather than passive consumption



# Podcasts, Webcasts, Digital Editing

- Assignment: Create a 15 second radio spot to advertise a product of your choosing. Integrate the marketing principles discussed in Chapter 10. All radio spots will be aired and discussed in class. Be prepared to defend the effectiveness of your ad.

■ Tool:



# Blogs, Wikis, and Collaborative Authoring

- Assignment: Construct your own blog to reflect and react to the readings and class discussions this term/semester. For each reading assignment, post your initial reactions/responses and at least two web resources that could be helpful to other students. At the end of the term/semester, you will be asked to write a reflective essay about the evolution of your thinking/learning from this course.
- Tools:  [WORDPRESS.COM](https://WordPress.com)  **Blogger™**

# Blogs, Wikis, and Collaborative Authoring (cont)

- Assignment: With one other peer from the course, create a business proposal to present to a potential donor for start-up funds. When your plan is completed, take it one step further by designing the splash page of your future website.

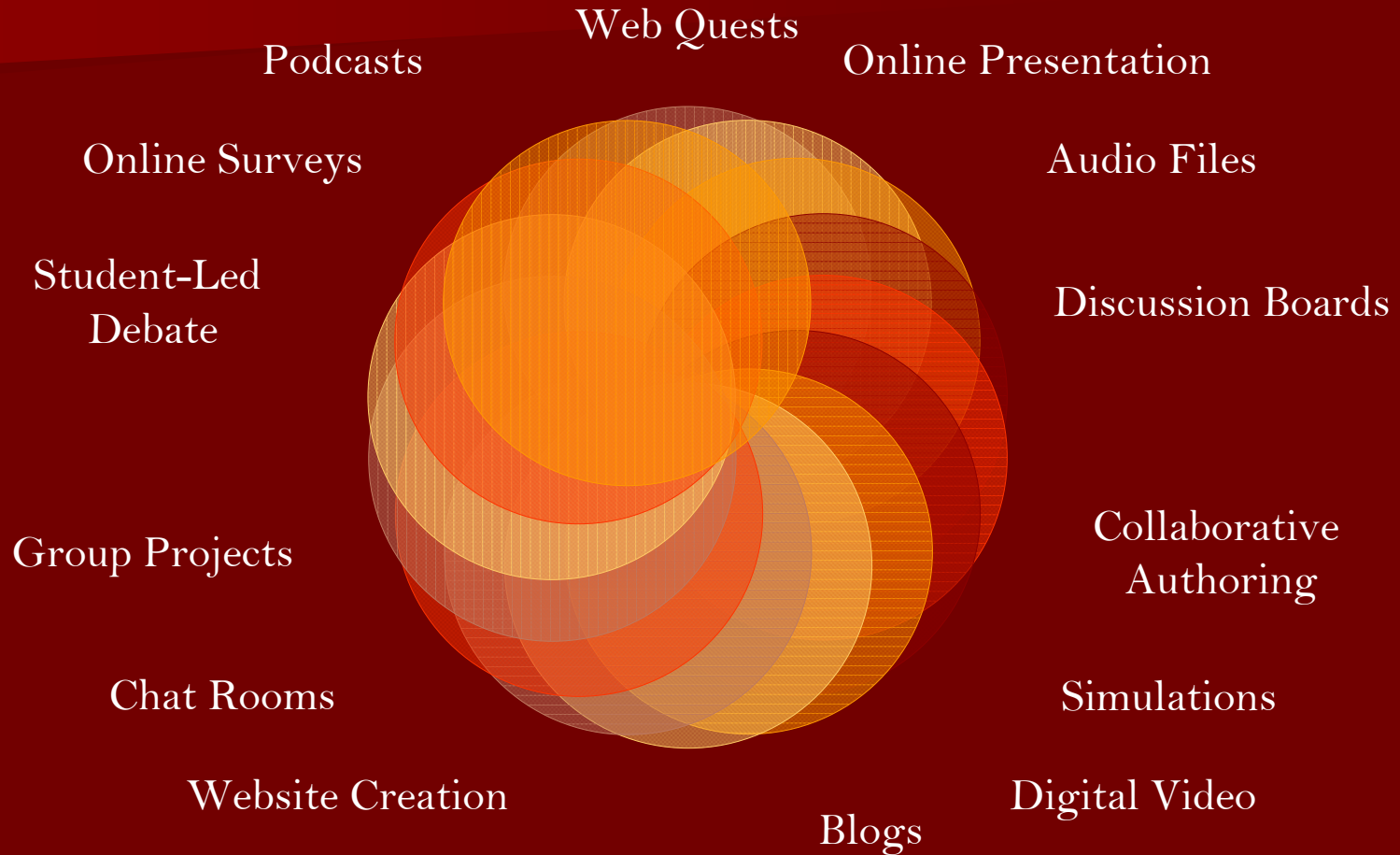
- Tools:



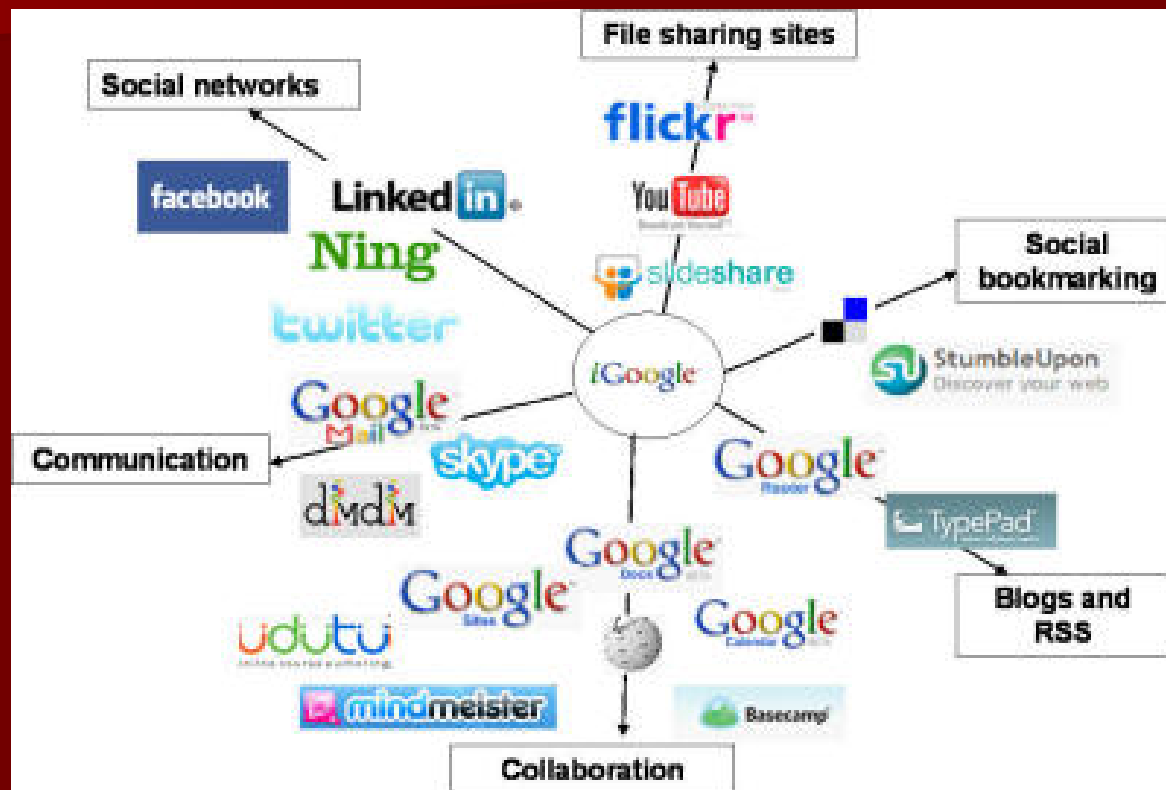
# Simulations and Gaming

- Assignment: Create an avatar in SecondLife in order to investigate the commerce structures and economic trends in virtual realities. Using principles from Chapter 2, prepare an analysis of the parallels between SecondLife and current American economic trends.

# Variety of the Spice of Life



# The Future: Social Learning Networks



# Engaging Technology *with* Learners

- Technology rapidly changes
- Recognize and tap learners' expertise
- Survey students about top five or top ten learning tools
  - What search engines do you find most helpful?
  - How do you organize notes and prepare for exams using technology?
  - When working on group projects, what technologies do you turn to?
  - What technologies can you *not* live without?

