



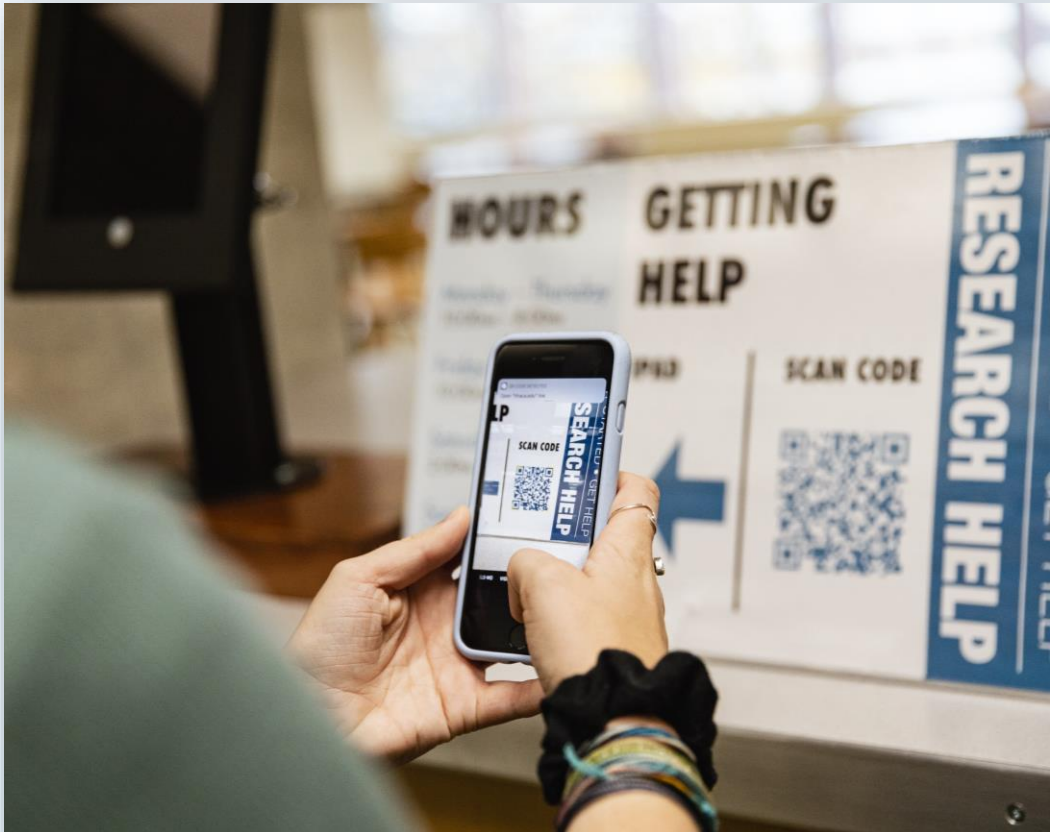
Empire State Library Network

Discover. Connect. Engage.

Bouncing Back: Our Students, Ourselves

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Acknowledgements



Allison Usavage '11, Ithaca College, Ithaca, NY

Thank you for all you do and all you have endured during the past two years.

I appreciate this time dedicated to discussing our students.

**What are you expecting
from this session?**

 Share your response in the chat.



Allison Usavage '11, Ithaca College, Ithaca, NY

Meet the Prospective Student: Moving between Generation Z and a Covid Generation

The names may change but one thing is certain, there is a new generation of student in our schools and on our campuses. Our new generation of students are often identified as the most diverse, the most technologically savvy, and far more pragmatic than their predecessors. Clearly influenced by a global pandemic, racial and political friction, and war. Our current students are challenging the value of traditional programs and practices in education. We'll discuss the major characteristics of and subsequent impacts on educational approaches to engage the latest generation of students, while promoting equity and fostering inclusion.



Today, let's explore:

- Who is this generation of learner?
- How can we put students at the center of our work?
- What are best practices?



Allison Usavage '11, Ithaca College, Ithaca, NY

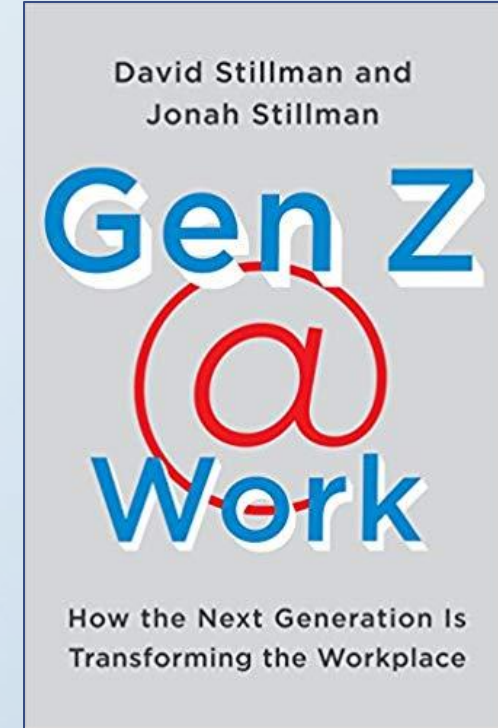
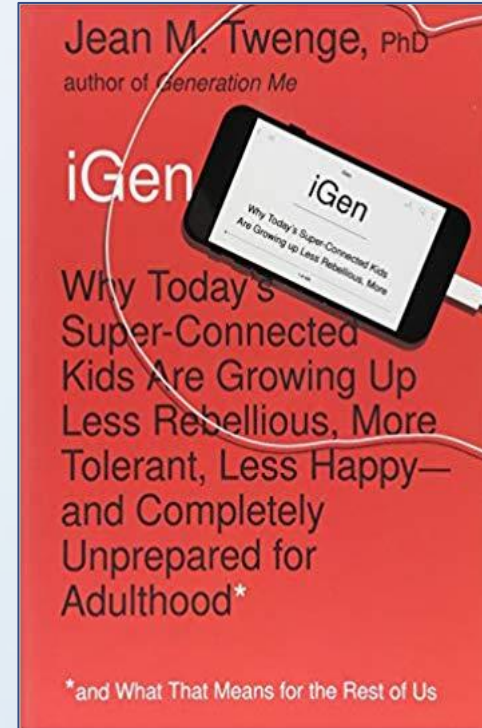
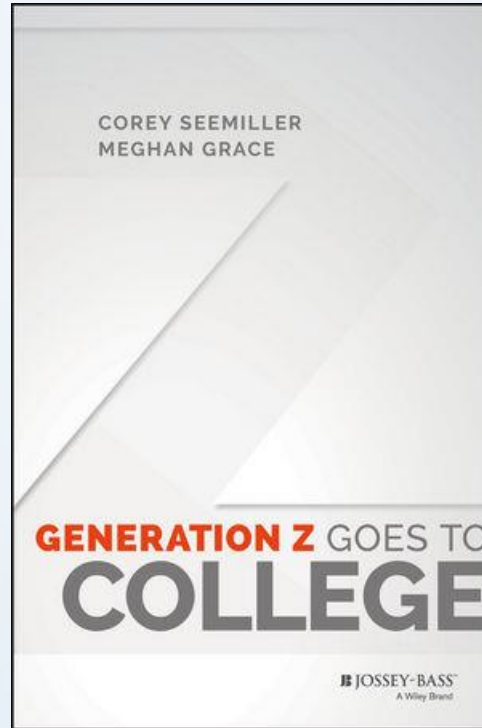
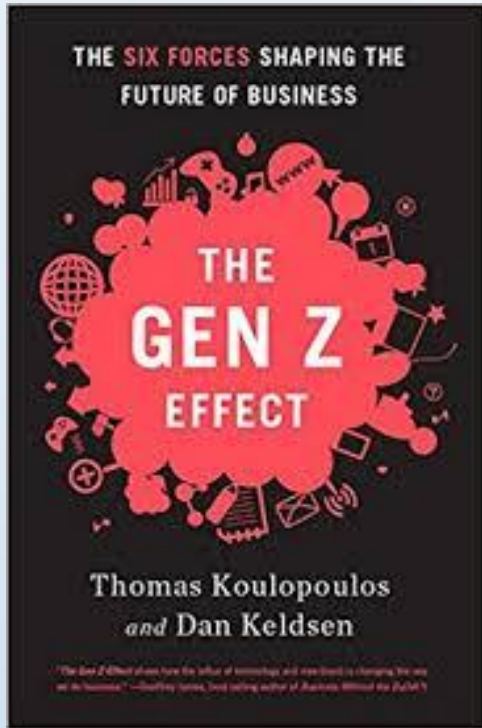
Working Assumptions

- You're free to move about the cabin.
- Establish context for this generation of learners.
- Learn something new.

What impact is this new generation of student having on our work?



Share your response in the chat.



Gen Z Research and Commentary

Eversley Bradwell, N., & Eversley Bradwell, S. (2018). Gen Z, Diversity, and Inclusion. NACAC National Conference. Salt Lake City, UT.



How many of you have a 16-year-old or younger in your life?



Share in the chat what characteristics define their generation.



What is this cohort most concerned about?

The
future

COVID

The
Planet

Social
justice

Gender
identity

Affording
college





What will this cohort need to be successful?

Critical thinking

Support and acceptance

Ability to adapt

Confidence

Engagement

Communication strategies





What brings this cohort joy?

Being social

Engagement

Social media

Being honored

Being respected

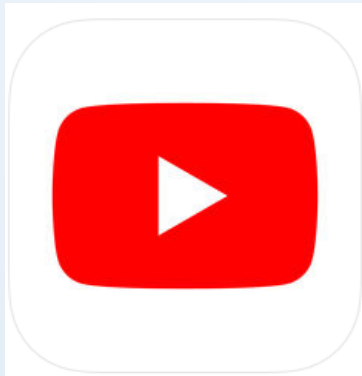
Being heard

Generation Z and the Alpha Generation

- Digitally social
- Tech-Savvy
- Entrepreneurs
- Multi-taskers
- Diverse and isolated
- Will be defined by the pandemic

Over 53% of youth own a smartphone





YouTube: Watch, Listen, Stream 17+

Videos, Music and Live Streams
[Google LLC](#)

#1 in Photo & Video
★★★★☆ 4.7, 5.7M Ratings

Free · Offers In-App Purchases



Netflix 4+

[Netflix, Inc.](#)

#1 in Entertainment
★★★★☆ 4.0, 107K Ratings

Free · Offers In-App Purchases



United Airlines 4+

[United Airlines](#)

#1 in Travel in @genreName@@
★★★★☆ 4.7, 1.6M Ratings

Free



Uber 4+

Know the cost before riding.
[Uber Technologies, Inc.](#)

#1 in Transportation in @genreName@@
★★★★☆ 4.7, 840.7K Ratings

Free



Grubhub: Local Food Delivery 4+

Order takeout from restaurants
[GrubHub.com](#)

#3 in Food & Drink
★★★★☆ 4.8, 1M Ratings

Free



Venmo: Send & Receive Money 4+

Fun & Fast Mobile Payment
[Venmo](#)

#2 in Finance
★★★★☆ 4.9, 5M Ratings

Free

Can I store my stuff?



VIA'S COOKIES AT ITHACA TODAY

Fri, April 8

Sat, April 9

3-5 pm

A&E Center



Prospective students! Come try some vegan, gluten-free, and original cookies at Ithaca Today this weekend.

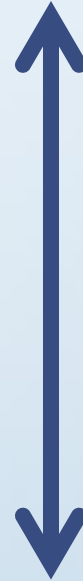
Olivia Carpenter, Class of 2022
Ithaca College

I struggle talking about how hard coronavirus has affected me...

“Going through high school where **I spent most of the time at home struggling to adjust and communicate**, must be one of the most challenging things I have ever dealt with. **I feel so disconnected from everything**, especially school and that makes the motivation to focus on academics all the harder. Having coronavirus and being so behind on everything was extremely overwhelming. **I want to be impressive and to pass with nothing but my best work, but unfortunately that has not been possible.** I feel disappointed in myself and angry at what the coronavirus has taken from me.

I have learned how to accept the unacceptable and overcome every trial.”

College Centered



Student Centered



Concept adapted from Salesforce

How are you putting students at the center of your work?



Share your response in the chat.

Are we providing space for students to bring their whole selves to campus, into our libraries, into their research?



Source: Misty McPhetridge, BSSW

What best practices are you engaging in your library?



Share your response in the chat.

Suggested Best Practices

- **Put students at the center of your work.**
Model life-long learning and willingness to learn from students.
- **Explore personal beliefs, attitudes and knowledge.**
Address impact of poverty, wellness, ability, and identity.
- **Maintain engagement with community.**
Expect wider engagement.
- **Use data to inform decisions.**
Use data to inform decisions.
- **Move from talk to systemic action.**
Engage a comprehensive approach.



Questions and Discussion

What are you still curious about?

What have you learned?

What wasn't addressed?

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Thank You!

