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1. **Title of presentation:** Generation Z: Shaping modern day universities by rethinking student success
2. **Target Audience:** faculty, staff, department chairs

Primary presenter information and curriculum vitae or short biographical sketch:

V.A. Hayman Barber, M.A.

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VA has 20 years of experience working in higher education in a variety of capacities including employer relations, operations, international education, student activities, residential life, recruiting, alumni development and career services in public and private institutions. She has a passion for helping students develop their career paths and also thrive in organizations. VA currently works at Johnson & Wales University as the Director of Experiential Education & Career Services in Denver, CO. She works across multiple Johnson & Wales campuses, with number of companies creating strategic partnerships. These companies include, Marriott International, Walt Disney World, and the Compass Group. VA serves on several system wide groups focused on retention initiatives, graduation rates and career outcomes along with training faculty on staff on generational shifts and trends. She is an adjunct professor in the MBA program at Johnson & Wales.

VA holds a Bachelor's degree in Broadcast News from Drake University and Master's Degrees in Higher Education and Applied Communication/leadership from the University of Denver. She just finished her PhD coursework in Organizational Learning, Performance and Change at Colorado State University and plans to write about how apprenticeships can be used as a social justice tool in the United States.

Additional Presenters: None

Presentation Theme: Issues and Trends in Higher Education

Type of presentation: Interactive Workshop

Abstract:

Generation Z is fully emerged in higher education. This generation is shaking up traditional practices in higher education and looking for relationship building, digital platforms and an understanding of the value of education. This workshop will guide participants to explore ways to help Gen Z be successful in higher education.

Keywords: Student Engagement, Course Design, Issues, Generation Z, Student success

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Description of the session (300-500 words): Include the relevance of the session to chairpersons, presentation focus, recommendations that will be made for chairpersons, and how the audience will be involved.

“Higher Education has long been on the frontier of generational changes. Gen Z represents a clear break from the past that has widespread implication for institutions.” CHRONICLE OF HIGHER EDUCATION- THE NEW GENERATION OF STUDENTS

Students born between 1995 and 2010 are now entering college and the workforce. These students have experienced the great recession of 2008, the creation of the I-phone and the quadrupling of student loan debt. How can we as department chairs, faculty members and administrators help these students successfully integrate, engage and graduate from institutions of higher education?

This interactive workshop will explore key generational characteristics and ways to connect with Generation Z. The speaker will provide several recent examples from the Johnson & Wales University multi-campus system around how faculty, departments and staff are re-thinking student engagement and success. The speaker will share several examples of how institutions across the country are re-evaluating programming, advising and support services not only for Generation Z but every generation currently in the higher educational pipeline.

Attendees will take away several examples of ways colleges and universities can engage and retain students that are relevant and provide new ideas. Some of the workshop, group work topics include:

- How to utilize virtual tools to teach and engage students as while designing curriculum.
- Assessing space on campus to maximize student group work, individual work and engagement.
- Creating new communication strategies with students, faculty and staff that help engage Gen Z students and their families.
- Explore low cost engagement and satisfaction measures that can be immediately put into motion at your college/university.

This applicable and solution-based workshop will pull from several examples across the country on how colleges and universities are adapting to and understanding the needs of Gen Z to help grow enrollment and increase retention and graduation rates.

References:

Seemiller, C., & Grace, M. (2016). *Generation Z goes to college*. San Francisco, CA: Jossey-Bass.

Selingo, J. J. (2018). *The new generation of students: How colleges can recruit, teach, and serve*

Gen Z. Washington, D.C.: Chronicle of Higher Education.