LATINO MILLENNIAL COLLEGE STUDENTS: A COHORT WITHIN THE MILLENNIAL GENERATION

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Learning Outcomes

- Determine if any differences between Latino millennials and their counterparts.

- Consider what student affairs professionals can do to better support these students.
Generational theory

- Howe and Strauss:

- A generation is “a society-wide peer group, born over of roughly the same length as the passage from youth to adulthood, who collectively posses a common persona” (Howe & Strauss, 2000).
Generational Persona

- Perceived membership in a common generation
- Common beliefs and behaviors
- Common location in history

(Howe & Strauss, 2000)
Millennials

- Born roughly between 1982 and 2003

- 7 unique characteristics

- Sheltered
- Confident
- Team-oriented
- Conventional
- Pressured
- Achieving
- Special

Gen Y on Gen Y
- Positive
- Creative
- Need new challenges
- Career focused

Gen X and older on Gen Y
- Annoying
- Idealistic
- Unfocused
- Sense of entitlement
Parental involvement

- Millennial students expect their parents to have an active role in their college experience
- Notion of helicopter parents

Get Involved
Latino millennial college students

- Do these characteristics apply to Latino millennial college students?
- Ortiz and Pichardo-Diaz
Latino parental involvement

- Perceived as less involved
- Latino parents more involved at-home than at-school
- Familismo
Institutional changes

- Diversity course requirement
- Technology incorporated
- Parent services
Future Research

- Explore the known characteristics of the Millennial Generation through the lens of the Latino college student to investigate and understand if any differences between Latino millennials and their counterparts.
Implications

- How can student affairs professionals better support Latino millennial college students?


UTSA Family Connection. (n.d.). The Family Connection (homepage) [Photo]. Retrieved 2012, from University of Texas San Antonio website: http://utsa.edu/family/newsletters/current/#photo