

**Submission Template for the
2015 OBTC Teaching Conference for Management Educators**

1) Title of Proposal:

CLASS ENGAGEMENT: REACHING YOUR MILLENNIAL STUDENTS

2) Abstract:

Managing a classroom while engaging students remains a challenge for many educators. Recent trends reflect the size of college courses, in terms of the number of students enrolled in each course is steadily on the rise. This increase coupled with teaching a large group of young millennial students may add challenges such as expecting a reward or praise for meeting minimal requirements or requesting a great deal of feedback and guidance. This discussion session will engage participants in a discussion about methods by which to address millennial student challenges in the ever growing classroom.

3) Keywords:

Millennial Students, Engagement, Class Size

4) Format

- Activity or exercise
- Discussion roundtable (60 minute only)
- General discussion session

5) Time Requested:

- 30 Minutes
- 60 Minutes (*Roundtables must select 60 minutes*)
- 90 Minutes

6) Planning Details:

Does your session have any special requirements for space or materials?

No.

7) Learning Objectives or Goals for the Session:

Participants will learn solutions for the following:

- How to address millennial students who are multitaskers*
- How to address the expectation for rewards or praise for meeting minimum requirements*
- How to deal with millennial tendencies of requesting additional feedback and guidance (beyond what is considered average)*

8) Management or Teaching Topics:

With the number of students registered for each college course steadily on the rise coupled with the “quirkiness” of our millennial students, it is worth discussing how these students differ from students in the past. This session will give participants an opportunity to discuss some of the differences they’ve experienced as well as the opportunity to share solutions to challenges faced with this particular group of students.

Millennials are described as being multi-taskers. In the classroom, that means that if you pause for a moment you will likely lose the attention of many students. Many of these students will pull out their phones to text and play games while you are lecturing unless you have a strict policy in place. Even then, policies may be difficult to enforce in larger classes.

Many millennial students were brought up with rewards for participation. In the classroom, this means that many of these students expect rewards and praise for doing minimal assignments and reading.

Many of these students also require more guidance. Some of them lack study skills, are unsure of how to tackle the textbook chapters, and are unaware of the materials and resources available to them.

This discussion session will allow participants to identify solutions to these and many other challenges created by the millennial student population.

9) Session Description and Plan:

The session will be split into two parts. The first 20 minutes of the session will be an overview of challenges instructors may face, particularly when faced with millennial students. This overview will be provided by the session facilitators. The remaining portion of the session will be used for three 10 minute breakout sessions where the participants will be divided into three groups in order to attend all three breakout sessions. Each of the breakout sessions will be used to discuss one of each of the learning objectives listed above (one breakout session for each objective). Using this format, each participant will have participated in a discussion about each of the millennial topics and will have the opportunity to engage with other educators from many different skill levels. Together, new ideas will be shared and older ideas can be tweaked. The last 5 to 10 minutes can be used to report out common themes and unique approaches to millennial students.

10) For Activities and Exercises:

none

11) Implications for Teaching or for Teachers:

We believe our session will make a unique contribution to OBTC as it addresses two growing trends: millennial students and the growing size of classrooms. We are aware that both topics have been discussed at great length in past conferences, however we have not yet seen a session which address the multiplicative influence of both millennial students and large classroom size. We believe this a challenge which current trends reflect will be very important in the coming years for educators.

12) Application to Conference theme:

This year's theme "Learning in Community" is reflected in our session as we look to bring people together, all from different levels of expertise to share their tricks of the trade, best practices and insights. We also believe this gives newer members and older members an opportunity to not only engage but to learn together as a community.

13) Unique Contribution to OBTC:

This proposal has not been presented in the past.

14) References and/or Additional Materials:

Elam, C., Stratton, T., & Gibson, D. D. (2007). Welcoming a New Generation to College: The Millennial Students. *Journal of College Admission*, 195, 20-25.

Howe, N., & Strauss, W. (2007). *Millennials go to college*. Great Falls, VA: LifeCourse Associates.

Markulis, P. M., Murff, E., & Strang, D. R. (2014). Should College Instructors Change Their Teaching Styles to Meet the Millennial Student?. *Developments in Business Simulation and Experiential Learning*, 38.

McGlynn, A. P. (2008). Millennials in College: How Do We Motivate Them? *Education Digest: Essential Readings Condensed for Quick Review*, 73(6), 19-22.

Wilson, M. E. (2004). Teaching, learning, and millennial students. *New directions for student services*, 2004(106), 59-71.

