

2016 WACAC ANNUAL CONFERENCE

SEACHANGE

IN COLLEGE ADMISSIONS

LOYOLA MARYMOUNT UNIVERSITY, LOS ANGELES • JUNE 1-3, 2016



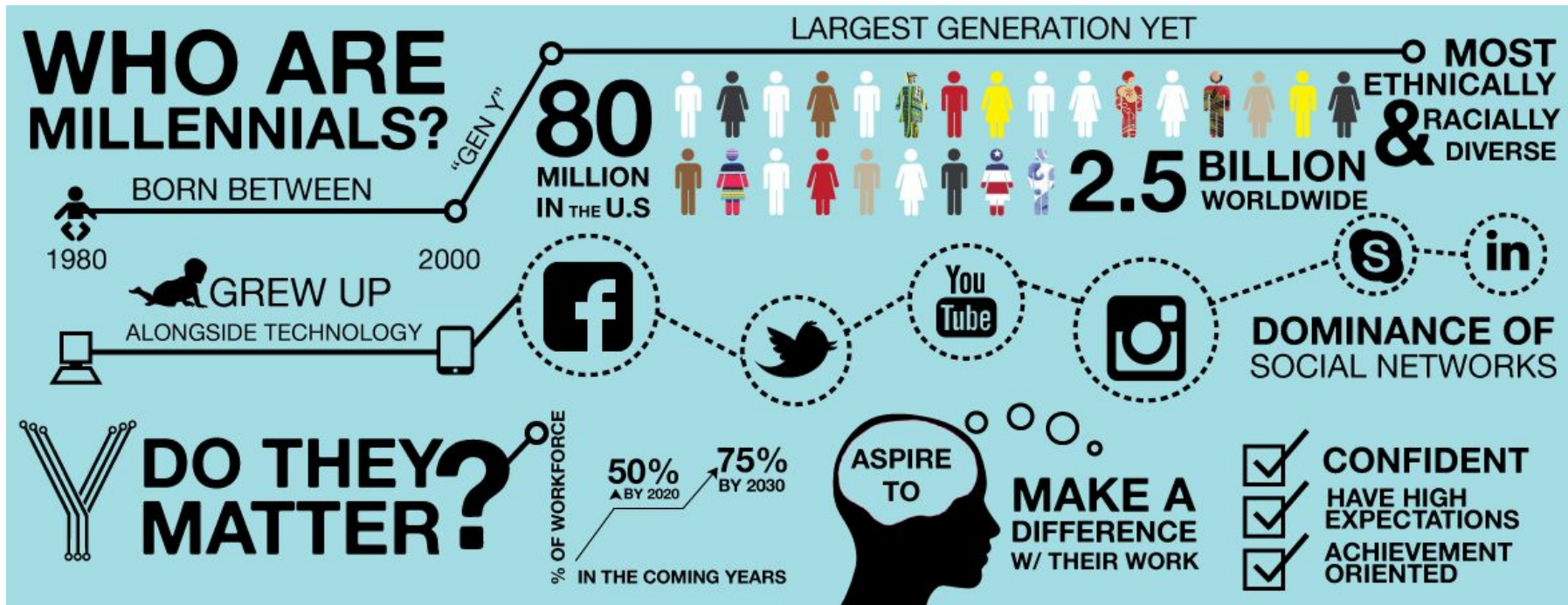
#millennial

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Outline

- Characteristics of Millennials
- Recruitment
- Admission and File Review
- Conversion Process
- Conclusions
- Discussion

What is a #millennial?



Then... 1970 (Gen X)

\$2,550

Annual Tuition for Yale
1970

\$1.45/hour

Minimum Wage
1970

4.8 hours

Daily hours at minimum
wage to pay for tuition
1970

Now... 2014

\$45,800

Annual Tuition for Yale
2014

\$7.25/hour

Minimum Wage
2014

17.3 hours

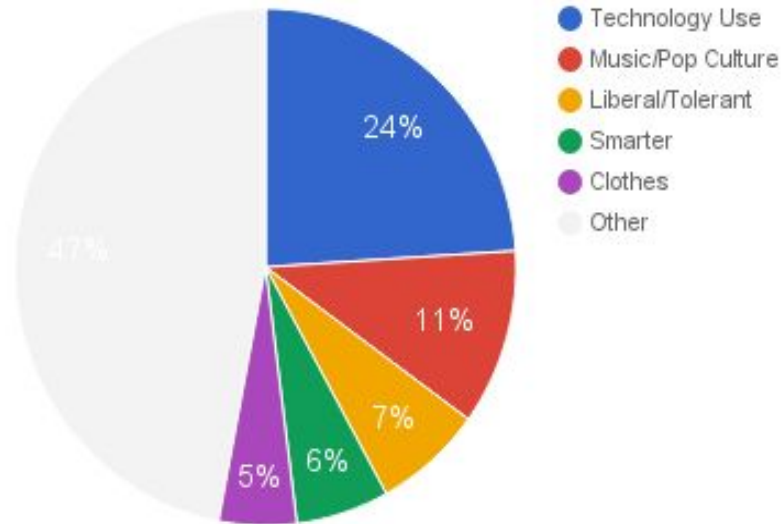
Daily hours at minimum
wage to pay for tuition
2014

You might be a #millennial if...

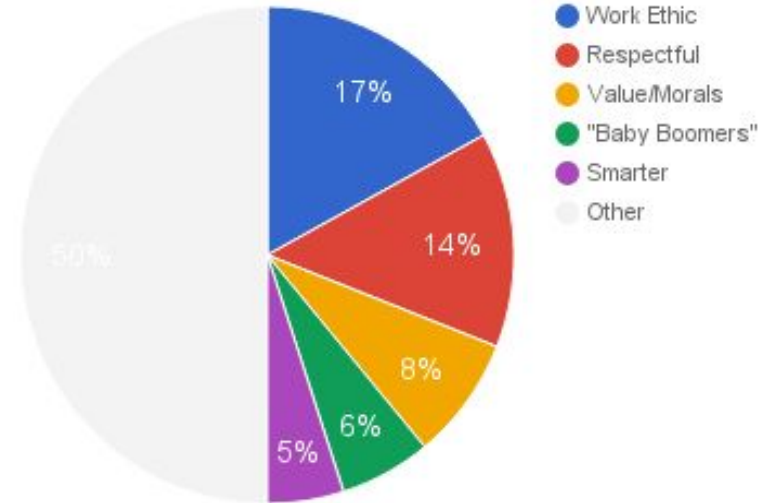
- The restroom stall is your go-to venue to Candy Crush.
- Getting “Vine famous” is a career strategy.
- You’ve never been inside a bank. #Mobiledeposit.
- The text of your email fits in the subject line.
- You used a comma once...on accident.
- You’ve considered gaming as an IRL career.
- You use “House of Cards binge-watching and can’t get out of bed” as an excuse to skip work.

What makes us “unique” #millennial

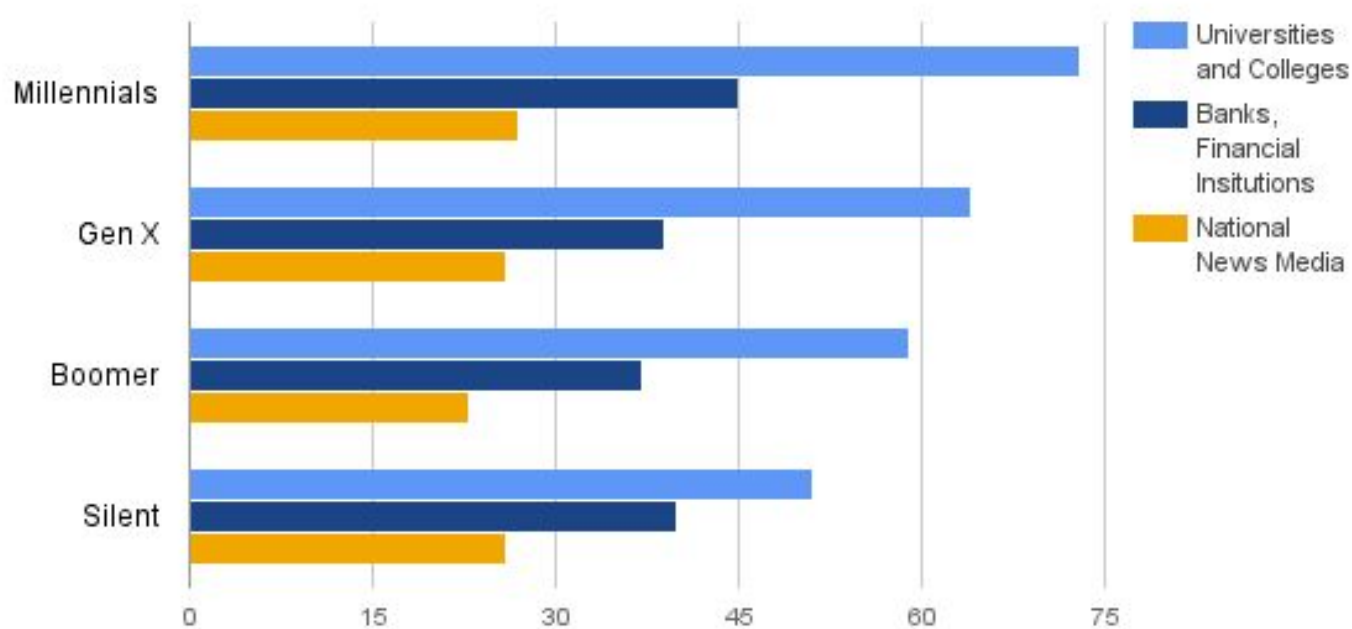
Millennial Unique %



Boomer Unique %



Generational Differences in Views of Key Institutions



% who say _ has a positive effect on the way things are going in this country

“Millennials put a premium on authenticity, creativity, scarcity, and distinctiveness.

Don't stereotype them”

- The Nielsen Company

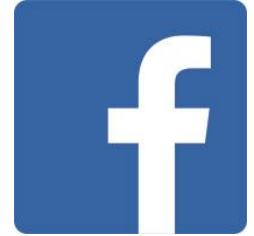
Admission and File Review

- Application Numbers
 - Millennials apply to significantly more schools
 - Declining yields at colleges/universities
- Preparing the application
 - Playing the game
- Biases
 - As millennials, we too learn to “play the game”
 - How do millennials read applicants differently?
 - What did you accomplish in high school?
 - Are you reading for your alma mater
 - What do millennials expect from other millennials?

Conversion

Access to Information

- Internet and Social Media
- Friends and acquaintances' experiences



Conversion

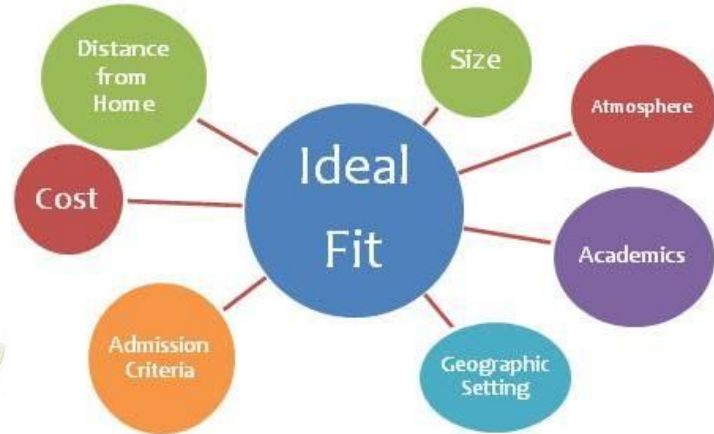
Experiences with a School

- Creating Connections and Memories

Cost and Value

- Generation with Most Debt
- Return on Investment

“Fit”



Closing Thoughts

- Looking like a high school student
- Authenticity
- Resources and Gathering Information

Discussion

- HS Counselor Perspective
- Social Media as part of the admission decision process?
- Parents - How involved should they be in this process?
 - Any unique circumstances? Athletes?
- Are you curious about your millennial status? Take this quiz: <http://www.pewresearch.org/quiz/how-millennial-are-you>

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