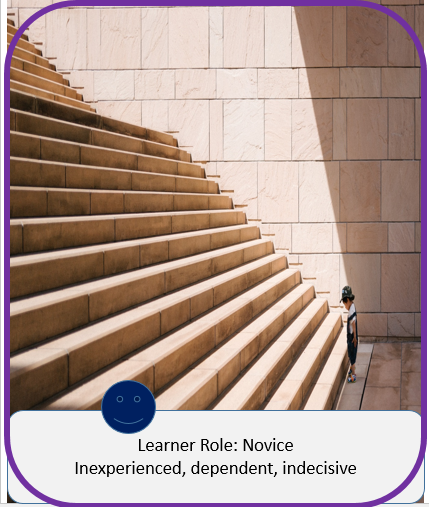
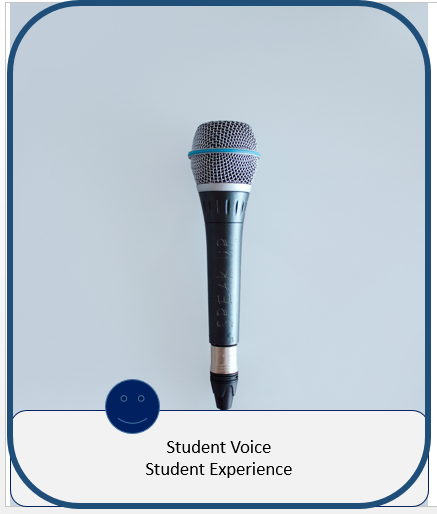
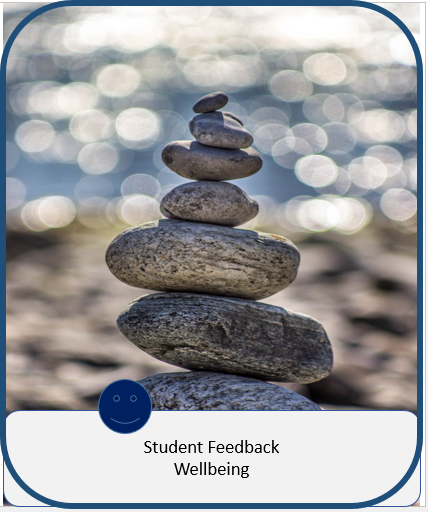
# Generation Y

* lower expectations of academic achievement (Johnson, 2015)
* Require more grit (perseverance of effort and consistency of interest) to succeed in higher education along with better institutional support (Cupitt and Golshan, 2015)
* Educators need to link their educational engagement and perseverance to long-term goals rather than short-term motivators (Cupitt and Golshan, 2015)
* Generation Y are more likely to exit an organisation due to lack of support, appreciation and flexibility than for any other factors (PWC 2013)
* Often called the “Everybody Gets a Trophy” generation (Battersby, 2017)
* Brought up working in teams with shared rewards and a desire to be coached or mentored
* tend to enjoy and encourage group work and group activities (Price, 2010)
* Action oriented teaching strategies work well with interactive activities and shorter segments. Generation Y students enjoy using technology regularly, educators need to be constantly changing their methods from lecture to discussion, to watching a video, to group work, in order to hold the attention of Millennials (Price, 2010)
* Generation Y need to feel challenged and have explicit development, supervision and support (Lavoie-Tremblay et al 2010).

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Available at:https://ro.uow.edu.au/jutlp/vol12/iss1/4 Price C. 2010. “Why don’t my students think I’m groovy?” The new Rs for engaging Millennial learners. *Essays Excellence Teach*. 9:29–34. Price Waterhouse Cooper. 2013. PwC’S NextGen: A global generational study 2013. Evolving talent strategy to match the new workforce reality. [Online] Available from https://www.pwc.com/en\_GX/gx/hrmanagement-services/pdf/pwc-nextgen-study-2013.pdf [Accessed 08 Jan 2019] Lavoie-Tremblay, M., Leclerc, E., Marchionni, C. and Drevniok, U. 2010. The needs and expectations of generation Y nurses in the workplace. Journal for nurses in professional development, 26 (1) 2-8.