

Hovering over the 'Me' generation – it's all about Mom, Dad AND Gen Y: Generational trends and the quest for the development of ideal living + learning communities

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Working with international students – both long term and short term Study Abroad groups – from a broad cross section of countries, has provided Campus Living Villages (clv) with a general understanding of international students' wants and needs in terms of their housing and lifestyles. Going forward, as a company dedicated to providing innovative and supportive accommodation solutions on university campuses, clv seeks to achieve an ongoing recognition of shifting generational trends, and to address the resultant implications for student accommodation and the quest for enhancement of the living + learning environment.

Using current Generation Y thinking and the emerging 'Millennial Model', we will explore the changing nature of student generational psyches. Using substantiated research and anecdotal accounts as a base we will then discuss cross cultural implications, focusing on community, technology, and notions of family:

What are the expectations and the values of the Millennials - especially in terms of their life (and lifestyle) experience, and how should we, as a core service provider, seek to address the wants and needs of the 'next' generation of residents on our campuses? Furthermore, with a keen focus on the international student in our midst, how will we identify the specific and non specific cultural variances (despite having a similar generational status), which have the potential to impact on the overall 'study abroad' experience of the international? What strategies should we be seeking to engage, in an attempt to create ideal living + learning spaces in the world of tomorrow?