GETTING THEM TO SWIPE RIGHT

Meaningful one-shot instruction that leaves them wanting more

Amandajean Freking Nolte
Wartburg College
ILA/NLA/NSLA Joint Conference
La Vista NE | October 3, 2019
How millennials eat: Are they killing beer, American cheese and canned tuna?
'Psychologically scarred' millennials are killing countless industries from napkins to Applebee's — here are the businesses they like the least
Millennials are killing... dating

Netflix and chill isn't ideal anymore, but going on dates is too expensive for millennials, too.

Author: Izzy Greenblatt
Published: 11:31 AM PDT August 13, 2019
Updated: 1:28 PM PDT August 13, 2019
Millennials explain why they don't use doorbells anymore
Ding-dong? More like "here."
What could millennials kill off in 2019? Weddings and becoming parents

Data suggests millennials are getting married and having kids later in life, because both are so expensive.
The Millennial Trends That Are Killing Cable

Mark Hughes  Contributor 🏁

Arts

I write about films & Hollywood.
Millennials Strike Again: This Time We Are Killing Cash And 'Merry Christmas'
Millennials Tried to Kill the American Mall, But Gen Z Might Save It

- The next generation of U.S. buyers isn’t shopping like their parents.

By Jordyn Holman
The generations defined

- Born 1928-45
- Born 1946-64
- Born 1965-80
- Born 1981-96
- Born 1997-2012

*No chronological endpoint has been set for this group. For this analysis, Generation Z is defined as those ages 7 to 22 in 2019.

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# SWOT Analysis

## Educational services

### Strengths
- U.S. higher education remains amongst the most renowned and sought out in the entire world
- U.S. research institutions and universities are leading global education rankings, especially in business, engineering, and medical studies
- The America's College Promise Act program invests almost 80 billion dollar until 2025 giving all eligible students free community college tuition

### Weaknesses
- Operating margins are always reliant on student population and tuition costs
- Many schools, colleges, and universities are not invested in technological advances and offerings to adequately compete in the 21st century
- Some institutions are highly reliant on endowment and investment income making them susceptible to market fluctuations
- More than a third of the U.S. educational staff is working on low pay, temporary or fixed-term contracts

### Opportunities
- The growing international middle class will be interested in the many opportunities that the U.S. education system has to offer
- Internet educational options provided by more renowned and recognized sources have the potential to create new revenues as consumers look for inexpensive yet trustworthy alternatives to traditional programs
- Many medical school and associated health centers will be large revenue generators as they receive large amounts of public and private funding

### Threats
- Declining domestic demand is led by rising educational costs and increasing alternatives to the more traditional educational services
- Universities will have to reduce their costs to achieve long-term financial sustainability
- Economic conditions in many households have made paying for education difficult for a great number of consumers
- The number of U.S. students taking on studies abroad has increased steadily

Figure 15. Actual and projected population numbers for 18- to 24-year-olds and 25- to 29-year-olds: 2001 through 2026

NOTE: Some data have been revised from previously published figures. Projections are from the U.S. Census Bureau’s 2014 National Population Projections, ratio-adjusted to line up with the most recent historical estimate. SOURCE: U.S. Department of Commerce, Census Bureau, Population Estimates, retrieved August 4, 2015, from https://www2.census.gov/programs-surveys/popest/datasets/2010-2015/; and Population Projections, retrieved August 4, 2015, from https://www.census.gov/programs-surveys/popproj.html; and IHS Global Inc., “U.S. Quarterly Macroeconomic Model, November 2016 Short-Term Baseline Projections.” (This table was prepared April 2017.)

<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enrollment</td>
<td>1498 students</td>
</tr>
<tr>
<td>Geographical representation</td>
<td>35 U.S. states and 53 countries (not including the USA)</td>
</tr>
<tr>
<td>Diversity</td>
<td>199 U.S. students of color and 115 international students comprise 21% of total enrollment</td>
</tr>
<tr>
<td>Students receiving financial aid</td>
<td>More than 90%</td>
</tr>
<tr>
<td>Average ACT score for first-year students</td>
<td>23</td>
</tr>
<tr>
<td>Average high school grade point average</td>
<td>3.55</td>
</tr>
<tr>
<td>First-year students in top 10% of high school class</td>
<td>22%</td>
</tr>
<tr>
<td>Ratio of men to women</td>
<td>47% to 53%</td>
</tr>
<tr>
<td>Overall retention rate</td>
<td>86%</td>
</tr>
<tr>
<td>Students involved in music</td>
<td>Approximately 450</td>
</tr>
<tr>
<td>Students involved in athletics</td>
<td>More than 600</td>
</tr>
</tbody>
</table>

Snapchat and Instagram are especially popular among 18- to 24-year-olds

% of U.S. adults in each age group who say they ever use...

<table>
<thead>
<tr>
<th></th>
<th>65+</th>
<th>50-64</th>
<th>30-49</th>
<th>25-29</th>
<th>18-24</th>
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</thead>
<tbody>
<tr>
<td>Snapchat</td>
<td>3%</td>
<td></td>
<td></td>
<td></td>
<td>73%</td>
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<tr>
<td>Instagram</td>
<td>8</td>
<td></td>
<td></td>
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<td>Twitter</td>
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<td>YouTube</td>
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<td>90</td>
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<tr>
<td>Facebook</td>
<td></td>
<td></td>
<td>46</td>
<td></td>
<td>76</td>
</tr>
</tbody>
</table>

Note: Respondents who did not give an answer are not shown.

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The Demographics of Tinder Users

Age:
- 13% 25-34
- 45% 35-44
- 38% 16-24
- 1% 55-64

Gender:
- 38% Female
- 62% Male

Marital Status:
- 54% Single
- 30% Married
- 12% In a relationship
- 3% Divorced/widowed
- 1% Other

Location:
- 76% Urban
- 17% Suburban
- 7% Rural

Source: GlobalWebIndex Q1 2015
Base: Tinder Users Aged 16-64

Find out more: www.globalwebindex.net  @globalwebindex  +globalwebindex
Your path to becoming an engaged scholar and citizen

- EN 112
- COM 112
- Sc. Reas.
- RE 101

Developing in the Disciplines

Proficient in the Disciplines
Comments? Questions?

AjFN, 35
🔗 Wartburg College
📍 less than a mile away

Amanda Jean is an Information Literacy Librarian at Wartburg College where she wears the many hats of a library professional at a small private liberal arts institution. Follow her on Twitter @ajfnolte.
References


References (cont.)