

**Title:** Millennials: Changing the Design and Delivery of Information

**Date:** May 16, 2016 – 11:00AM EST

**Format:** 90 minute Webinar (2-3 speakers)

**Scope**

An entire generation of millennials born into a fast moving technology-driven environment continues to change the landscape in academia. It is an obvious shift in human capital that must be understood in terms of behaviors, needs, values and expectations. Increasingly, mobile phones, tablets and laptops are keeping millennials connected, while on the go and according to the *2015 Digital Marketer*, millennials are using a mobile device at twice the rate of people 35 and older.

To keep up, universities will need to continually keep pace with technological advancements that suit individual needs. Faculty will need to be technologically savvy in order to deliver an engaging collegiate learning experience. Educators will need to examine how to optimize learning, while at the same time keeping students focused and away from social distractions that mobile devices are creating at the same time.

Also at the same time, the face and role of the librarian will undoubtedly change as younger librarians move into this field and will have great implications on the scholarly publishing world. Learning institutions will need to strike a balance in preserving higher education, while seeking out solutions with the scholarly information industry in order to bring critical content to their constituents in a manner that is in keeping with a globally tech savvy environment that isn’t slowing down any time soon.

The focus of this workshop is on millennials in the classroom and beyond – what’s being done to create the best collegiate experience, how students are behaving in a “classic” classroom environment, and why institutions might want to use technology tools for improved student engagement, to improve classroom instruction, while reducing non-class related distractions. Also discussed will be the methods through which students are absorbing scholarly materials and how librarians are reacting to meet the needs of students whose study and research habits are laser pointed on the technologies they use. We’ll also learn how millennials move from a collegiate environment into the workforce from how they seek out information, to the devices they use. We’ll understand better what their needs are, and how they contribute to the information industry both as consumers and as professionals in the information industry.

**Program Outline follows**

The following pages includes the event’s outline. Please note that for us to ensure we are offering timely, relevant information, we ask that you develop a PPT presentation that has not been used in the last 30 days at a recent workshop and or conference our audience may have also attended. We also ask that in developing your presentation, you review below the bullets and or questions that we have provided so that our attendees can get the benefit of your knowledge and experience on this topic as you speak and share your topic with them.

**PROGRAM OUTLINE**

***User Behavior Perspective –*** *Kate Lawrence, EBSCO*

*From a “collegiate” user perspective*

* Can you describe for the scholarly research world (publishers, academia, hardware and software developers) the characteristics of millennials in the collegiate environment
  + Similarities and differences in behavior
* What is critical in terms of user experience? Is it different among males and females?
* What role do you believe millennials, in particular females have played in this changing landscape as consumers both in their personal works and in the workforce?
  + What drives their purchasing decisions?
* How do younger adults seek out scholarly information?
* Do they read cover to cover, or are they taking tiny bites of information?
* What engages them in discovery (interactive content, various formats, adaptable to devices)?
* How can information providers keep millennials engaged?
* Do you see wearable devices becoming more prevalent with this generation?

*From a consumer/moving into the workforce perspective*

* As a consumer of information, what information do millennials seek out?
* How are they looking for this information (e.g., web services, devices)?

As a young professional what is it a millennial brings to the information industry in terms of skills, experience, and knowledge that adds value to developing programs, products and services?

* What information solutions, products and services will align with the needs of professional millennials in the workforce?
  + What unique behaviors might be an asset to an employer?
  + What behaviors may pose a challenge to employers?
* Where do you see millennials in the next 5 to 10 years?

***Classroom Perspective – Devices and Distractions –*** *Bernard R. McCoy, Associate Professor, College of Journalism and Mass Communications, University of Nebraska-Lincoln*

Associate Professor, Bernard McCoy will share his 2015 research on learning distractions among US college students, caused by the use of digital devices for non-class purposes. The purpose of the study was to learn more about Millennial Generation students’ behaviors and perceptions regarding their classroom use of digital devices for non-class purposes.

* Is the use of mobile devices for non-classroom use increasing?
* Does this behavior impede on a student’s ability to learn or does it increase their ability to multi-task?
* Is this a behavior more common in males or females?
* How do professors react to such high use?
* Are professors finding ways to engage students more so that the disruption made with mobile devices for non-class use is minimized? Can you share examples?
* Does the age of the professor align with acceptance of such distractors in the classroom?

***Library Perspective -****Jenny Emanuel Taylor, Assistant Regional Health Sciences Librarian, University of Illinois at Chicago*

* Provide background about yourself and your affiliation with the scholarly information industry
* Explain how libraries are changing:
  + Are they keeping pace with technology?
* Are librarians changing, if so, how?
* How do students doing research most often look for scholarly material?
  + What are they using (are they reading entire articles, asking for snippets of information (compilations), looking at YouTube videos; do they use a particular database, index or device more now, than ever before?
* Is quality important to them, or is what they find, good enough?
* What would librarians like to see from publishers in terms of products, formats and or services?
* What do you find is the most challenging when it comes to delivering what the student expects?
* What is the one thing you think the information industry is missing in delivering scholarly research to students?
* What could you share with publishers, device and software developers and with discovery providers (e.g., Google, EBSCOdiscovery, etc.) that would help them to create a more engaging experience for students?