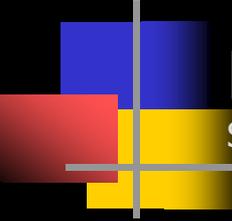


Predictions

About the Millennial Generation

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Influences and Impacts  
Insights and Impressions

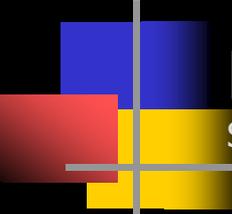


# Predictions About the Millennial Generation

Strauss & Howe

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- Bring new activity, change, new pressures, and new arguments to college
- Compete for a fixed number of desirable slots for admission to college
- Influence highly selective colleges to become more selective; influence a rise in prestige at second tier schools and top caliber state schools.
- Cause a rise in SAT scores
- Complain about the perceived unfairness in admissions (along with their parents) if rejected at schools

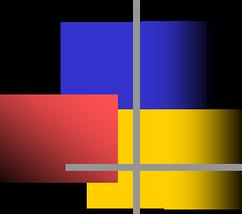


# Predictions About the Millennial Generation

Strauss & Howe

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- Influence affirmative action offices to pay less attention to race and more attention to socioeconomic backgrounds
- Influence an upswing in school spirit and quality of college life
- Make joint decisions with parents about college choices
- Support parents and the media prodding college administrators to toughen on-campus security and rules of student conduct....zero tolerance
- Influence the scaling back of first year remedial classes by the end of the decade
- Increase services for special needs' students who expect the service
- Raise issues about grades, honor codes, internet behavior, and cheating

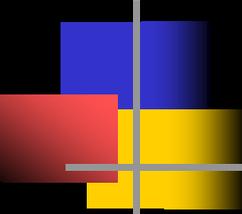


# Predictions About the Millennial Generation

Strauss & Howe

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- Witness the increasing rise of women on campus, as leaders, winners of academic honors, and graduate admissions
- Witness the increasing discomfort of men on campus, with greater numbers of male dropouts
- Be influenced by increasing discussions on how to bring males back into higher education
- Focus on seeking common ground for a more multiethnic student body, as opposed to separatism of groups
- Focus on class (and money) as points of political argument that will occur, rather than race
- Show a marked improvement in achievement and behavior



# Predictions About the Millennial Generation

Strauss & Howe

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- Experience academic competition as more intense and professionalized
- Experience academics as more rigorous and less fun
- Experience a decrease in substance abuse (but tobacco and marijuana use could go either way)
- Manners, modesty, and gender courtesies will prevail in the dating-and-mating process
- Emerge as a new powerhouse in politics, emphasizing activism and determination
- Develop groupware, community networks, cooperative games, and web devices that are credential, simplify, segment, and screen the Internet