How Millennials and Gen Xers Differ

Millennials
- Born between 1981 and 1996
- Respect supportive authority figures
- Like on-demand information
- Are very tech-savvy
- Prefer interactive and dynamic content
- Expect personalized solutions

Gen Xers
- Born between 1965 and 1980
- Value their independence
- Like to conduct research on their own
- Aren’t intimidated by technology
- Prefer streamlined processes
- Expect fast, efficient service

Personalizing Services for Millennials and Gen Xers

Understanding these differences is the first step toward personalizing services for each demographic.

Tailoring Personal Support Services to Student Needs

Millennials express interest in a range of support services while pursuing their degree. By contrast, schools should promote a targeted suite of resources to Gen Xers.

Mental Health
- 58% Millennials
- 44% Gen Xers

Parental Skills/Resources
- 43% Millennials
- 27% Gen Xers

Child Care
- 38% Millennials
- 20% Gen Xers

Customization Is Key

Create social media groups to let millennials celebrate wins and overcome challenges as a community. Email links to web resources and offer phone support so Gen Xers can access assistance on their terms.

The Most In-Demand Career Services

More than half of millennials accept guidance on multiple aspects of their job search. On the other hand, Gen Xers are most interested in services related to presenting their qualifications to employers, such as résumé assistance and interview workshops.

<table>
<thead>
<tr>
<th>Millennial Use</th>
<th>Gen Xer Use</th>
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</thead>
<tbody>
<tr>
<td>Job Search Website</td>
<td>48%</td>
</tr>
<tr>
<td>Job Search Guidance</td>
<td>56%</td>
</tr>
<tr>
<td>Interview Workshops</td>
<td>53%</td>
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"I'm Seeking a Community." 
"I Will Research on My Time."

Connect millennials with virtual career fairs and online counselors who offer on-demand guidance via instant messaging. Use communication preferences to email or text Gen Xers about web resources that list available options.

"Let's Collaborate." 
"Let Me Explore."

Collaborators vs. Explorers

Frame the availability of services in ways that millennials and Gen Xers find empowering.

Career services are essential for online students seeking to enter a new field or earn a promotion. That said, the ways millennials and Gen Xers approach these services may vary.

Success in online learning goes beyond the personalization of career and support services. Explore extensive insights about this unique population in Online College Students 2019, an annual research report from Wiley Education Services and Aslanian Market Research surveying 1,500 prospective, current and graduated online students.

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Access Comprehensive Insights About Online College Students

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