



PIEDMONT
INTERNATIONAL UNIVERSITY

INSTITUTIONAL EFFECTIVENESS NEWSLETTER

AUGUST 2019

CONTENT IS NOT KING

Google is five years older than most of our freshmen. Before students in the class of 2023 were born, Amazon had already "shipped 20 million items to 150 countries" ("Amazon opens"). Skype, Facebook, and YouTube were introduced to the world before these students started kindergarten, and Apple released the first iPhone when they were seven years old.

For the entirety of their lives, students in the class of 2023 have been able to access all the content that they need by simply pressing a few buttons. This accessibility has not weakened their desire to learn, but their thoughts about education differ from those of the generations before them ("Getting to Know").

In the past, content was the king of higher education; students expected colleges to transfer factual knowledge from the professor to the students. But 21st-century students do not necessarily want more content; all the content that they desire sits in their palms.

Now, experiences are king. Students still need to learn facts, but they want to see the real-world relevance of everything that they learn. Additionally, they want opportunities to practice new skills in supervised settings both inside and outside the classroom. They desire constructive feedback that will help prepare them for the demands of the workplace. These students benefit from collaborative learning activities that require them to solve ill-defined problems and engage in sustained investigations (Reilly).

During the lifespan of our freshmen students, tech giants have continuously improved to offer a better product to their users. We must do the same. The beginning of every school year is an opportunity to redesign course assignments so that they are more beneficial to students. As you prepare lessons for this year, consider the new needs of our students and the new demands that they will face after college.

Works Cited:

"Amazon Opens for Business." History.com, A&E Television Networks, 4 Nov. 2015, www.history.com/this-day-in-history/amazon-opens-for-business.
 "Getting to Know Gen Z." Barnes & Noble College, 2018, <https://next.bncollege.com/wp-content/uploads/2015/10/Gen-Z-Research-Report-Final.pdf>
 Reilly, Christiane. "Reviewing Online Courses for Active Learning Course Design." AALHE Annual Conference, 12 June 2019, Intercontinental Hotel, St. Paul, MN.

STATISTIC OF THE MONTH

72 

first-time freshmen
are enrolled for
the fall 2019 semester.

(calculated August 15)

IMPORTANT DATES

Aug. 21 - Start of semester

Aug. 26 - Start of session 1

Birth year of first-time freshmen.

