

Mark Taylor, M.S.W., Ed.D
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Dr. Mark Taylor is a nationally recognized educator, expert, speaker and consultant dedicated to

- helping colleges and universities better understand and serve our students for learning, development, persistence and successful integration into the “after college” world and
- businesses and organizations to better manage the multigenerational workplace, and to successfully bring younger workers into productive roles.

Building on over 25 years of experience in higher education, management and the helping professions, Dr. Taylor’s has worked with over 200 schools in 38 states, made presentations at state, regional, and national events, and consulted with business clients like 20th Century Fox, Wal-Mart, the University of Tennessee Hospital and the U.S. Army.

Dr. Taylor holds a Bachelors degree in Psychology and Biology, a Masters degree in Social Work and a Doctorate in Counseling, all from the University of Arkansas. He was most recently the Director of Guidance Services at Arkansas State University at Beebe where he was responsible for counseling, disability, career, testing, academic advising, orientation, housing/ residence life, student activities/ leadership, student success programming and other student services. He left that position in January 2006 to continue his research and programs to improve educational services to Generation NeXt, and the other students we serve, and to assist managers in the workplace. Dr. Taylor has been licensed as a psychotherapist in Arkansas since 1981. He has also worked as a college professor and academic administrator, medical administrator and clinical psychotherapist. His eye-opening perspectives grounded in data and the literature, practical suggestions and humorous presentation style has made him a popular training consultant with numerous schools, colleges and professional organizations.

**Dr. Taylor will present two programs at Amarillo College
on Tuesday, November 30
at the Polk Street Campus, B&I Center.**

Workshop 1 - Auditorium

- Noon – Light lunch/buffet or box lunches
- 12:30 – 3:30 p.m. Program: **Understanding Today’s Learners: Meet Generation NeXt**

Today’s young people have characteristics and expectations that present unique challenges to those of us charged with teaching, serving and supervising them through their university experience. They were, and are being, raised in very different social environments and have had very different formative experiences than any previous generation. Their issues with academic preparation, responsibility and self-esteem, consumer expectations, use of technology and styles of interacting can impact, and interfere with, their learning, persistence and academic success at school, and workplace readiness and success. This program will help faculty understand the social, personal and academic traits and preferences our students bring to college, how these characteristics impact learning, persistence and success, and the most appropriate instructional methods to help students reach meaningful learning outcomes

- Audience – Faculty, Staff, and Administration

Workshop 2 - Room 134

- 5:30 p.m. – Light dinner/buffet or box lunches
- 6:00- 9:00 p.m. Program: **Teaching Today’s Learners**

As a follow-up to the Understanding Today’s Learners: Meet Generation NeXt program, this active session will help faculty more fully transition to a model of learning based on increasing both student activity and the use of available technologies to improve instructional efficiency and effectiveness. Methods to increase student engagement, activity, responsibility for their own learning, personal ownership of class goals and to improve students reaching meaningful learning and developmental goals will be described and demonstrated with immediately applicable techniques.

- Audience – Faculty, Administration (whoever wants to attend)