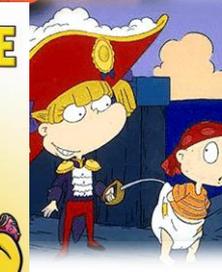
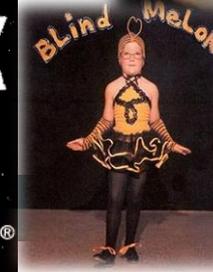
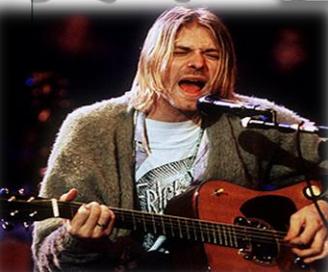
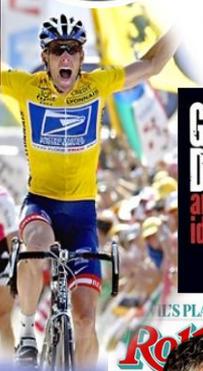
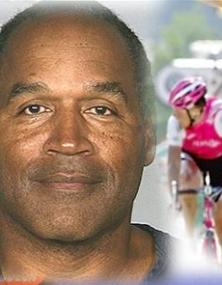
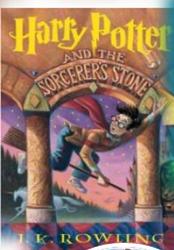


The Millennial Generation



The Millennial Generation



2



WHO ARE THEY?

Born between the years **1981** and **2000**,
their current age in 2009 is **9 – 28** years old

WHO ARE THEY?



- Millennials are smart, ambitious, incredibly busy, ethnically diverse, and dominated by girls.
- They make decisions jointly with demanding parents and believe in big brands.
- They are very numerous, very intent on going to college, and look forward to planned career paths.
- They will transform the University world as profoundly as the Boomers did in the 1960's – but in very different, almost opposite, ways.

Are We Ready for Millennials?

Choice 1: Ignore it

Choice 2: Resist it

Choice 3: Ride it

Choice 4: Lead it

4 Options

- **Ignore it**
 - By treating today's collegians as we did the last generation
- **Resist it**
 - By pursuing decades-old agendas
- **Ride it**
 - By adapting as fast as we can to new needs as they arise
- **Lead it**
 - By embracing Millennials as they arrive in full force

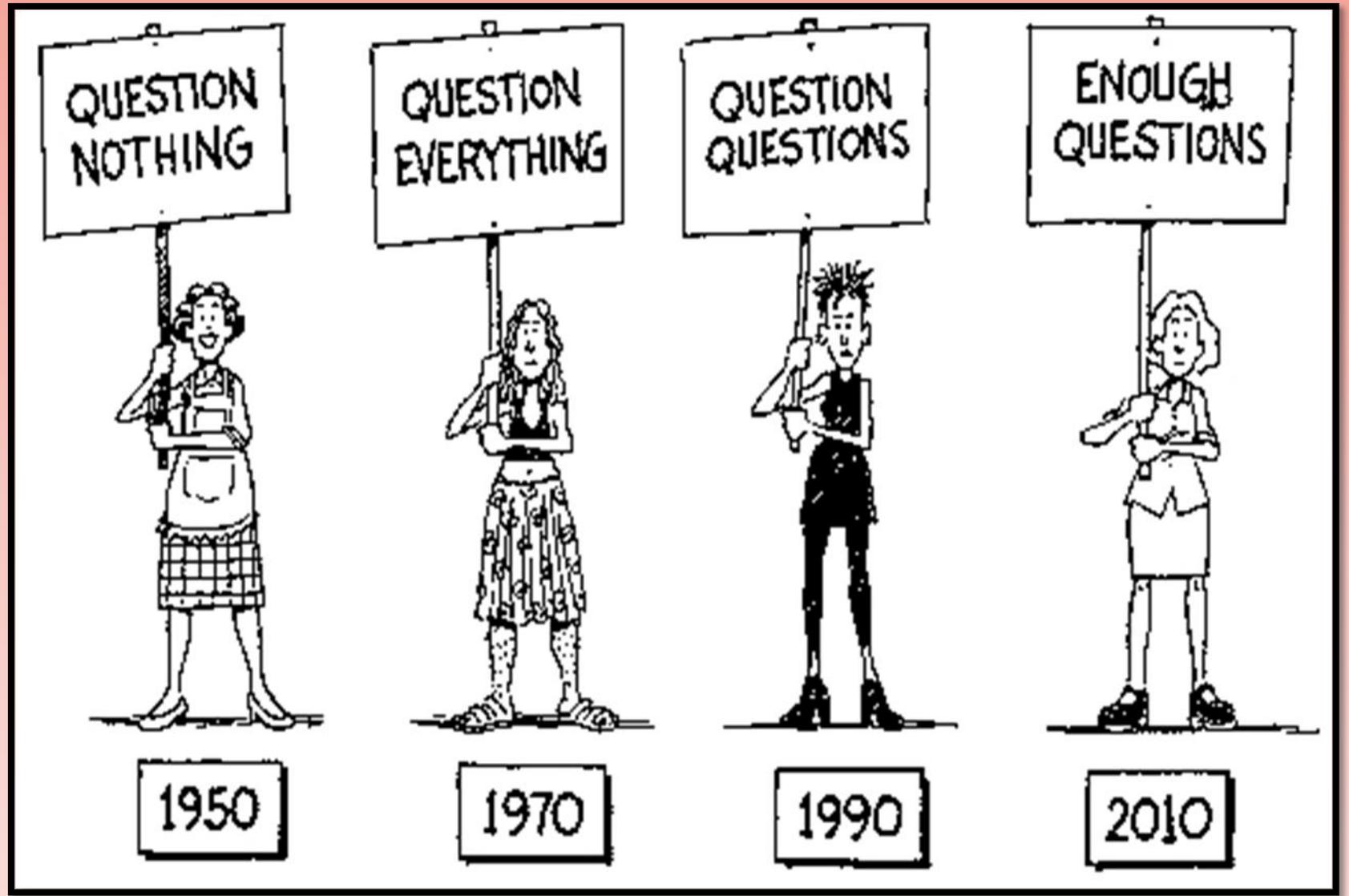
The Future is Not a Straight Line

5

- We tend to think of the future as a straight line, an extension of the present, but this is never true
- **Howe & Strauss** theorize that there are patterns to each new generation and they investigate the implications upon society

Each New Generation:

- Will break from the young-adult generation's styles
- Will correct the perceived 'excesses' of the current mid-life generation
- Will fill social role vacated by departing elder generation



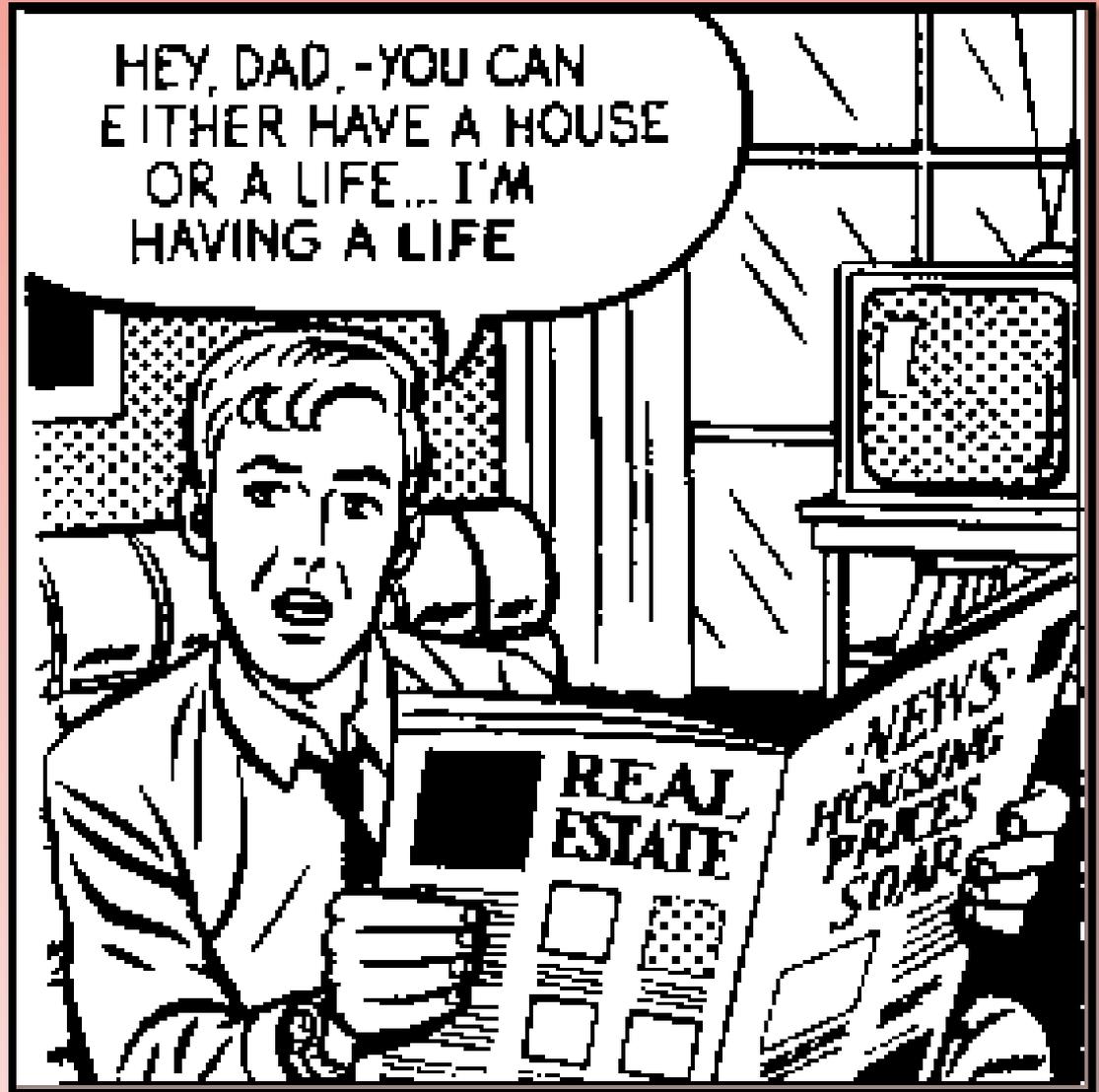


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“Millennials will rebel against Gen-X styles and attitudes, correct for Boomer excess, and fill the role vacated by the G.I.’s.”

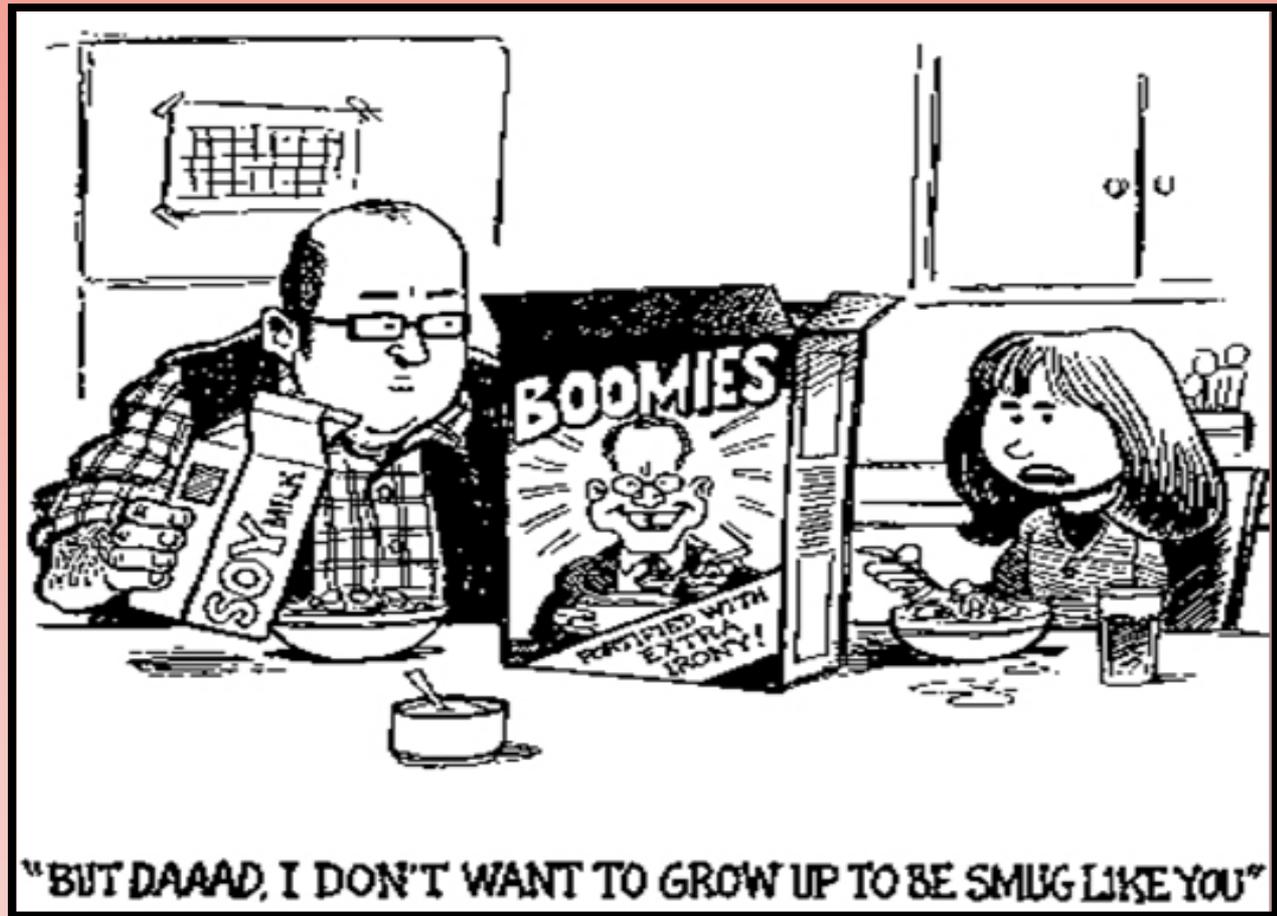
– Howe & Strauss (2007)

Millennials resist what they perceive to be the faults and mistakes of previous generations, especially their parents.



They believe strongly in the **American Dream;**

“As long as you work hard enough, you can grow up to be anything!”



Millennial Students are...

10

- Close to their parents/family
- Focused on grades and performance
- Packing resumes with extracurricular and summer activities
- Eager to volunteer for community service
- Intensely focused on the college admissions process
- Talented in digital-mobile technologies
- Interested in multi-tasking and interactive learning

Millennial Students are...

11

- Insistent on secure, regulated environments
- Respectful of norms and institutions
- Interested in math and science, relative to the humanities
- Conventionally minded, verging on conformist-thinking
- Ethnically diverse, but less interested in racial identity
- Majority female, but less interested in gender identity

Characteristics of SRU Millennials

12

SRU Students Describe their Generation

- Protected
- Diverse
- Healthy
- Academically-Focused
- Family-Oriented
- Fast-Paced Lifestyle
- Civic-Minded
- Stressed
- Depressed
- Optimistic
- Cooperative
- Team Players
- Accepting of Authority
- Rule-Followers
- Service-Oriented

Shaped by Their Times

- Structured lives
- Terrorism
- Growing up digital
- Multiculturalism
- Stress
- Cute Kids in Movies
- Heroism
- Patriotism
- Parental Advocacy
- Globalism
- Focus on children



Teens were raised with:

- 24/7 digital media
- Baby on Board signs
- Messages like: "Have you hugged your child today?"
- "Mommy-and-Me" classes
- Soccer moms in mini-vans
- Every second is scheduled and structured.

**HAVE YOU HUGGED
YOUR CHILD TODAY?
DR. FRANK MINYARD**





" YOU GET *FIVE* MINUTES BETWEEN SOCCER AND PIANO?
WHAT DO YOU DO WITH ALL THAT FREE TIME ?!?"

Use Generational Generalizations with Caution!

15

“I don’t know what my future holds, but I’m sure it’s something great.”

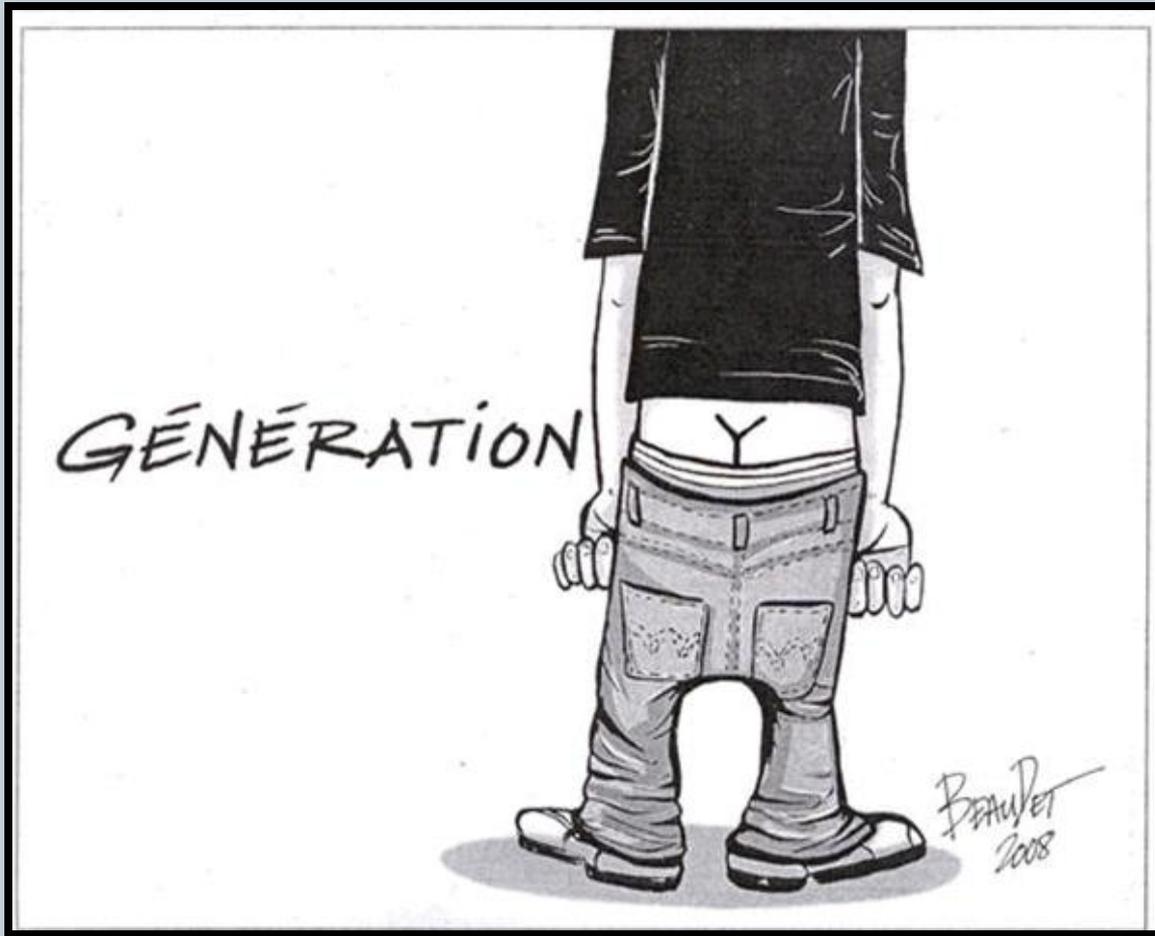
-SRU First Year Student



Image from first page Google Search Results for “Millennial Workplace”

Millennials (aka) Generation Y

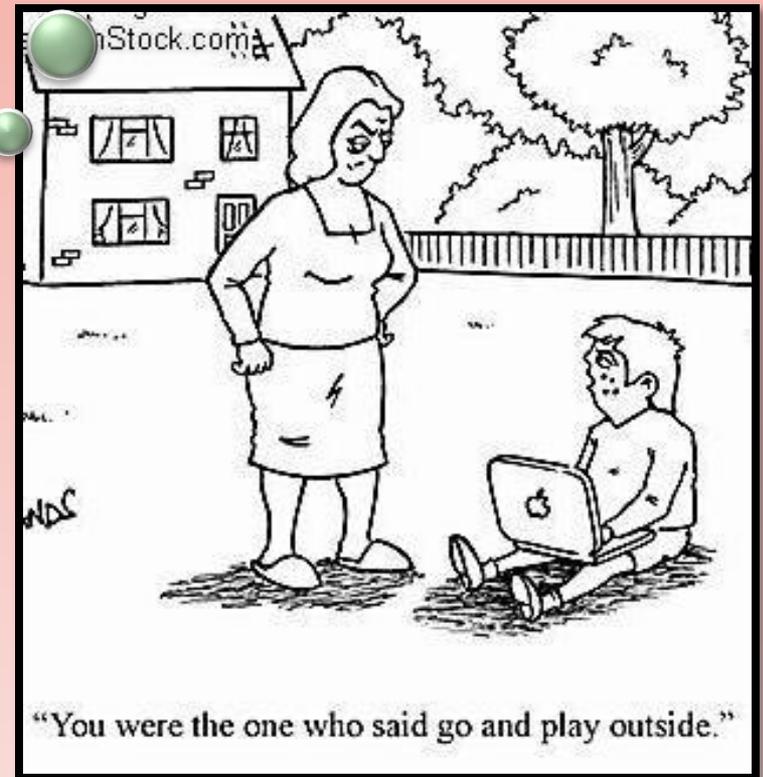
16



Also Known As:

- Generation Y (Why?)
- Internet Generation
- Echo Boomers
- The Boomlet
- Generation.com
- The MTV Generation
- Generation Wired
- Nexters or Texters
- Generation We
- Nintendo Generation
- Digital Generation
- Generation Next

It is very uncommon for children today to be told to outside and play.



Cultural Memorabilia & Heroes

18

Cultural Memorabilia

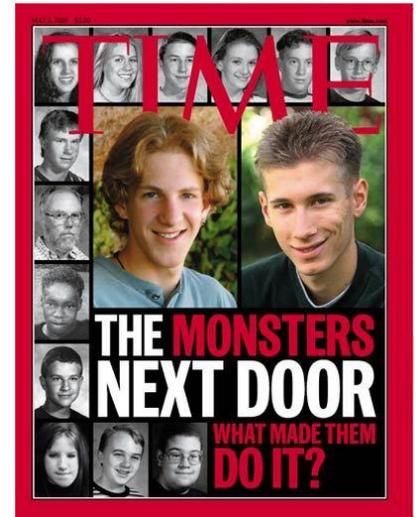
- Pokémon
- Power Rangers
- Beanie Babies
- Harry Potter
- Britney Spears
- Barney & Friends
- Tickle Me Elmo
- Bart Simpson
- Super Mario Bros

Heroes

- Michael Jordan
- Neil Armstrong
- Barack Obama
- Mark McGwire
- Tiger Woods
- Will Smith
- Princess Dianna
- Bill Gates
- Fred Rogers
- Christopher Reeves

Defining Events in the lives of Millennials

- September 11th
- Columbine High School Shooting
- Clinton/Lewinsky Scandal
- First Cloned Sheep
- OJ Simpson Murder Trial
- Iraq War & Peace-keeping mission
- Princess Diana's Death
- Rodney King Riots
- Oklahoma City Bombing
- McGuire/Sosa Homerun Chase



Compelling Messages

- ❖ You are special
- ❖ It's cool to be smart
- ❖ Leave no one behind
- ❖ Connect 24/7
- ❖ Achieve now!
- ❖ Serve your community



From a young age, Millennials are told they can have it all, which ensues a strong sense of entitlement.

They want the best and they know they deserve it.

These students are driven and ambitious, with very high expectations

Characteristics of “Generation Y”

21

On one side...

- **Adaptability**
 - Able to be comfortable in various situations
- **Technologically Savvy**
 - Raised on computers
- **Ability to grasp new concepts**
 - Learning oriented generation
- **Efficient multi-taskers**
 - They will do everything better and faster
- **Tolerant**
 - Increasingly diverse population

And on the other...

- **Impatient**
 - Dominated by instant gratification
- **Skeptical**
 - Media scamming, lying, and exploiting
- **Blunt and Expressive**
 - Self expression valued over self-control
- **Image-driven**
 - Personal statements with their images
- **Lack life experiences**
 - They have “seen it all, heard it all” attitude, but also realize they have much to learn; however they are not afraid to ask questions

HIGH SCHOOL SWEETHEARTS IN "THE BIG STEP"

LET'S GET MARRIED FIRST



1950

LET'S GET STONED FIRST



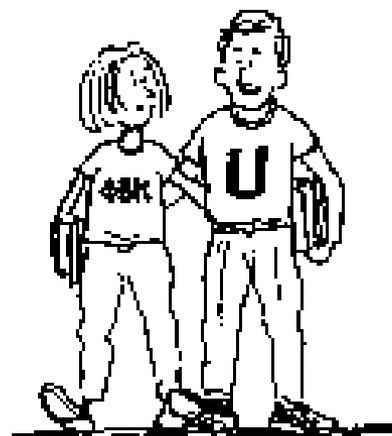
1970

LET'S GET TESTED FIRST



1990

LET'S DO NATIONAL SERVICE FIRST



2010

SPECIAL

I'm
special



*“A **special** child also wants to go to a **special** institution, where he or she will be prepared to play a **special** role.”*

- Precious “Babies on Board” of 1980s
- “This generation will **save the world**”
- Feeling of being vital to the nation
- **Special needs** with individual plans & parent advocacy, e.g. learning disabilities
- The **happiest** and most confident generation
- **High expectations** that can feel like entitlement, particularly around housing and food service
- **Consumer mentality** – have been marketed to since birth
- Need for feedback, **reinforcement**, structure in the classroom

- Most freshmen have never shared a bedroom
- **79%** want a job that offers personal fulfillment (vs. big pay)
- **50%** of 2008 college grads plan to move back home, at least temporarily.
- Family is based around the kids



SHELTERED

25

- Trust in adults and reliance on authorities – not used to speaking for themselves
- They do things together with their parents.
- Many more curfews have been enforced.
- Colleges are addressing the issue of campus security
- Reluctance to attend school far away from home
- “*In loco parentis*” making a comeback

“On the one hand, parents will want their collegiate children to inhabit ivy-wrapped gothic buildings: on the other, they will worry about the healthfulness of what’s inside, from water to ventilation.”



“Helicopter Parents”

Since 1982, U.S. legislative acts have been hyper-conscious of the well-being and safety of children

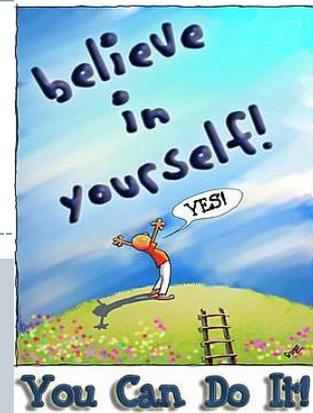


- No Child Left Behind
- Child-Labor Law Enforcement
- Children's Health Insurance Program
- Child Protective Services
- Tougher punishment for child offenders
- Drivers' Permits/Junior Drivers Licenses
- Child restraints, helmets, home products
- New TV, movie, and video rules/ratings
- Laws targeting "dead beat" dads



CONFIDENT

27



- Confidence in themselves and their peers
- They **expect** the ideal job immediately
- Confidence in **conformity**
- High levels of **trust**
- “Tell me you’re proud of me”
- **School spirit; GO TEAM!**
- Unrealistic expectations relating to college experience
- Generational identity and sense of **collective destiny**

“The logic of the new message is positive reinforcement: Tell teens about the great things that will happen if they make the right choice.”

- **88%** teens in **2008** describe themselves as “confident”
- **81%** are “ambitious”
- **93%** fairly confident to reach their career goals
- **66%** are self-proclaimed “optimists”

CONVENTIONAL

28

*“If there were ever an archetype for the conventional side of the Millennial generation, it’s **Harry Potter**”*

- Tend to “**go with the flow**”
- Comfortable with parents’ values
- **Conservative** values
- Increased interest in **religion**
- Follow rules; not rebellious
- Lives are structured, supervised, and stuffed with enrichment
- **Little free time**, tightly packed existence
- Truly enjoy **community service**; more involved with politics & voting
- Mixed feelings about individualism



- **57%** teens in **2008**, cite a family member as their role model
- **53%** teens consider themselves “religious”
- **49%** teens want to become teachers
- **70%** teens plan on college and **80%** plan to start immediately after HS

TEAM-ORIENTATED



- Group learning, school uniforms, tighter **peer bonds**
- A huge cultural shift from "I" to "We"
- Believe **institutions** can solve all their problems.
- **Optimists**, cooperative team players
- Peer pressure more often toward achievement than misbehavior
- Service & community orientation
- **Collaboration** in and out of the classroom

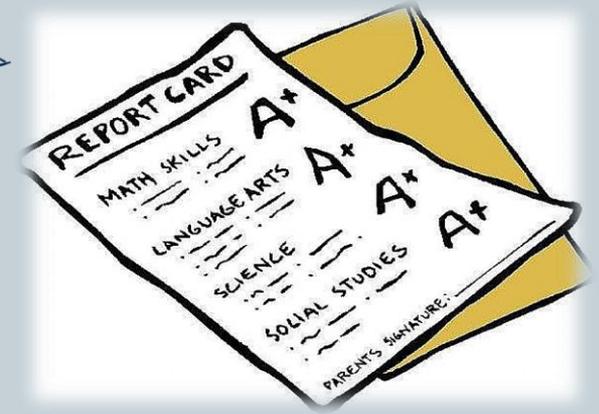
"Millennials love group work, cooperative activities like volunteer service, and participation in something larger than the individual."

- **46%** spend some time playing sports each week
- **61%** are involved with extracurricular activities
- **79%** are very or fairly involved with their high school

ACHIEVING

“They are probably the most all-around capable teenage generation this nation, and perhaps the world, has ever seen.”

- **Highest** SAT & ACT scores in history, despite larger & more diverse pool
- It has become **cool to be smart**
- More knowledge, less creativity: **Civic Minded**
- Believe in their generation – they know they’re a **powerhouse** of achievers
- Bail out when things get hard – fear of failure (**Nintendo Logic**)
- Spend more time on homework than ever before (average 8.2 hrs/week)



- **75%** students say parents are most proud for straight A's
- **70%** of HS students (2008) plan to attend college
- **47%** are preparing for college while still in high school (by taking AP & college prep classes)

PRESSURED



- Feel **crunched for time**; always in a hurry and always on the go
- They are **stressed**, ambitious, sleep deprived, and constantly on the move
- **45%** of adolescents get insufficient amounts of sleep on regular basis (National Sleep Foundation - 2006)
- Making the grade to get into college
- Need help planning **time management** for the long term due to immediate pressures.
- Motivated by positive treatment of society
- Increased urge to **cheat** and plagiarize; fear of failure

“There’s a new ‘arms race’ among today’s teens, and it’s called: ‘Getting Into College’”

2008 Teens are under pressure

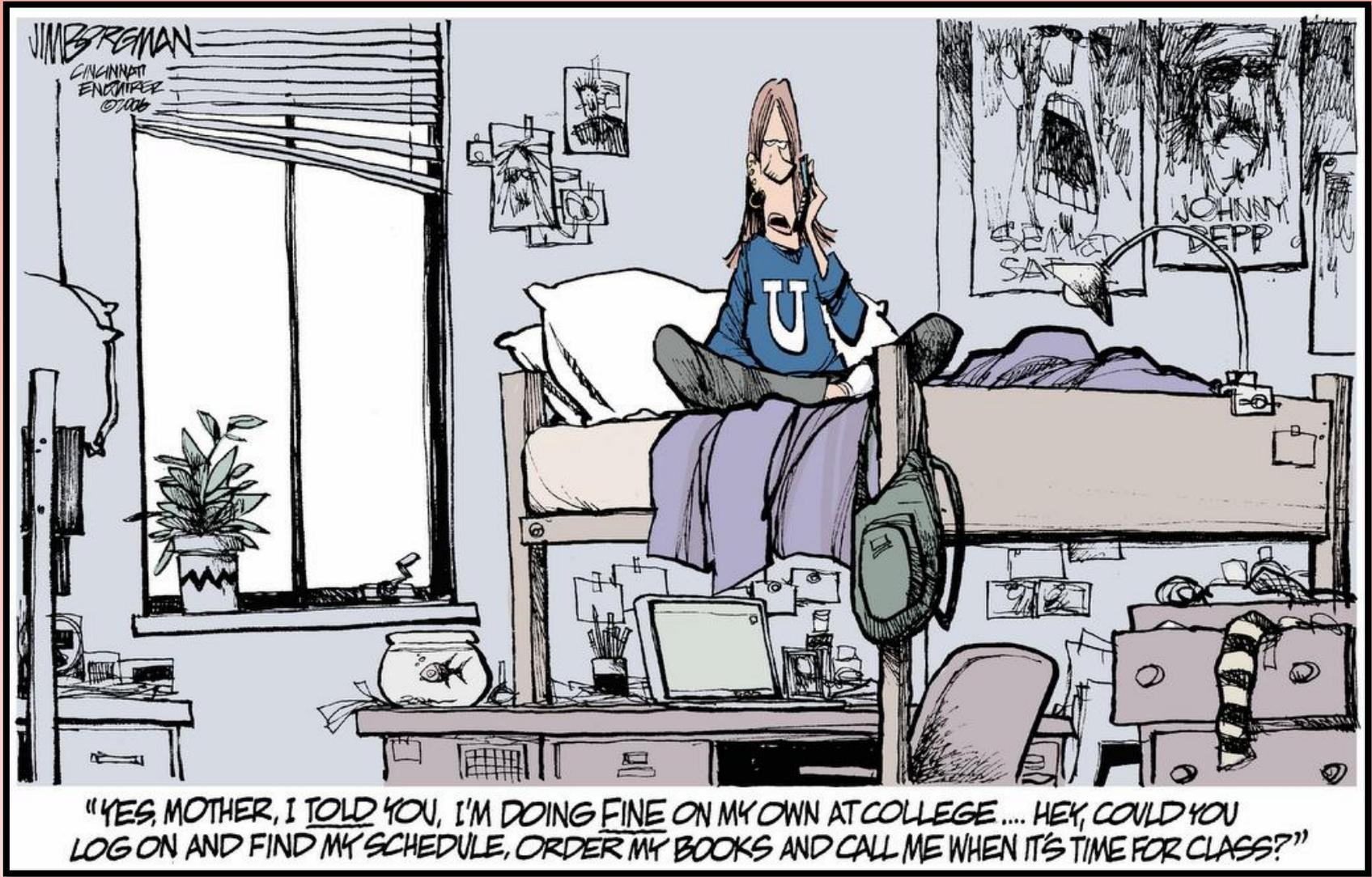
- **50%** to look a certain way
- **39%** to do drugs or drink
- **38%** to engage in sexual activity before ready
- **43%** have worries about loneliness or being ‘left out’



Helicopter Parents have been their Biggest Cheerleaders

- **Millennials expect and need praise.**
- **Will mistake silence for disapproval.**
- **Millennials expect constant feedback.**





"YES, MOTHER, I TOLD YOU, I'M DOING FINE ON MY OWN AT COLLEGE HEY, COULD YOU LOG ON AND FIND MY SCHEDULE, ORDER MY BOOKS AND CALL ME WHEN IT'S TIME FOR CLASS?"

Parental Care in the Millennial Era

34

- Parents help their children **plan their achievements**, take part in their activities, and show **strong beliefs in their child's worth**.
- Although over half of US families have divorced parents, **more time is spent with children** than previous generations.
- **Fathers are spending more time with children** as companies realize that time away from job to spend with family is very important.
- Strong parental involvement makes them believe they can accomplish most anything, and if not, they can **always go home for help and support**.



Family is Important

35

- The cell phone has become the **longest umbilical cord ever**; helicopter parents can keep in contact with their kids 24/7.
- The child is **center of the household** and has been since birth
- **57%** of teens say they have at least one family member who serves as their role model.
- **59%** of teens report having dinner with their families at least 5 times per week.
- **72%** of teens say their parents know a great deal about what they're doing on the internet.

Millennials and Technology

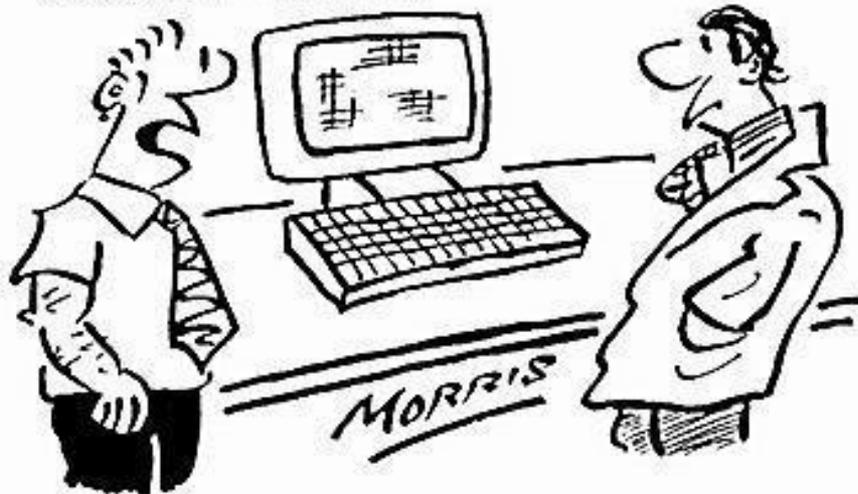
36

FOR THE FIRST TIME IN HISTORY, THE CHILDREN ARE SURPASSING THEIR PARENTS' KNOWLEDGE AND UNDERSTANDING OF ADVANCING TECHNOLOGY, AND THEY FACE THE FUTURE WITH CONFIDENCE.

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COMPUTER SALES



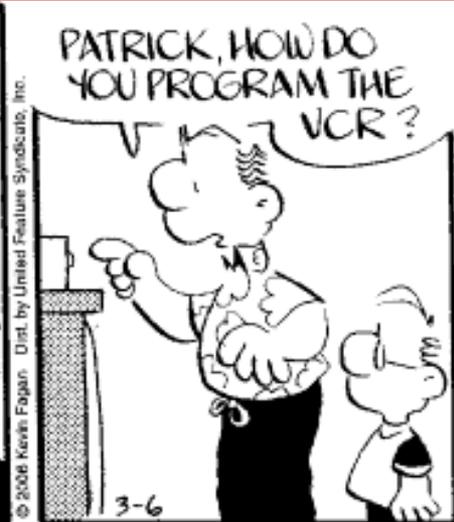
"This is a pretty sophisticated PC, sir. Do you have a child at home who can help?"

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"Before you look at my report card, let me remind you that I'm the only one in this house that can get you on the Internet."



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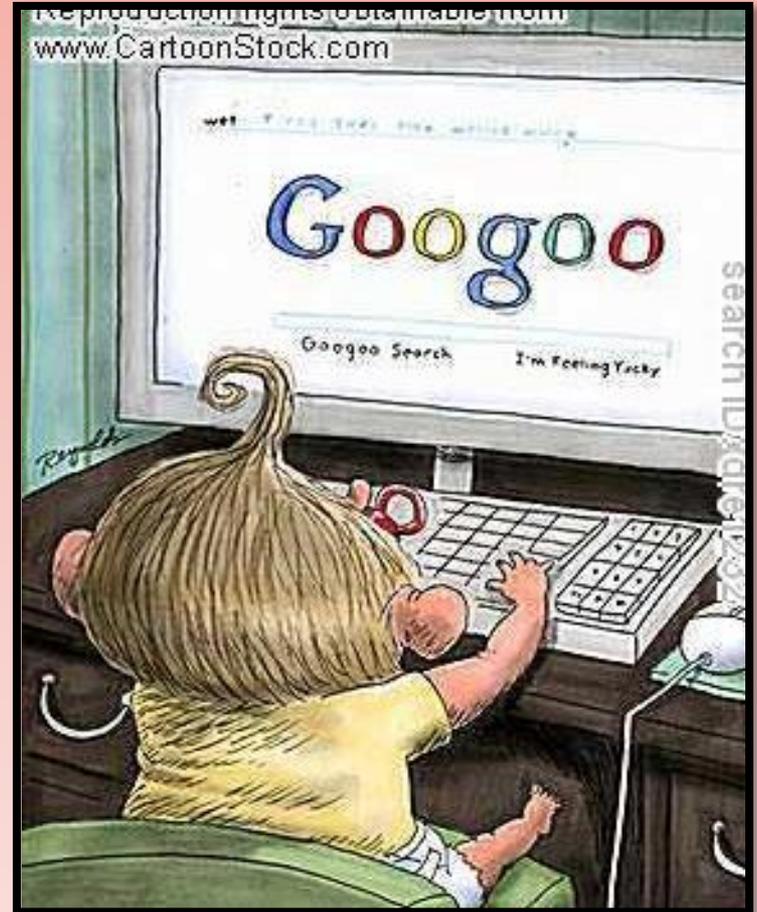
Millennials and Technology

Attributes of an Information-Age Mindset (Jason Frand – Educause)



- **Computers are NOT technology.**
 - Students have never known life without computers and the Internet; it is an assumed part of life.
- **The Internet is better than TV.**
 - Students spend more time online than watching TV because the internet is interactive and they use sites to socialize with their friends.
- **Reality is no longer real.**
 - Digital images may have been altered, E-mail sent from someone's address may not have come from that person, and the content may or may not be accurate.
- **Doing is more important than knowing.**
 - Results and actions are considered more important than the accumulation of facts.
- **Consumer and creator are blurring.**
 - In a file-sharing, cut-and-paste world, distinctions between creator, owner and consumer of information are fading.

Growing up in the age of technology has put a computer in the hands of almost every child, at a young age.



Millennials and Technology

Attributes of an Information-Age Mindset (Jason Frand – Educause)



- **Learning closely resembles Nintendo.**
 - Nintendo symbolizes a trial-and-error approach to solving problems; losing is the fastest way to mastering a game because losing represents learning.
- **Multitasking is a way of life.**
 - Students appear to be quite comfortable when engaged in multiple activities simultaneously, such as listening to music, sending instant messages, doing homework, and chatting on the phone.
- **Typing is preferred to handwriting.**
 - Penmanship has been superseded by typing Words Per Minute.
- **Staying connected is essential.**
 - Cell phones, PDAs, and computers ensure they remain connected anyplace and anytime.
- **There is zero tolerance for delays.**
 - Having grown up in a customer-service culture, today's students have a strong demand for immediacy and little tolerance for delays. They expect that services will be available 24/7 and that responses will be quick.

The History of the Internet

42

- 1969 – Internet invented
- 1977 – E-Mail invented
- 1985 – Apple computers in classrooms
- 1992 – World Wide Web invented
- 1993 – DOOM is released
- 1995 – Windows 95 released
- 1996 – Instant Messaging created
- 1996 – AOL in wide release
- 1997 – Internet used in businesses
- 1999 – dot.com craze and MySpace
- 2000 – Y2K craze
- 2001 – dotcoms burst
- 2002 – P2P networks arise
- 2003 – iTunes launched
- 2004 – Facebook and World of Warcraft
- 2005 – YouTube and Google Earth
- 2006 – Twitter introduced

Are we surprised?

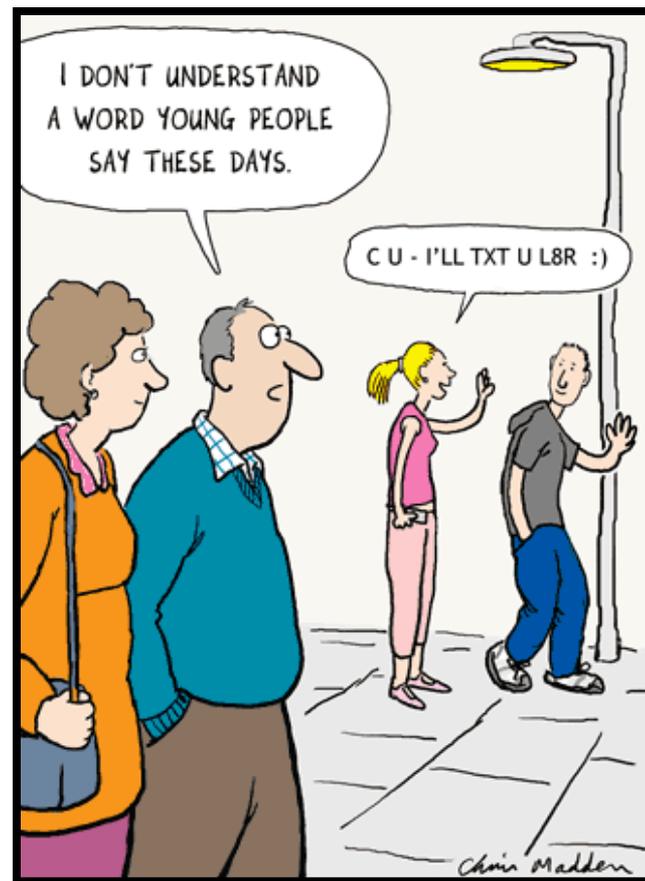
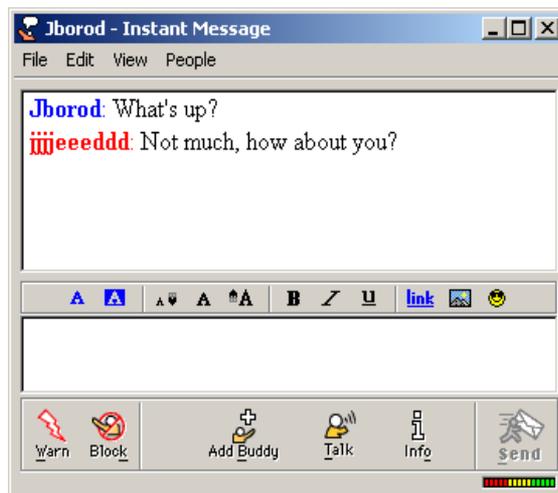


Millennial Life Span

Source: *A Brief History of Computing* by: Stephen White

Instant Message and Texting Lingo

- **brb** = be right back
- **btw** = by the way
- **bff** = best friend forever
- **j/k** = just kidding
- **gtg** = got to go
- **idk** = I don't know
- **lol** = laugh out loud
- **nvm** = never mind
- **omg** = oh my god
- **n/p** = no problem
- **ppl** = people
- **ttyl** = talk to you later



Communication is Key



- **80%** of teens own personal cell phone (**17 million**)
- **57%** teens view their cell phone as the **key to their social life**
- **42%** of teens say they can text **blindfolded**
- **52%** say the cell phone is a new form of entertainment
- **Average teen sends 2,988 texts per month (99.6 per day)**
- More than **1 billion** text messages are sent everyday in US
- For teens, talking time and texting time is almost **equal**



Benefits of Texting:

- Control
- Speed
- Privacy
- More options
- Multi-task texting
- Avoids verbal communication
- Matches busy and mobile lifestyles





Social Networking Sites

45

- **74%** those aged **18-34** have Facebook or MySpace accounts
- **48%** of whole population has an account on either
- **40%** high school students update their Facebook or MySpace page regularly

Non-verbal communication has taken over and teens today don't even have to leave their house to have a thriving social life.



Copyright© Rex May Baloo

The time spent on the Internet now exceeds the time spent watching TV for ages 13-24.



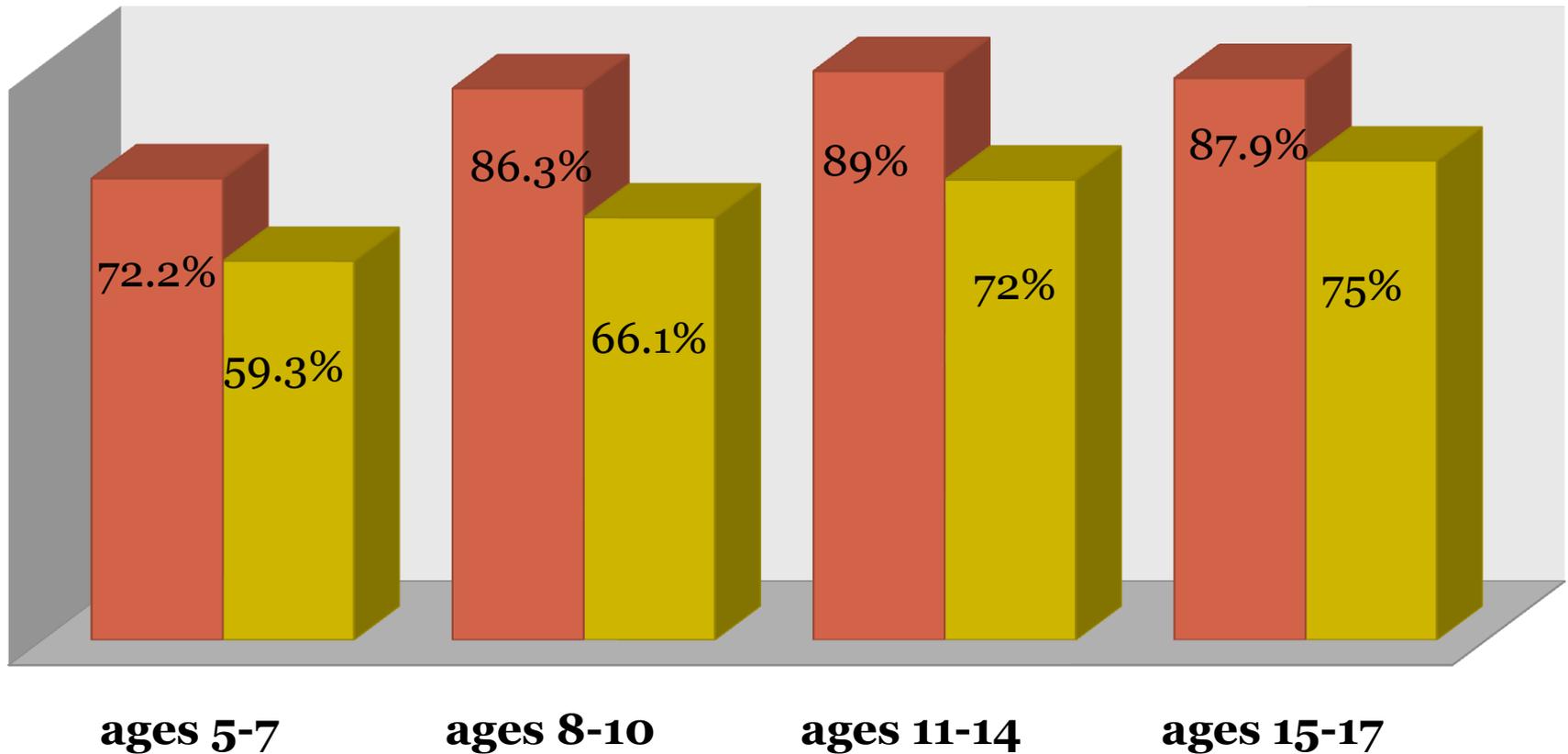
Internet is the Medium of Choice

Gaining internet access is no longer confined to sitting in front of a desktop computer in their house or classroom.

With drastic increases in smart phone usage and production, teens today can access the internet 24/7 anyplace, at anytime from their cell phones.

Percentage of Adolescents Using Computers (2007)

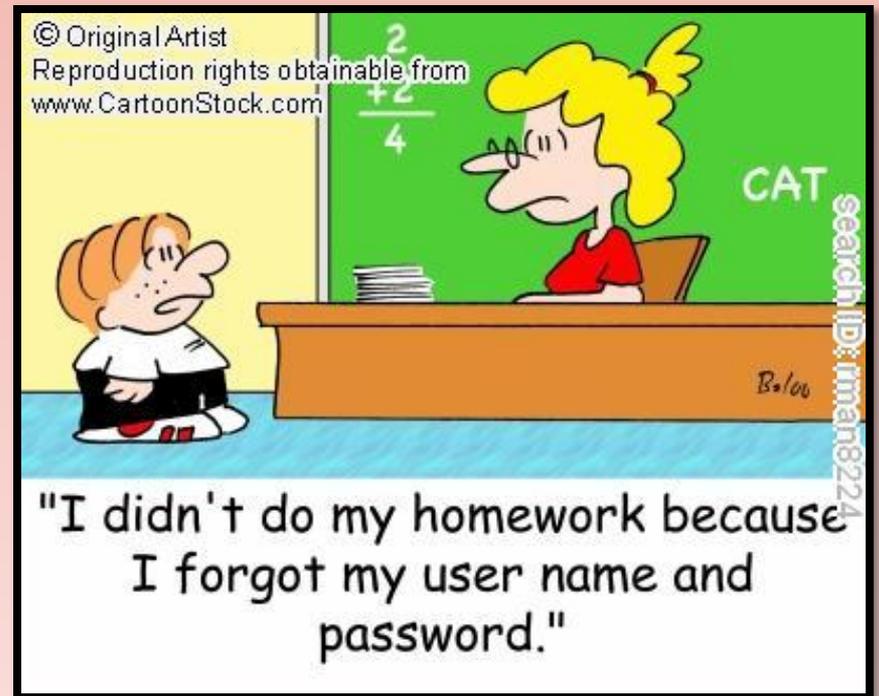
■ School ■ Home



How do students use technology for school work?

- **78%** writing assignments
- **75%** online research
- **67%** to access class/grade information
- **64%** creating a slide show, video, or webpage
- **46%** using social networking sites to collaborate with peers

Today's tech-savvy kids are using technology in ways that surprise their teachers.



Cartoon Copyright© Rex May Baloo

“Technology Trend Setters”

- **30%** of HS students have **personal smart phone** (85% increase since ‘03)
- They are the “Digital Advance Team”
 - Paving the way to utilize emerging technologies effectively for teaching and learning
- **Technology Trend Setters**
 - For their peers, educators, AND parents
- Internet access is no longer confined to computers, classrooms, or even laptops
 - Increasing use of **mobile devices** means students have internet access 24/7

Students (grades 6-12) are asked:

“How would you use mobile device for school work?”

- **53%** communicate with classmates
- **34%** communicate with teachers
- **48%** collaborate with peers on school projects
- **32%** play educational games
- **53%** internet research
- **32%** record teachers’ lectures
- **51%** receive alerts upcoming homework and tests
- **24%** to access school’s portal

Millennials use Technology to Learn

2008 HS Students Say:

- **42%** say **online textbooks** would help their ability to learn
- **40%** students report interest in taking **online classes**
- Over **50%** students report using **social networking** sites to collaborate with peers
- **55%** have a personal **laptop**
- **75%** have personal cell phone

If students designed their own **online textbook**, they say the benefits would include:

• **63%** Electronic notes/highlighting

• **62%** Self-assessment tests

• **52%** Links to real data (Google Earth)

• **55%** Virtual stimulation/learning games

• **55%** PowerPoint lectures online

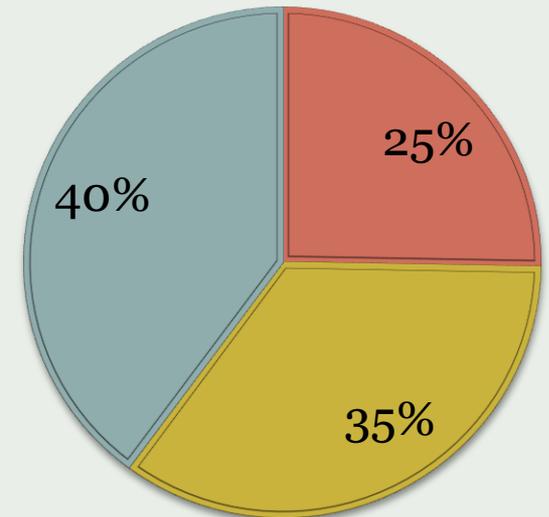
• **53%** Access to online tutors

• **51%** Watch video clips to help learn

Student Internet Use in 2008

Students spend more time online than they do watching television or talking on their cell phones

- Homework
- Social Networking
- Entertainment



Teens spend on average **17.8** hours per week on the internet.

- ❖ **4.5** hours on homework
- ❖ **6.2** hours on social networking sites
- ❖ **7.1** hours on entertainment

Students spend most of their internet time on **entertainment**

Millennials Use Technology... for just about **everything**

52

Millennials are arriving on our campuses with higher expectations than any generation before them.

They are so well connected that, if we do not match those expectations, they can **instantly tell hundreds of their friends via text message or Facebook.**

How would a millennial spend a tech budget?

Students were asked:

How would you use the stimulus funding to create the **ultimate high school**?

52% said to provide a **personal laptop** for each individual student.



Other results:

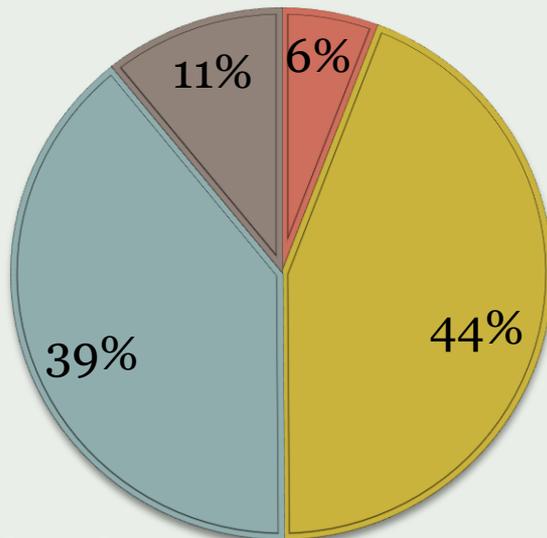
- **51%** Include educational games or virtual stimulation
- **44%** Digital media tools
- **43%** Interactive whiteboards
- **42%** Online textbooks
- **40%** Email, IM, or text message tools in school



Teen Trends

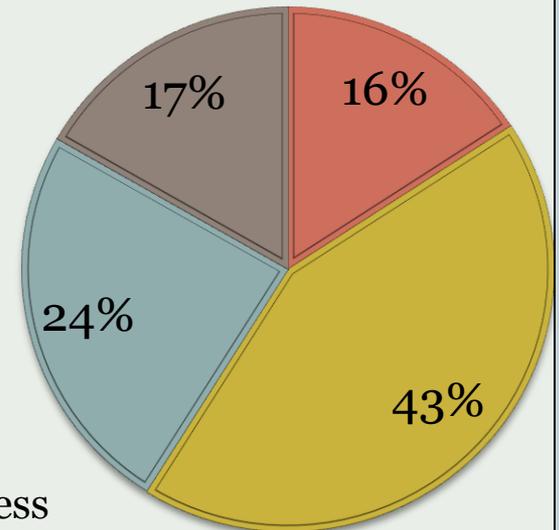


Time spent on weekday watching TV, videos, or playing video games (ages 6-17)



- None
- Less than 1
- More than 1, less than 4
- More than 4

Minutes per day spent reading for pleasure (ages 6-17)



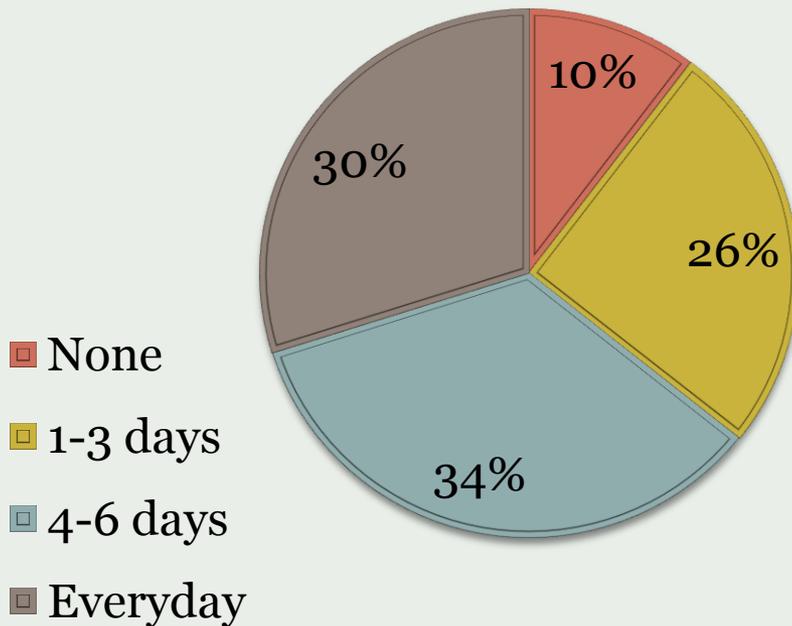
- 0 mins
- 30 mins or less
- 30-60 mins
- 60 mins or more



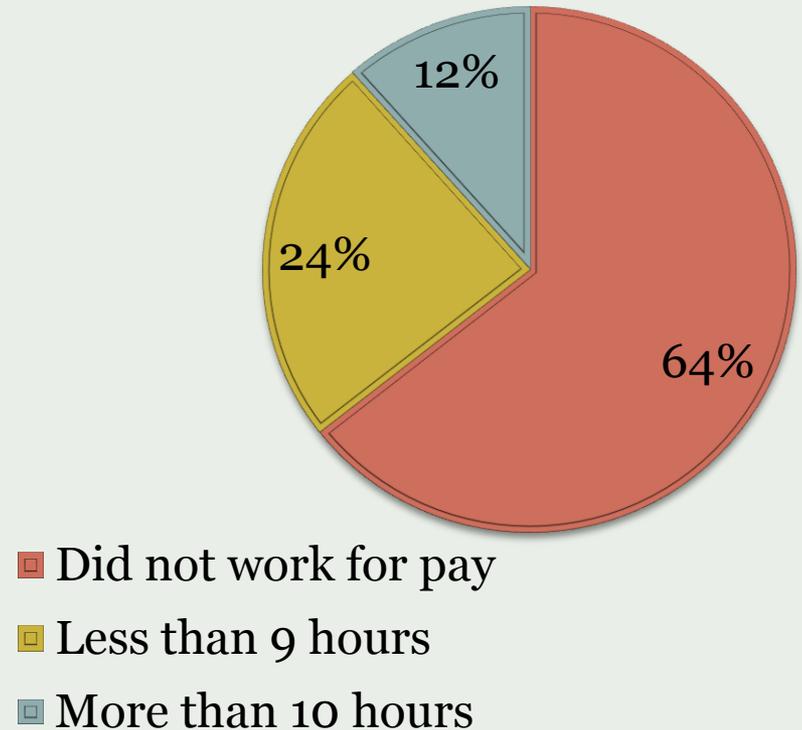
Teen Trends



Number of days per week participate in physical activity (ages 6-17)



Hours per week working outside home for pay (ages 12-17)



True Multi-taskers

Futurists predict that Millennials will change careers as many as 10 times.

That means retooling, recycling their skills and talents. Smart employers will recognize this and try to encourage Millennials to try out different careers within the same company.



Millennials live programmed lives which requires multi-tasking.

They are already quite capable of learning several jobs simultaneously and performing them admirably.



Millennials are Ambitious

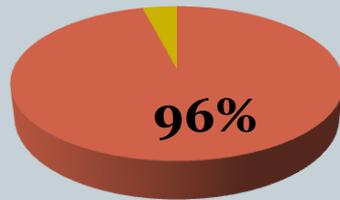
57

- **88%** of students report that attending college is critical or very important to future success.
- **94%** plan to continue their education after high school.
- **90%** feel being personally satisfied is very important for success.

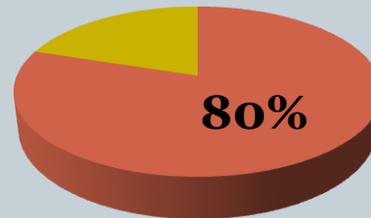
Millennials Have Values

58

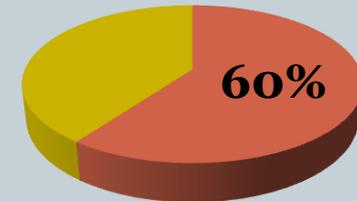
Get along with their parents



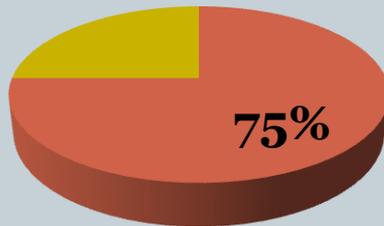
Think it's cool to be smart



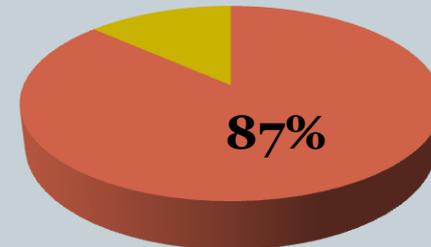
Engage in community service



Share their parents' values



Think religion is important



Millennials Have High Expectations



- They appreciate clear expectations, explicit syllabi, and well structured assignments
- They expect detailed instructions & guidelines for completing assignments
- They are most concerned with performing well in the class and receiving an A
- They have high expectations of themselves and might not be satisfied with getting a B or C

Millennials are more likely to ask,
“Is this going to be on the test?”
than they are to ask,
“How does this relate to my life?”

Millennials Have Purchasing Power

60

- **74.9%** of teens indicated that they influence their **parents' spending**
- **72.7%** of teens reporting that they receive money from either an allowance or a job
- Average teen has **\$5,000** disposable income every year
- **10.4%** of teens indicated that they regularly use **credit cards**
- **1 out of 9** high school students has a credit card (co-signed by their parents)
- Teens responsible for **\$125** billion of spending annually
- **40%** of teens have a part time job



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"C'mon, Dad, let me borrow it. I'll be careful. I won't scratch it. What harm can come to a credit card?"

Today's High School Student, Tomorrow's College Freshman

- **70%** of high school students plan to attend 4-year college
- Only **4%** have no plans to continue their education
- **79%** students feel pressure to get good grades
- **64%** spend some time playing sports every week
- **54%** report bullying happens at school
- **16%** had personal experience with cyber-bullying
- **79%** very or fairly involved in their high school

Today's High School Student, Tomorrow's College Freshman



- There are over **70 million** people in Millennial Gen
 - This is nearly **3x** the size of Generation X
 - They are heavily influenced by media and their peers
 - They have direction and they know what they want
 - They feel crunched for time; they're always in a hurry
- **88%** describe themselves as **“confident”**
 - **93%** are **“fairly confident”** they'll reach career goals
 - **66%** describe themselves as **“optimists”**
 - **81%** describe themselves as **“ambitious”**
 - **57%** report having family member as **role model**

Millennials influence the present and *are* the future.

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**PAY CLOSE ATTENTION TO THEM, AS THEIR
USAGE OF MEDIA INFLUENCES OTHER
DEMOGRAPHIC GROUPS AND THEY LITERALLY
REPRESENT THE WORLD TO COME.**

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**PowerPoint revision and redesign by:
Kayla Hersperger (Summer 2009)
for: SRU Enrollment Services**