The Millennial Generation
Millennials
Enter
College
“These first year students were born the year when parental advisory stickers became standardized, the Hubble Telescope was launched into orbit, and Nelson Mandela was released from prison.”
1990

- On February 11, Nelson Mandela is finally released from prison after twenty-seven years.
- Parental Advisory stickers become standardized as black and white logo.
- “I’ve Fallen and I Can’t Get Up!” becomes a catch phrase based upon a T.V. ad for emergency call necklaces
- After the wall fell, the push towards German Reunification was set, Oct 3.
- Costing 1.5 million dollars, the Hubble Telescope is launched into orbit.

Average Prices
- Gallon of Milk: $2.78
- Gallon of Gas: $1.85
- Dozen of Eggs: $0.86
- Postage Stamp: $0.25
- Dow Jones Avg: 2633
- Avg. Income: $29,943
- New House: $122,300

Sports
- Super Bowl
- San Francisco 49ers
- World Series
- Cincinnati Reds
- Stanley Cup
- Edmonton Oilers

Entertainment
- Best Picture
  - Dances With Wolves
- Best Actor
  - Jeremy Irons
- Best Actress
  - Kathy Bates
- Top Song
  - “From A Distance” – Bette Midler

Wall Deconstruction
Rosanne “sings” National Anthem
Gameboy
Super Soaker!
Age 1
1991

Sports
- Earvin ‘Magic’ Johnson retires November 7 after testing positive for AIDS, and becomes an AIDS spokesperson.
- A videotape Rodney King being beaten by four white police officers makes national headlines.
- Rajiv Gandhi former Prime minister of India is killed in a bomb explosion in south India, while campaigning for reelection.
- On August 6, Tim Berners-Lee releases files describing his idea for the "World Wide Web."

Entertainment
- Best Picture: Silence of the Lambs
- Best Actor: Anthony Hopkins
- Best Actress: Jodie Foster
- Top Song: Someday – Mariah Carey

Average Prices
- Gallon of Milk: $2.80
- Gallon of Gas: $1.60
- Dozen of Eggs: $0.85
- Postage Stamp: $0.25
- Dow Jones Avg: 3168
- Avg. Income: $29,430
- New House: $119,900

Bio-Dome Failure
Seattle Grunge Explosion
• Bill Clinton defeats incumbent, George Bush with 43% of the total votes.
• Hurricane Andrew hits Florida on August 22, killing 14 and leaving 250,000 people homeless costing a total of 20 billion dollars in damage.
• McDonalds opens first location in Beijing.
• Dr. Mae C. Jemison becomes the first African-American woman astronaut, orbiting Earth for a week, in the successful mission of space shuttle Endeavor.

Sports
Super Bowl
Washington Redskins
World Series
Toronto Blue Jays
Stanley Cup
Pittsburgh

Entertainment
Best Picture
Unforgiven
Best Actor
Al Pacino
Best Actress
Emma Thompson
Top Song
Tears in Heaven – Eric Clapton

Average Prices
Gallon of Milk $2.78
Gallon of Gas $1.50
Dozen of Eggs $0.93
Postage Stamp $0.25
Dow Jones Avg 3301
Avg. Income $30,030
New House $121,200

Carson retires from “Tonight”
Age 3
- Michael Jordan retires to play minor league baseball, only to return to basketball 17 months later.
- Suspected terrorists drive a car bomb into the basement of the World Trade Center in New York; 290 people injured and 5 killed.
- The singer Prince, changes his name to his signature symbol, shortly after he changes it back.
- Congress repeals female combat exemption laws and President Clinton opens many combat positions to women.

**Sports**
- Super Bowl: Dallas Cowboys
- World Series: Toronto Blue Jays
- Stanley Cup: Montreal

**Entertainment**
- Best Picture: Schindler's List
- Best Actor: Tom Hanks
- Best Actress: Holly Hunter
- Top Song: “I Will Always Love You” – Whitney Houston

**Average Prices**
- Gallon of Milk: $2.86
- Gallon of Gas: $1.60
- Dozen of Eggs: $0.87
- Postage Stamp: $0.29
- Dow Jones Avg: 3654
- Avg. Income: $31,230
- New House: $126,140

**Highest grossing film**
- Jurassic Park

**Power Rangers**

**Easy Bake Oven**

**Doom**

**Blind Melon**

**Sinead O’Connor on SNL**

**Dinosaurs**

**Highest grossing film**

**Average Prices**

**Sports**

**Entertainment**
Age 4
• The Hubble telescope reveals conclusive evidence of the existence of black holes.

• North American Free Trade Agreement (NAFTA) is enacted.

• Suspected terrorists drive a car bomb into the basement of the World Trade Center in NYC; 290 people injured and 5 killed.

• Nancy Kerrigan is clubbed on the right leg by an assailant under orders from figure skating rival Tonya Harding.

• OJ Simpson is charged with the murders of his former wife, Nicole Brown Simpson and her friend Ron Goldman.

Sports

Super Bowl
Dallas Cowboys

World Series
Cancelled due to a player strike

Stanley Cup
N.Y. Rangers

Entertainment

Best Picture
Forrest Gump

Best Actor
Tom Hanks

Best Actress
Jessica Lange

Top Song
The Sign – Ace of Base

Average Prices
Gallon of Milk $2.88
Gallon of Gas $1.40
Dozen of Eggs $0.87
Postage Stamp $0.29
Dow Jones Avg 3834
Avg. Income $32,264
New House $130,400
1995

• Oklahoma City Federal Building is bombed by terrorists, Timothy McVeigh and Terry Nichols killing 168 people.

• “Superman,” Christopher Reeves, is paralyzed after failing from a horse.

• President Clinton officially exempts Area 51 from revealing its environmental records to the public, thus confirming its existence.

• The Rock and Roll Hall of Fame Museum opens in Cleveland.

• British Doctors create the world’s first cloned sheep from embryo cells.

Sports
Super Bowl
San Francisco 49ers
World Series
Atlanta Braves
Stanley Cup
New Jersey

Entertainment
Best Picture
Braveheart
Best Actor
Nicolas Cage
Best Actress
Susan Sarandon
Top Song
“All I Wanna Do” – Sheryl Crow

Average Prices
Gallon of Milk $2.96
Gallon of Gas $1.50
Dozen of Eggs $0.87
Postage Stamp $0.29
Dow Jones Avg 5117
Avg. Income $35,900
New House $133,400

O.J. is INNOCENT!

Selena is murdered

Jerry Garcia dies

“Houston... we have a problem”

Million Man March
Age 6
President Clinton wins a second term against Republican nominee, Bob Dole.

Flight 800 crashes into the Atlantic Ocean after leaving Long Island; all 230 passengers are killed.

After 17 years of search, the FBI finally arrests the Unabomber in Montana.

Janet Jackson becomes the highest paid musician in history when she signs an $80-million deal with Virgin Records.

“Tickle Me Elmo” is the must have toy, some parents paying nearly $2000 for one.
Age 7
• The world morns the tragic death of England’s beloved Princess Diana.

• Mike Tyson bites both of Evander Holyfield’s ears during a boxing match.

• July 1, after 156 years of British rule, England returned control of Hong Kong back to China.

• Madeleine Albright becomes the first woman to serve as United States Secretary of State.

• NASA’s Pathfinder lands on Mars.

Sports

Super Bowl
Green Bay Packers

World Series
Florida Marlins

Stanley Cup
Detroit Red Wings

Entertainment

Best Picture
Titanic

Best Actor
Jack Nicholson

Best Actress
Helen Hunt

Top Song
“Don’t Speak” – No Doubt

Average Prices

- Gallon of Milk $3.22
- Gallon of Gas $1.65
- Dozen of Eggs $1.06
- Postage Stamp $0.32
- Dow Jones Avg 7908
- Avg. Income $37,006
- New House $145,000

FCC debuts TV ratings

Notorious B.I.G. murdered
Age 8
• Matthew Sheppard, University of Wyoming student, is viciously attacked for being gay.

• John Glenn blasts off in the Discovery at age 77, becoming the oldest man ever in space.

• El Nino upsets weather patterns causing drought and record high temperatures in much of the southern U.S.

• The Chicago Bulls win their 6th NBA title in 8 years and Michael Jordan plays his final game as a Bull.

• Dec 13, Bill Clinton is impeached by the United States House of Representatives.

Sports
Super Bowl
Denver Broncos
World Series
N.Y. Yankees
Stanley Cup
Detroit Red Wings

Entertainment
Best Picture
Shakespeare in Love
Best Actor
Roberto Benigni
Best Actress
Gwyneth Paltrow
Top Song
“My Heart Will Go On” – Celine Dion

Average Prices
Gallon of Milk $3.16
Gallon of Gas $1.30
Dozen of Eggs $1.04
Postage Stamp $0.32
Dow Jones Avg 9181
Avg. Income $38,100
New House $166,140

Will Smith
Big Willie Style
Saving Private Ryan
Age 9
• April 20, two students go on a shooting rampage in Columbine High School in Littleton, Colorado killing 12 students, 1 teacher and finally themselves.

• Lance Armstrong defies all odds and wins Tour de France, inspiring millions of people.

• John F. Kennedy, Jr., wife, and sister-in-law perish in plane crash.

• Wayne Gretzky retires with the New York Rangers as the Great One.

Sports
Super Bowl
Denver Broncos
World Series
N.Y. Yankees
Stanley Cup
Dallas Stars

Entertainment
Best Picture
American Beauty
Best Actor
Kevin Spacey
Best Actress
Hilary Swank
Top Song
“Livin’ La Vida Loca” – Rickey Martin

Average Prices
Gallon of Milk $3.32
Gallon of Gas $1.20
Dozen of Eggs $0.95
Postage Stamp $0.33
Dow Jones Avg 11497
Avg. Income $40,810
New House $159,700

1999
Groovy Baby!
Age 10
The closest election in US history is won by George W. Bush following the Florida recount.

Hillary Rodham Clinton becomes the first former First Lady to win public office.

Kathy Lee Gifford announces that after 15 years, she will retire from co-hosting “Live.”

Cuban boy Elián González, at center of international dispute, reunites with his father after federal raid of Miami relatives' home.

In the biggest merger in the country's history, AOL buys Time Warner for $165 billion.
Age 11
• On September 11, Al-Qaeda terrorists hijacked 4 commercial passenger jet airliners causing 2,974 deaths including the 19 hijackers.

• Anthrax-laced letters are sent to various media and government officials. Several postal workers die after handling the letters.

• The United States passes the USA PATRIOT Act into law.

• Tropical Storm Allison dumps large amounts of rain over Houston causing $5.5 billion in damages; the costliest storm in US history.
• President George W. Bush signs into law the “No Child Left Behind Act.”

• Nine coal miners trapped in the flooded Quecreek Mine in Somerset County, Pennsylvania, are rescued after 77 hours underground.

• Switzerland, traditionally a neutral country, joins the United Nations.

• The United States House of Representatives votes not to create an independent commission to investigate the 9/11 attacks.

Average Prices
- Gallon of Milk: $2.88
- Gallon of Gas: $1.60
- Dozen of Eggs: $1.03
- Postage Stamp: $0.37
- Dow Jones Avg: 9341
- Avg. Income: $45,257
- New House: $184,980

Sports
- Super Bowl: Tampa Bay
- World Series: Florida Marlins
- Stanley Cup: New Jersey

Entertainment
- Best Picture: Chicago
- Best Actor: Adrien Brody
- Best Actress: Nicole Kidman
- Top Song: “Complicated” – Avril Lavigne

Iran, Iraq, N. Korea
“Axis of Evil”

Odyssey predicts presence of water on Mars

R Kelly Sex Scandal

Randy Johnson retires after 300 KOs

Kelly Clarkson Wins!

1,000th episode

Gallon of Milk | $2.88
Gallon of Gas | $1.60
Dozen of Eggs | $1.03
Postage Stamp | $0.37
Dow Jones Avg | 9341
Avg. Income | $45,257
New House | $184,980
• The United States Department of Homeland Security officially begins operation.

• Invasion of Iraq by American and British led coalition begins without United Nations support and in defiance of world opinion.

• Space Shuttle Columbia disintegrates over Texas upon reentry killing all seven astronauts onboard.

• The largest electrical blackout in U.S. history occurs in August, plunging much of the East coast and West to Ohio into darkness.

Sports
Super Bowl
Tampa Bay
World Series
Florida Marlins
Stanley Cup
New Jersey

Entertainment
Best Picture
Lord of the Rings – Return of the King
Best Actor
Sean Penn
Best Actress
Charlize Theron
Top Song
“Bring Me to Life” – Evanescence

Average Prices
Gallon of Milk $2.85
Gallon of Gas $1.70
Dozen of Eggs $1.24
Postage Stamp $0.37
Dow Jones Avg 10453
Avg. Income $43,318
New House $191,300

Fred Rogers dies at 77
Arnold elected Gov of Cali
Millions around the world protest war with Iraq

2003
• Former CEO Andrew Fastow pleads guilty to covering up Enron's financial woes and defrauding the company.

• U.S. media release graphic photos of American soldiers abusing and sexually humiliating Iraqi prisoners at Abu Ghraib prison.

• Massachusetts becomes the first U.S. state to legalize same-sex marriage.

• Britney Spears annuls 55 hour long marriage after at the Little White Wedding Chapel in Las Vegas.

• Study by the John Jay College of Criminal Justice reports 10,667 children were abused by 4,392 priests between 1950 and 2002.
Age 15
• Influenced by Live 8, the G8 leaders pledge to double amount of aid to Africa by the year 2010.

• Four explosions rock the transport network in London, three on the London Underground and one on a bus. Over 50 deaths were reported, and over 200 injured.

• Hurricane Katrina devastates much of the U.S. Gulf Coast from Louisiana to the Florida Panhandle, killing more than 1,836 and causing over $115 billion in damage.

• Saddam Hussein goes on trial in Baghdad for crimes against humanity.

Mudslide in Cali kills 10 and destroys 15 homes

R.I.P. Pope John Paul II

2005

Entertainment

Best Picture
Crash

Best Actor
Phillip Seymour Hoffman

Best Actress
Reese Witherspoon

Top Song
“Hollaback Girl” – Gwen Stefani

Sports

Super Bowl
New England

World Series
Chicago White Sox

Stanley Cup
Carolina Hurricanes

Average Prices

Gallon of Milk $3.26
Gallon of Gas $2.10
Dozen of Eggs $1.22
Postage Stamp $0.37
Dow Jones Avg 11325
Avg. Income $46,326
New House $214,500

Live 8 Rocks the World

“George Bush doesn’t care about black people”
Age 16
• The International Astronomical Union votes to redefine the solar system and Pluto loses its status as a planet.

• The United States population reaches 300 million.

• A majority of American voters voice their opposition to the war and Donald Rumsfeld announces his resignation as Secretary of Defense.

• Google Inc pays $1.65 billion to buy YouTube.

• International outrage follows the testing of a nuclear device in the mountains of North Korea.

Sports
Super Bowl
Pittsburgh Steelers
World Series
St. Louis Cardinals
Stanley Cup
Anaheim Ducks

Entertainment
Best Picture
The Departed
Best Actor
Forest Whitaker
Best Actress
Helen Mirren
Top Song
“Crazy” – Gnarls Barkley

Average Prices
Gallon of Milk $3.10
Gallon of Gas $2.80
Dozen of Eggs $1.19
Postage Stamp $0.39
Dow Jones Avg 12510
Avg. Income $48,201
New House $234,000

Colbert’s Roast of Pres Bush
BORAT!
5th Superbowl Victory
Age 17
• On April 16, a troubled student on a shooting spree, killed 32 students and faculty on Virginia Tech Campus, before finally taking his own life.

• The Mitchell Report is published the names of 89 MLB players who have presumably used anabolic steroids and human growth hormones.

• Nancy Pelosi is elected as the first female Speaker of the US Congress.

• Matthew Sheppard Act is passed which redefines hate crimes to include those motivated by gender, sexual orientation, gender identity, or disability.

• The Writers Guild of America goes on a strike that lasts until February 12, 2008.

Average Prices

<table>
<thead>
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<th>Item</th>
<th>Price</th>
</tr>
</thead>
<tbody>
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<td>Dow Jones Avg</td>
<td>14164</td>
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<tr>
<td>Avg. Income</td>
<td>$50,233</td>
</tr>
<tr>
<td>New House</td>
<td>$243,000</td>
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</tbody>
</table>

Shocking Performance

• Apple Launches iPhone
  - Record 11 million copies sold first day
  - VT students mourn tragedy
  - Carey replaces Barker

Informational Facts

Sports

- Super Bowl
- Indianapolis
- World Series
  - Boston Red Sox
- Stanley Cup
  - Detroit

Entertainment

- Best Picture
  - No Country for Old Men
- Best Actor
  - Daniel Day-Lewis
- Best Actress
  - Marion Cotillard
- Top Song
  - Umbrella – Rhianna
On February 24th Fidel Castro retires as the President of Cuba after nearly fifty years.

Nov 4th - Barack Obama becomes the first African-American to be elected President of the U.S. beating McCain with 365 electoral votes and 52.9% of the popular vote.

January 2nd the price of petroleum reaches $100 per barrel for the first time in history.

Swimmer Michael Phelps surpasses Spitz’s record by winning 8 gold metals in one Olympics.

Academy Award winner, Heath Ledger, dies of an accidental overdose shortly after filming “The Dark Knight” at age 28.

O’Brien Replaces Leno
Fey and Poehrer spoof Palin on SNL

Average Prices

<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
</tr>
</thead>
<tbody>
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<td>$2.17</td>
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<tr>
<td>Postage Stamp</td>
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</tr>
</tbody>
</table>

Dow Jones Avg

- Avg. Income: $51,700
- New House: $287,891

Sports

Super Bowl
- N.Y. Giants

World Series
- Philadelphia Phillies

Stanley Cup
- Detroit Red Wings

Entertainment

- Best Picture: Atonement
- Best Actor: Daniel Day-Lewis
- Best Actress: Julie Christie
- Top Song: “I Kissed a Girl” – Katy Perry
Mindset of the Millennial Generation

2009

Enter Slippery Rock University
For the last 12 years, Beloit College has released the Beloit College Mindset List, a list of the ways in which the new batch of college freshmen see the world differently than older Americans do.

It provides a look at the cultural touchstones that shape the lives of students entering college, as a reminder of the rapidly changing frame of reference for this generation.
As millions of students head off to college this fall, most will continue to experience the economic anxiety that marked their first two years of life just as it has marked their last two years of high school.

- Fears of the middle class--including their parents--about retirement and health care have been a part of their lives.

- They have grown up in a politically correct universe in which multi-culturalism has been a given. It is a world organized around globalization, with McDonald's everywhere on the planet.

- Roommates, few of whom have ever shared a bedroom, have already checked out each other on Facebook before they even arrive on campus.
“Ctrl + Alt + Del”
is as basic as
“A B C”
Harry Potter could be a classmate, playing on their Quidditch team.
Tattoos have always been very chic and highly visible.
“Heeeere’s Johnny!” is a scary greeting from Jack Nicholson, not a warm welcome from Ed McMahon.
The Green Giant has always been Shrek, not the big guy picking vegetables.
Coke and Pepsi have always used recycled plastic bottles
Gas stations have never fixed flats, but most serve cappuccino.
Reality TV has always been the new rage!
Photographs have always been processed in less than an hour or printed on a home computer system.
There has always been the ‘Comedy Central’ channel
They have always been comfortable with gay characters on television.
Rap music has always been main stream.
Haagen-Dazs ice cream has always come in quarts.
Computers have always been small enough to fit in their backpacks
We have always been mapping the human genome
American students have always lived anxiously with high-stakes educational testing.
The American health care system has always been in critical condition.
AZT has always been used to treat AIDS
Women have always outnumbered men in college.
They feel more danger from having sex and being in school than from the possibility of nuclear war.
The Warsaw Pact is as hazy for them as the League of Nations was for their parents.
Students have always been ‘Rocking the Vote’
Public schools have always been concerned with multiculturalism
“Spam” and “cookies” are not necessarily food
Congress has never been allowed to give itself a mid-term raise.
They have suffered through airport security systems since they were in strollers.
College grads have always been able to Teach for America
Rosanne Barr has never been invited to sing the National Anthem again
Hurricanes have always been identified as a man or woman’s name
The status of gays in the military has always been a topic of political debate.
Wars begin and end rather quickly; peace-keeping missions go on forever.
Condoms have always been advertised on television.
They have never used a card catalog to find a book.
Ron Howard and Rob Reiner have always been balding older film directors
There have always been charter schools
The drinking age has always been 21 throughout the country
They have always rode with mom to soccer practice in minivans.
Authorities have always been building a wall along the Mexican border
Employers have always been able to do credit checks on employees
Macaulay Culkin has always been ‘Home Alone’
Rock and Roll has always been a force for social good
They used internet searches to help choose the perfect college
Personal privacy has always been threatened
Caller ID has always been available on phones
The Green Bay Packers (almost) always has had the same starting quarterback.
The Kennedy tragedy was a plane crash, not an assassination
They have never heard an attendant ask, “Want me to check under the hood?”
Soft drink refills have always been free
They have never known life without Seinfeld references from a show about ‘nothing’
Radio Stations have never been required to present both sides of public issues
The Middle East has replaced the USSR and Eastern Europe as our greatest challenge to security.
Instant and text messaging has always been their preferred mode of communication.
The 'Tonight Show' has (almost) always been hosted by Jay Leno and started at 11:35 pm EST
The Hubble Space Telescope has always been eavesdropping on the heavens.
Bert and Ernie are old enough to be their parents
Off-shore oil drilling in the United States has always been prohibited
They have always had a pin number
Option 1: Ignore it?

Option 2: Resist it?

Option 3: Ride it?

Option 4: LEAD it!

Ready or not, here they come!

This picture represents one of our future leaders. In 10 years, she could be coming to SRU…

Will we be prepared to meet her needs and expectations?

At the age of 8, she is familiar with advanced peer-to-peer networks, because that’s how she downloads her music from the internet onto her MP3 Player or Ipod.

She understands wireless internet connections and uses them to synchronize her Palm Pilot, which helps her manage her very busy schedule of school work and after-school activities.

Her parents send text messages to her cell phone to remind her about after-school activities.

Her laptop is a tool that is always with her and is always connected to the internet.

She’ll be among the most educated and knowledgeable generation in history.

Her safety conscious parents keep track of her with a GPS watch/pager.

With her digital camera she sends grandma a photograph whenever she wants.
But increasing technosavvy is only a part of the whole picture with regard to this new generation.

The Echo Boom/Millennials...

- Much is expected of the children born between 1982 and 2000, an 80 million in number cohort variously called:
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Music Credit:
John Tesh “Live at Red Rocks”
PowerPoint revision and redesign by:
Kayla Hersperger (Summer 2009)
for: SRU Enrollment Services