Welcome!

• As you arrive, please take a moment to write down characteristics you are aware of about each generation on the large post-its around the room.

• Be honest! Don’t hold back! Include stereotypes and assumptions – it doesn’t mean you agree with them.
#generationselfies:
*Learning to work across the generational divide*

Marissa Smith
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Session Outcomes

• Understand generational qualities and values to better prepare us for our work with (1) colleagues and (2) the students we serve.

• Prepare to meet the needs of the newest generation of students in a “traditionalist” institutional environment.
Assumptions and Limitations

• Assumptions
  – Approach this topic with curiosity and an open mind.
  – Aim for understanding a new knowledge for application.
  – Avoid us vs. them mentality.

• Limitations
  – Attempt to use a single term or definition to capture an entire generation is inadequate.
  – Birth-years only take us so far in understanding our differences. “Cuspers” and “jumpers” exist.
  – Much of the research on generational theory focus on corporate America.
What is generational theory?

- What is your first memory of NASA?
- What is your first memory of Facebook?
What is generational theory?

• Generational theory is about characteristics, events, and values based on when you were born and the implications behind those shared experiences.
• This is one lens to make sense of our experiences and culture.
• Help us understand one another and the world around us.
Status Update

are millennials
are millennials the screwed generation
are millennials lazy

Generation Xers are

generation xers are example of which type of culture
generation xers are given that name because

Baby Boomers are

baby boomers are
baby boomers are the worst

Gen z is

gen z is
generation z is screwed
generation z issues
generation z is lazy
BABY BOOMER
- Saw the first man land on the moon
- Optimistic & Idealistic
- Protested the Vietnam War
- Questions authority
- Affected by Vietnam Depression
- Conservative
- Has money saved and considering a second career
- Redefining retirement

65%
65% of Baby Boomers plan to work past age 65 or do not plan to retire at all.

GENERATION XER
- Watched the collapse of Enron
- Skeptical
- Full-time career, full-time mom
- Work-life balance
- Grew up as a latchkey kid
- Independent

40%
Nearly 40% of Gen Xers were latchkey kids.

MILLENIAL
- Crowdsources to make decisions, big and small
- Collaborative
- Took lesser paying job for more meaningful work
- Passion over paycheck
- Has Facebook friends from 17 countries
- Globally connected

95%
95% of Millennials own a smartphone.
Centennials are growing up with a less idealistic and more pragmatic edge. They’re facing situations that the Millennials didn’t have to deal with until early adulthood, and as a result, Centennials are growing up more savvy, in graver times when everybody doesn’t win and when choices are limited and success is harder to come by.

- Erik Medina, Vice President and Head of the TRU Youth MONITOR, The Futures Company
WHY "CENTENNIALS"?

1. CENTENNIALS ARE BEING BORN AT THE TURN OF THE CENTURY

2. "CENT" < "MILL"

WE EXPECT CENTENNIALS TO BE A GENERATION SMALLER THAN THEIR PREDECESSORS IN 2 KEY AREAS
CENTENNIALS’ MINDSET

1. VIGILANT OUTLOOK, TEMPERED EXPECTATIONS

68% OF CENTENNIALS SAY THEY WORRY ABOUT NOT BEING PREPARED FOR THE FUTURE RATHER THAN SAYING THEY’RE TOO YOUNG TO WORRY ABOUT IT

Since Centennials are being born in a time of trials and traumas, their parents have begun to shift from the Millennial-era emphasis on self-esteem and self-expression to a focus on resilience and integrity. Centennials are being taught to plan for the future and tend to avoid frivolity and unnecessary risk.

60% OF CENTENNIALS WOULD PREFER TO HAVE THE GUARANTEE THAT THEY WOULD NEVER BECOME POOR OVER THE POSSIBILITY OF BECOMING RICH
CENTENNIALS' MINDSET

2. LESS SELF-ABSORBED, MORE SELF-ASSURED

Millennials were taught to value communication, cooperation and collaboration. As young people, they tended to aim for alignment with their peers, showcasing individual strengths as a way to stand out slightly from the crowd. The Centennials' world has always been fragmented, and they feel less compelled to conform.

I CARE A LOT WHETHER MY CLOTHES ARE IN STYLE

AMONG 12-TO-17-YEAR-OLDS

<table>
<thead>
<tr>
<th>Year</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1999</td>
<td>65%</td>
</tr>
<tr>
<td>2014</td>
<td>47%</td>
</tr>
</tbody>
</table>
CONNECTING WITH CENTENNIALS

1. EXPECT EMBOLDENMENT
   Much of the exciting technological progress that mobile-native Centennials see has come at a cost to the traditional market. If Millennials were savvy consumers expert at working the system, look for Centennials to be bold consumers ready to change it.

2. ANTICIPATE EMPOWERMENT
   Millennials were largely respectful of institutions and the marketplace, but Centennials may be less patient. An ever-growing number of tools allow them to create their own workarounds if your brand doesn’t spot and eliminate friction before they do.

3. INVITE THEM IN
   Centennials may not even give you a warning sign before they identify a solution—potentially one that doesn’t involve you. Be ready to give up some control and work with this generation to drive your strategies and tactics—or risk them taking you out of the equation.
Discussion

• How do your programs currently address the needs of the Centennials?
• What additional opportunities are there to weave new ideas that connect to generational theory?
Closing

- https://youtu.be/S99FoHZhZCc?t=8s