

# ***WHAT IS THE PHRASE?***

Gener          ation

-----

***WHAT'S ON YOUR MIND?***

# *Strategies for Engaging Generation Y*

Presented by:

The logo for SALT, featuring the word "SALT" in a bold, italicized, sans-serif font. The letter "S" is white, and the letters "ALT" are yellow. The text is set against a solid black rectangular background.

***\$ALT***

CREATED BY  
AMERICAN STUDENT  
ASSISTANCE

# ***SESSION OVERVIEW***

- Previous generations
- About “Gen Y”
- Strategies for success

# ***A FEW NOTES***

## **1. GENERATIONS ARE FUZZY.**

Start and end dates are guides – different sources will vary.

## **2. PERIOD EFFECTS ARE REAL.**

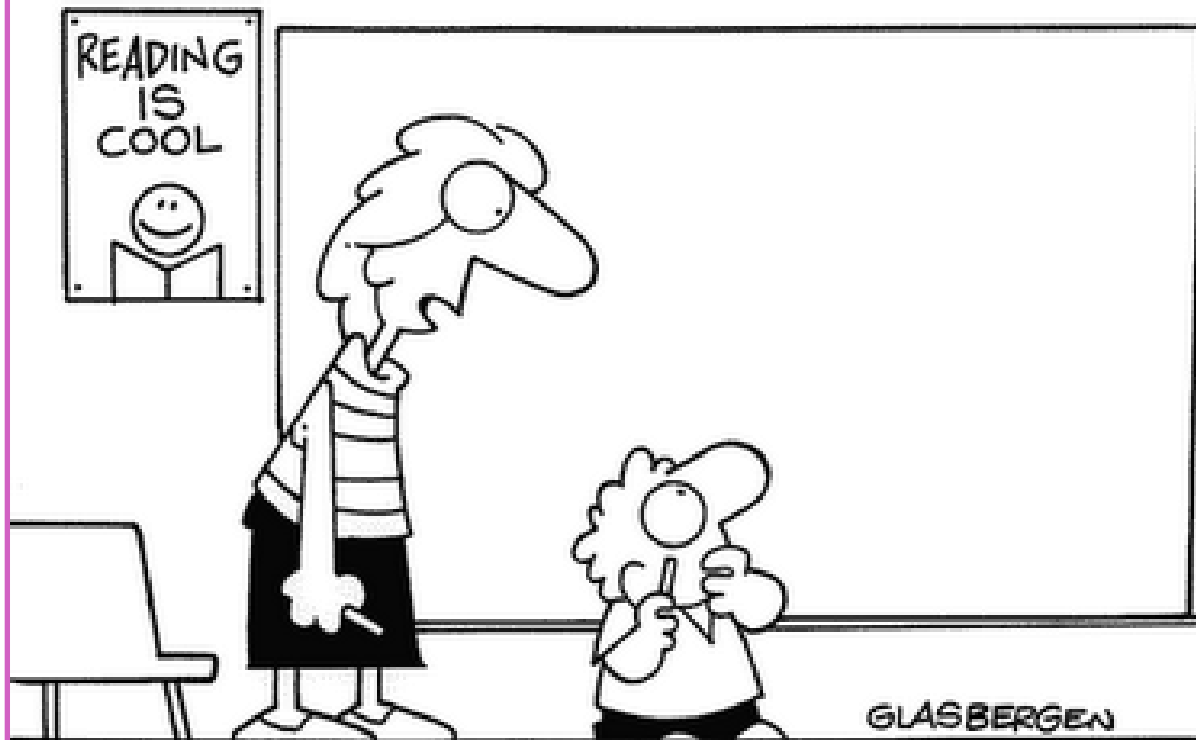
Historical events impact generational responses.

## **3. DEFINITIONS DON'T DEFINE EVERYONE.**

While we each “fit” in to a generation, as with all guidelines, not everyone fits the description.

# ***GETTING STARTED!***

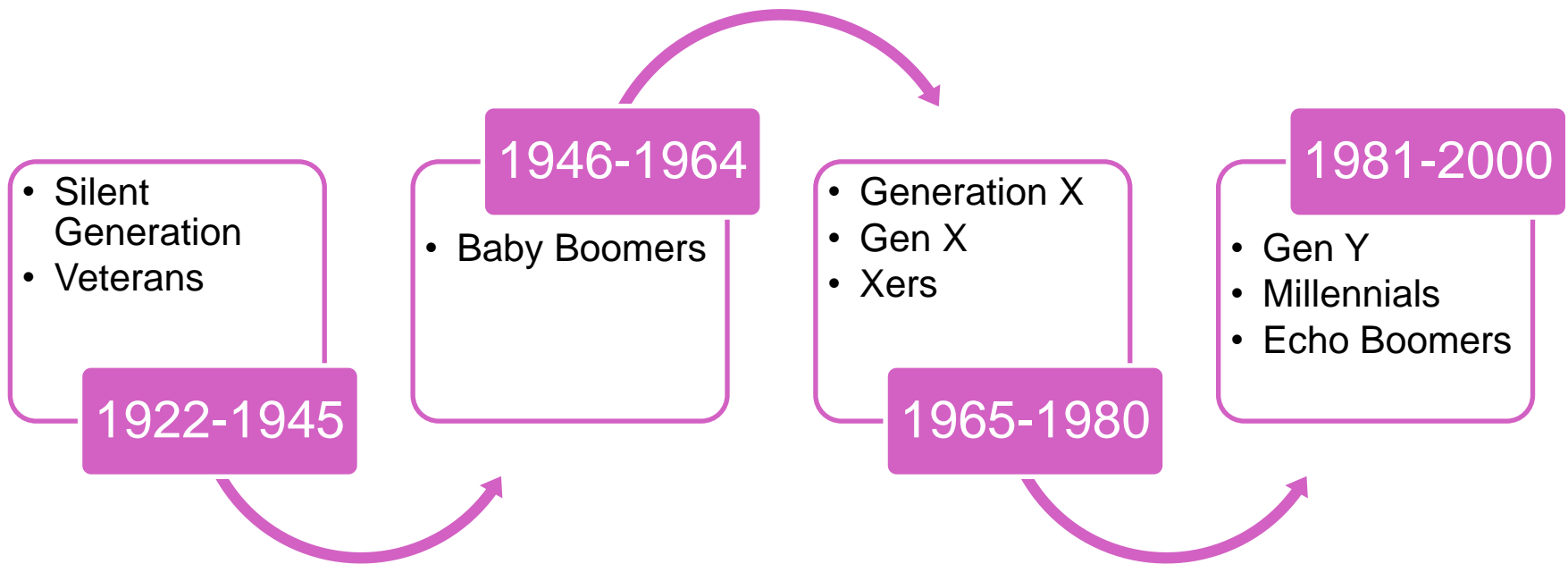
Copyright 1996 Randy Glasbergen. [www.glasbergen.com](http://www.glasbergen.com)



**“There aren’t any icons to click. It’s a chalk board.”**

# ***PREVIOUS GENERATIONS***

# ***THE GENERATIONS...***





# ***THE SILENT GENERATION***

## Core Values

- Respect for authority, Conformers, Discipline

## Family

- Traditional, Nuclear

## Education

- A dream

## Communication Media

- Rotary phones, One-on-one, Write a memo

## Dealing with Money

- Put it away, Pay cash

# ***BABY BOOMERS***

## Core Values

- Optimism, Involvement

## Family

- Disintegrating

## Education

- A birthright

## Communication Media

- Touch-tone phones, Call me anytime

## Dealing with Money

- Buy now, pay later

# ***GENERATION X***

## Core Values

- Skepticism, Fun, Informality

## Family

- Latch-key kids

## Education

- A way to get there

## Communication Media

- Cell phones, Call me only at work

## Dealing with Money

- Cautious, Conservative, Save save save

# ***ABOUT GEN Y***

# ***GENERATION Y***

## Core Values

- Realism, Confidence, Extreme fun, Social

## Family

- Merged families

## Education

- An incredible expense

## Communication Media

- Internet, Picture phones, Email

## Dealing with Money

- Earn to spend

# ***CONNECTED***

- 94% of first year college students use social media
  - Texting, search, Facebook, email, cell (talking), IM
- Average 2.4 media devices
- 68% won't make a decision without discussing it with others
  - Parents, friends, online forums

# ***COMPETITIVE***

- 77% think they can achieve the American Dream
- Half want to be entrepreneurs
- 75% think that if the workplace were like a game, they would know how to “level up” faster than others

# ***MULTITASKING***

- Millennials switch attention between media devices 27 times per hour, compared to only 17 times for older generations
  - Email, phone, text, repeat!
- They do not process information as linearly as older generations. They tend to move randomly through series of information points



# ***A MOVEMENT***

- Competitive, but rely on consensus
- 21% say helping others in need is one of the most important things in their lives
- 93% say they are less likely to ignore an ad that promotes a partnership with a cause
- They want to be difference makers

# ***RESEARCH***

- 65% prefer going online to research an organization
- First thing they look for – the “About us” section
- 43% look for the organization’s impact on society

# ***INDIVIDUALITY***

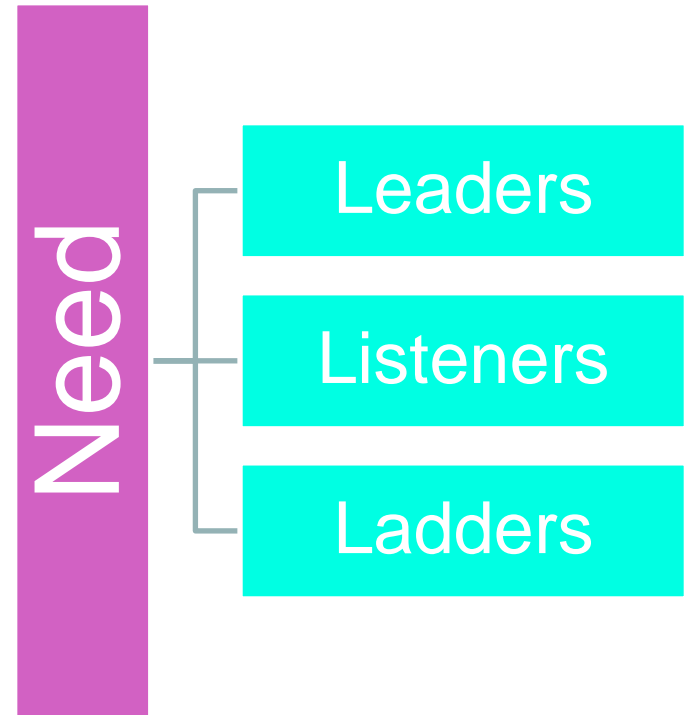
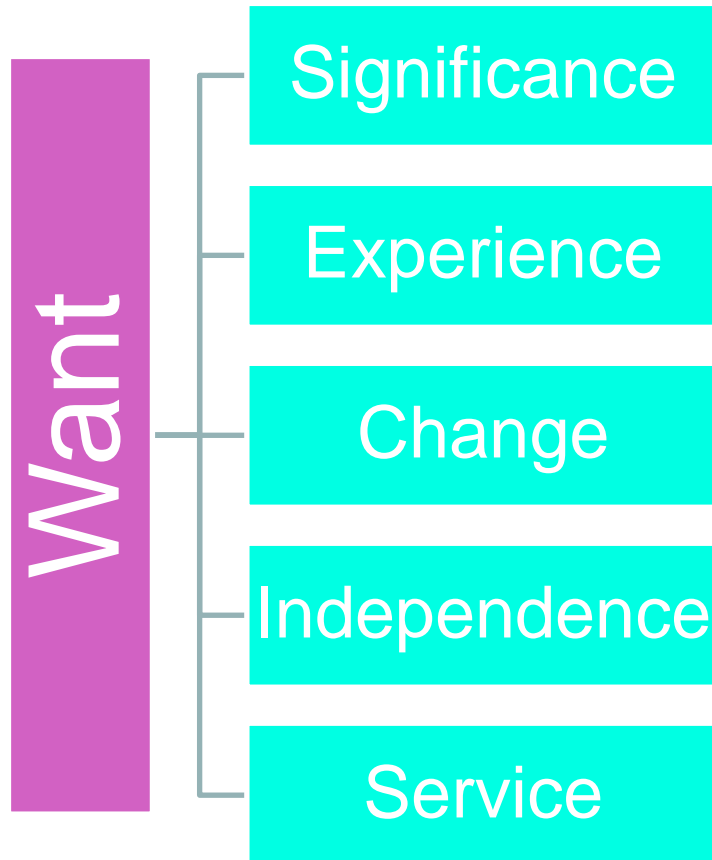
- Social networks allow for expression of individuality
- 76% think their boss could learn a lot from them (compared to 50% of Boomers)
- Want weekly regular feedback from their boss

# ***GUIDANCE***

- Think of life stages as “leveling up”
- 75% would like to have a mentor
- 60% are not keeping a budget

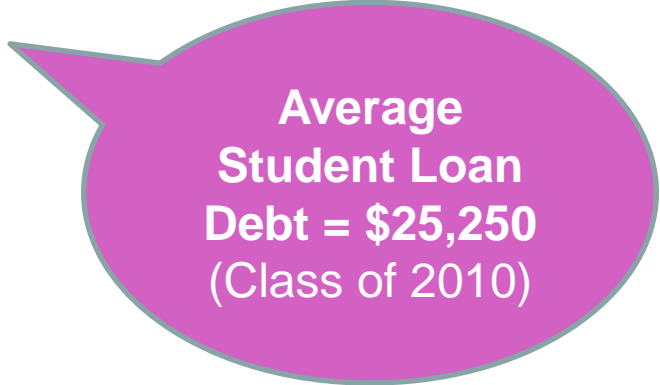
# ***STRATEGIES FOR SUCCESS***

# WANTS & NEEDS



# ***STUDENT LOAN REPAYMENT***

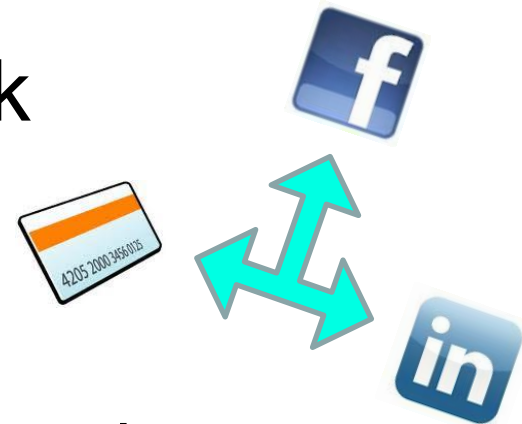
- Provide guidance
  - Income Based Repayment
  - Public Service Loan Forgiveness
  - Online account management, bill pay and education
    - [direct.ed.gov](http://direct.ed.gov)
    - [loanconsolidation.ed.gov](http://loanconsolidation.ed.gov)
    - [saltmoney.org](http://saltmoney.org)



**Average  
Student Loan  
Debt = \$25,250  
(Class of 2010)**

# ***CAREER COUNSELING***

- Internships and/or part-time work
- Build {positive} credit scores
- Create positive online presence
  - Facebook, LinkedIn, Alumni Community
- Make networking/mentoring opportunities
  - Alumni mentor programs, business partners, leadership programs





# ***INSTITUTIONAL ENGAGEMENT***

Service  
opportunities

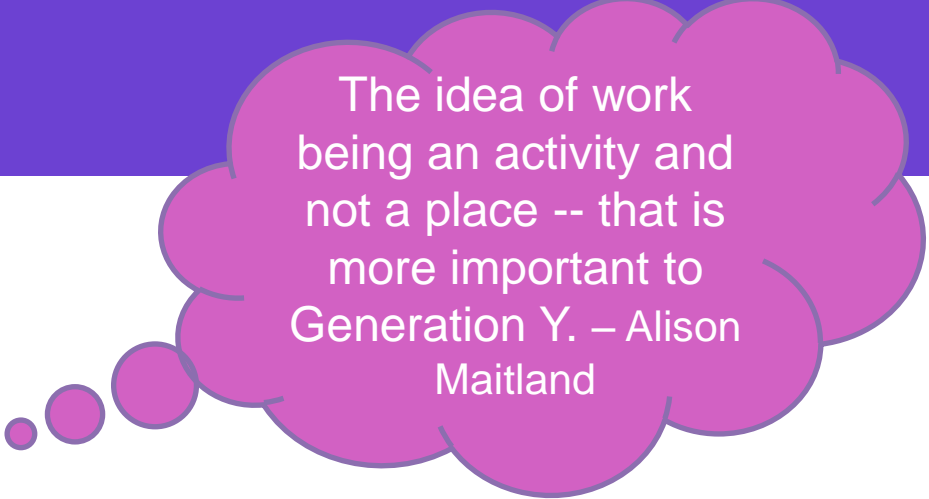
Online  
communities

Personal  
outreach

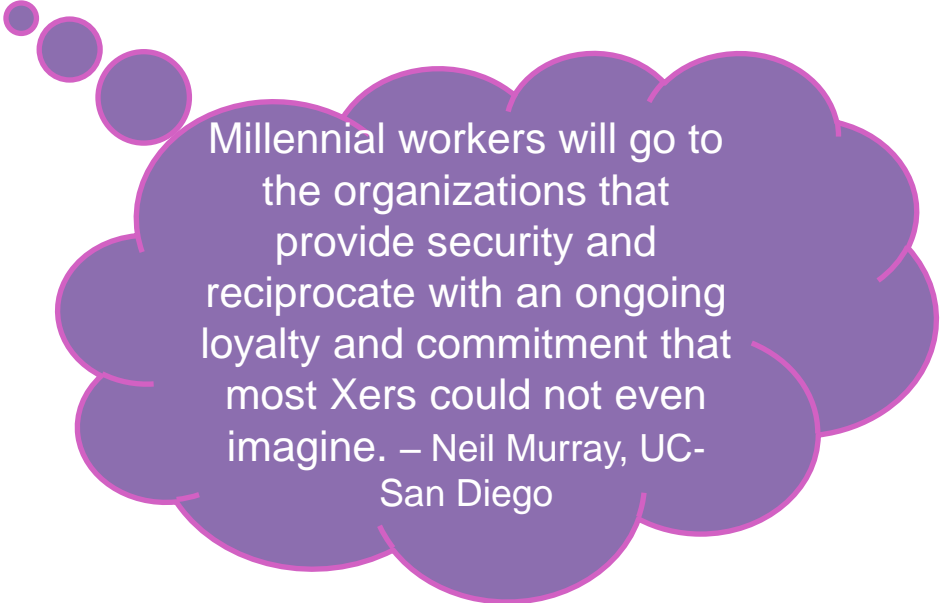
Meaningful  
“gifts”

# ***JOB RETENTION***

- Flexibility
- Collaboration
- Innovation
- Work-life balance
- Value



The idea of work being an activity and not a place -- that is more important to Generation Y. – Alison Maitland



Millennial workers will go to the organizations that provide security and reciprocate with an ongoing loyalty and commitment that most Xers could not even imagine. – Neil Murray, UC-San Diego

# ***THOUGHTS & CONVERSATION***

- “Our generation isn’t all about sex, drugs and violence. It’s about technology, discovery and coming together as a nation.”
  - Mikah Giffin, 17, [cjonline.com](http://cjonline.com) (in “Millennials Rising”, Howe & Strauss)

# ***RECOMMENDED READING***

- “Generation Me” by Jean M. Twenge
- “Millennials Rising” by Neil Howe & William Strauss
- “When Generations Collide” by Lynne C. Lancaster & David Stillman

***THANK YOU***

***\$ALT***

CREATED BY  
AMERICAN STUDENT  
ASSISTANCE

***Confidential and Proprietary Information***