

**Unique Students:
Revisiting Our Journeys
with Millennial Students...
Research vs. Reality**

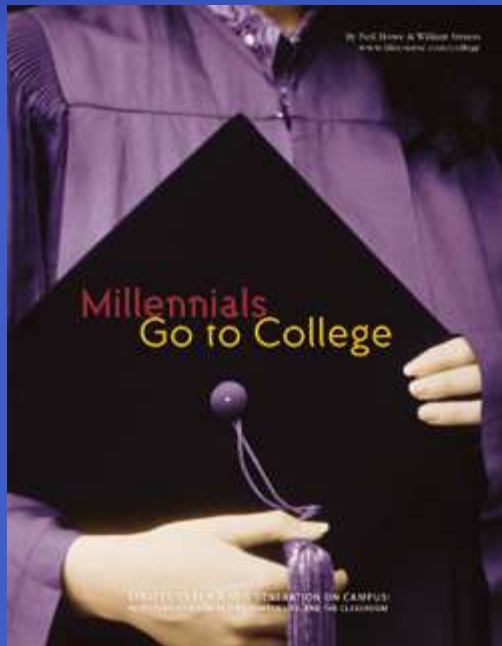
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Who are these people anyway?



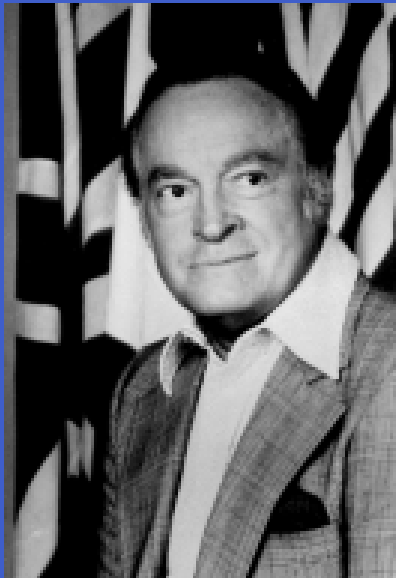
- Emily and Shelly have been RD's at OSU for almost 3 years.
- Prior to their work at OSU, Emily was based in Springfield, Missouri, at Drury University and Shelly was located in Ashland, Oregon, at Southern Oregon University.
- They recently graduated with M.Ed's in College Student Service Administration from OSU.
- While in grad school they made researching the Millennial Generation their passion.

Generational History and Research



- Neil Howe and William Strauss aka “the experts.”
- The cyclical tendencies of generational history
- Does it really matter?
- How we have used it to shape our interactions with students.

The GI Generation



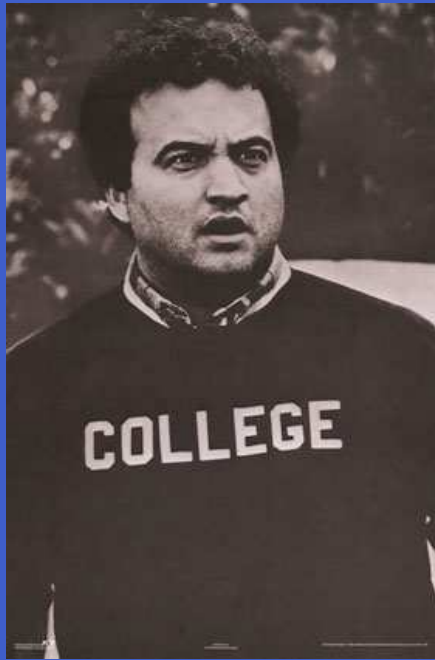
- Born: 1901 – 1924
- Sample Members: Walt Disney, Charles Lindbergh, Bob Hope, Jimmy Stewart, John Steinbeck, Ann Landers, Judy Garland.
- Important Facts:
 - High priority of being “normal, regular, average”
 - Very civic minded (Girl Scouts, Camp Fire, etc.)
 - The government is their benefactor
 - Largest jump in educational achievement
 - Held the White House for nearly 30 years (produced 7 presidents)
 - Have won 99 Nobel Prizes

The Silent Generation



- Born 1925 – 1942
- Sample Members: Jesse Jackson, Andy Warhol, Martin Luther King Jr., John Lennon, Mikhail Gorbachev, Elvis Presley, Malcolm X
- Important Facts:
 - While this generation did not produce a president, it did produce almost every major leader of the civil rights movement
 - Earliest marrying and earliest baby-baring generation
 - The “sexual revolution” and the “divorce epidemic” had the greatest affect on this generation

Baby Boomers



- Born: 1943 – 1960
- Sample Members: Steve Martin, Dan Quayle, Al Gore, Mick Jagger, Oprah Winfrey, Donald Trump, Bill Gates, Prince Charles
- Important Facts:
 - During Boomer youth, science made sweeping advances against childhood illness
 - Thought that Vietnam was badly handled by government leaders
 - In 1988 presidential race, Boomers gave the most support to the two Reverends: Jesse Jackson and Pat Robertson
 - Television hit big

Generation X



- Born: 1961 – 1980
- Sample Members: Tom Cruise, Eddie Murphy, Jon Bon Jovi, Mary Lou Retton, Princess Di, Michael J. Fox, Gary Coleman, Brooke Shields
- Important Facts:
 - The most aborted generation in American history
 - Family Life is complex (divorce, stepchildren, non-custodial parents, child support payments, etc.)
 - Suicide rate is the highest
 - Highest incarceration rate
 - Government shifts the federal fiscal burden from the old to the young

Xers in Quotes



- **Even if you didn't want us, you made us.** (Xer)
- **He was an unforgiving child. "I don't have any friends," he told his mother. "Just associates. Friends you trust."** (Alex Kotlowitz, *There are No Children Here*)
- **It's only wrong if you get caught.** (Michael Moore, *Cheating 101: The Benefits and Fundamentals of Earning the Easy A.*)
- **If they can't say it in an hour, they ought to put it on tape.** (Xer on going to church)
- **I feel stupid and contagious. Here we are now. Entertain us.** (Nirvana, *Smells Like Teen Spirit*)
- **Isn't that something they make criminals do?** (Xer upon hearing that her high school was making 75 hours of community service mandatory for graduation.)

The Millennial Generation



- Born 1981-2000
- Sample Members: Mary Kate and Ashley Olsen, Jessica McClure, High School Class of 2000, Mandy Moore, Haley Joel Osment
- Important Facts
 - Students exude confidence and are achievement oriented
 - Technology created a fast-paced childhood
 - Many Millennials do not have the Gen X mistrust of “the church”
 - Demonstrate a push for service learning and community service involvement
 - The concept of Zero Tolerance came about during their childhood

7 Core Traits of Millennials



- Special
 - Class of 2000
- Sheltered
 - The focus of youth security movements
- Confident
 - High levels of trust and optimism
- Team Oriented
 - “Strong team instincts and tight peer bonds”
- Conventional
 - Comfortable with their parents values
- Pressured
 - “Trophy Kid”
- Achieving
 - On track to being the best educated generation in history

Beloit College Mindset List

- *America's Funniest Home Videos* has always been on television.
- Southern fried chicken, prepared with a blend of 11 herbs and spices, has always been available in China.
- They never saw Pat Sajak or Arsenio Hall host a late night television show.
- They never saw the shuttle *Challenger* fly.
- RU486 has always been on the market.
- Aretha Franklin has always been in the Rock and Roll Hall of Fame.
- Dirty dancing has always been acceptable.
- Al-Qaida has always existed with Osama bin Laden at its head.
- They never had the fun of being thrown into the back of a station wagon with six others.
- Iran and Iraq have never been at war with each other.

Parents of Millennials

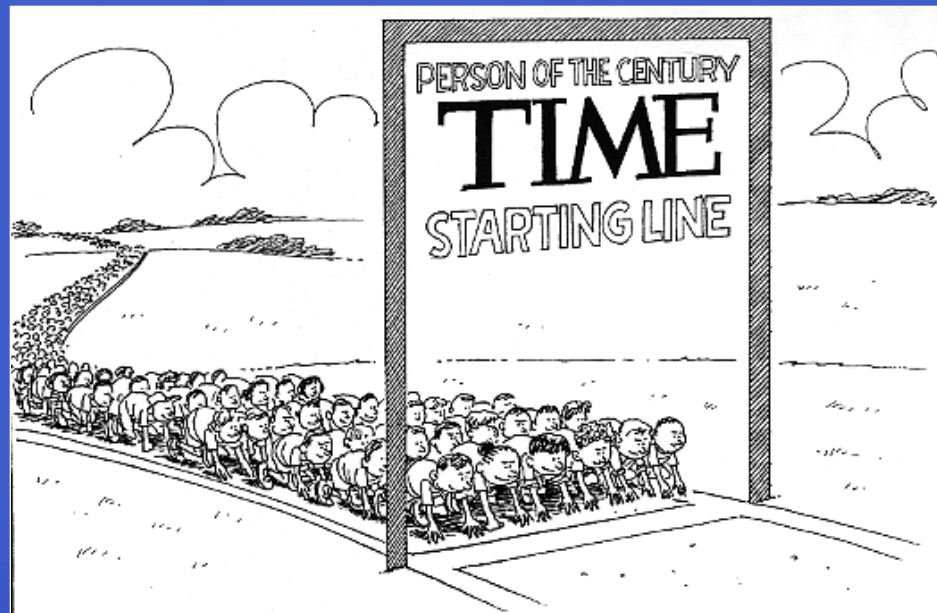


- Want their children
- Incredibly involved
- Provide structured time
- Safety of children is very important
- Willing to change legislation
- Want to know progress

But is this reality?

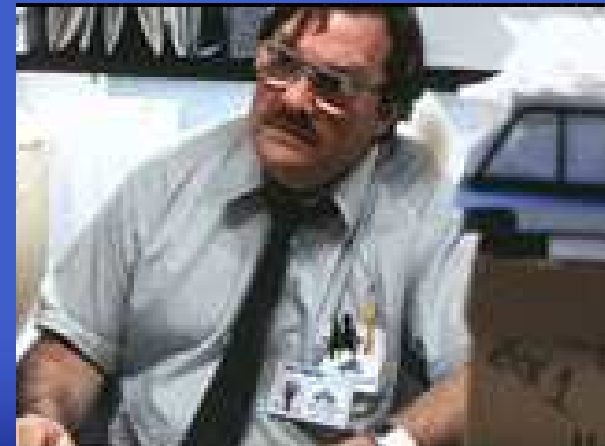
- Does this theory really apply to everyone?
 - Isn't it a white upper class perspective?
- Was any of this research done on the West Coast?
 - NACURH Conference attendees did not feel it applied to West Coast Millennial's
- Do all parts apply equally?
- Really – is this true? This is unbelievable!
 - Some administrators have a hard time seeing this in students. We would argue that they have the 8-5 view of students, while we see them 24-7 as live-in professionals. We see them at their “finest” moments.
- Why would anyone want to be part of Gen X?
- Students don't buy it
 - RA class – most of the deny being a part of this generation, get angry, point out what is not them and say “see this doesn't apply to me”
 - Some do see themselves or their friends in Millennial research
 - Class of 2000 really doesn't buy it, the research has been shoved down their throats

Case Study Time!

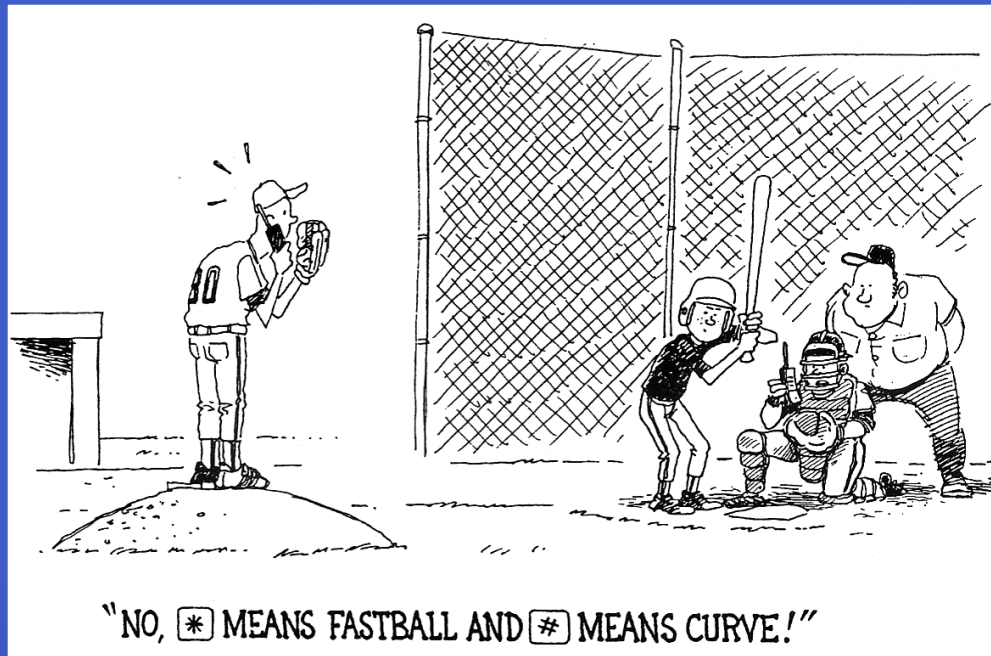


Creating A Working Relationship

- Xers and portable careers
 - Want a lot of experience and “jump around”
 - Just want to do their jobs without being micromanaged
- Millennials and parallel careers
 - Learn multiple skill sets
 - All about collaboration and input



Questions and Comments



Resources



- **“Millennials Rising” by Howe and Strauss (2000)**
- **“The Fourth Turning” by Howe and Strauss (1997)**
- **“When Generations Collide” by Lancaster and Stillman (2002)**
- **“Generations” by Howe and Strauss (1991)**
- **“Boomers, Xers, and Other Strangers” by Hicks and Hicks (1999)**
- **“Generation 2K” by Zoba (1999)**
- **“Leadership and Management Issues For A New Century” by Komives and Woodward (2000)**
- **“Who Moved My Cheese” by Johnson (1998)**
- **“Beloit College Mindset List”**
- **“13 Generation” by Howe and Strauss (1993)**
- **“Millennials and Pop Culture” by Howe and Strauss (2006)**
- **“Millennials Go To College” by Howe and Strauss (2003)**