

Generation Y

Programming and Marketing

- ## Background Information
- 60+ million
 - Born between 1980 and 2000
 - Most age-diverse group of parents
 - "Found generation" (Zemke, Raines and Filipczak, 2000)
 - Advocated for and assisted in every way
 - Always had ATMs, VCRs, PCs, CDs, MTV, CNN, SUVs, cell phones and bottled water
 - Grew up with the History Channel, Discovery Network Learning Channel and Chuck E. Cheese

- ## Background Information
- Never known a world without AIDS, crack, terrorist attacks, shootings and televised acts of real violence
 - Divided Generation. One out of four from an impoverished family.

Defining Characteristics

Generation Why

(Chester, 2002)

- ## Training Suggestions
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- Will not sit still and wait for you to cram information into their heads!!
- Participant centered learning objectives
 - Make responsible
 - Explain why before what
 - Incorporate multitasking
 - Introduction of new skills
 - Present in a variety of media

- ## Training Suggestions
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- Performance driven measurement
 - Time is of the essence
 - Testing out
 - Posters, emails, etc.
 - Eliminate lengthy ice-breakers
 - Incorporate diversity
 - Elements of fun and interest
 - Partner/Group work
 - Praise

Programming Suggestions

For Teens

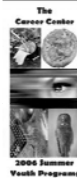
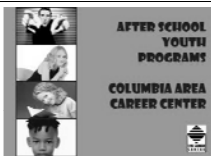


Programming Suggestions

For Twentysomethings



Marketing Recommendations



Ask for class ideas, assistance in writing class descriptions, help selecting pictures, designing marketing materials, etc.

Marketing Recommendations

- Read their magazines & books
- Viral marketing
- Young focus/advisory group members
- On-line presence is crucial
- Blogs/MySpace/Facebook/UTube
- Market where they gather

Marketing Recommendations



Marketing materials that "look" and "feel" like them

Website Marketing Recommendation

Vowels Rule!

Resources

- Brennan, J. (2003, May). Reality check: The new learner needs. *T&D*, 57(5), 23-25.
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- Chester, E. (2002). *Employing Generation Why?* Colorado: Tucker House Books.
- Coates, J. (2007). *Generational Learning Styles*. Wisconsin: LERN Books.

Resources

- Salopek, J. J. (2004, July). Balancing work and learning. *T&D*, 58(7), 16-18.
- Shahar, A. (2004, July). The need for reflection. *T&D*, 58(7), 36-40.
- Snyder, M. G. (2004, April). The time-cost-quality triangle: Simple needs analysis can help you save big. *T&D*, 58(4), 17-19.

Resources

- Wlodkowski, R. J. (2003). Fostering motivation in professional development programs. *New Directions for Adult and Continuing Education*, 98, 39-47.
- Zemke, R., Raines, C. & Filipczak, B. (2000). *Generations at work: Managing the clash of Veterans, Boomers, Xers and Nexters in your workplace*. New York: AMACOM.