

▼ POST-SECONDARY EDUCATION

Trying to connect with the Millennial generation



Jane Muskens

SCHOOLS
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Someone asked me the other day what was hard about my job.

My answer was simple—trying to understand what motivates 18- to 27-year-olds.

As far as I'm concerned there is a big difference between my generation (I'm a boomer) compared to my son (he is 18).

If you are a parent of a young adult between the age of 18 and 29—referred to as the Millennial generation—you might be surprised by how different they really are.

Considered one of the most detailed reports to date on the millennial generation, a recent American study surveyed 2,020 adults of which 830 were millennials. Here are the results.

Fifty-two per cent of millennials said it was important to be a good parent, while 30 per cent felt a successful marriage was a positive indicator of a good life. Helping others scored 21 per cent in importance.

Material wealth such as owning a home was considered important to 20 per cent of those surveyed. I guess this would make sense as only 15 per cent felt having a high paying job should be a

goal.

Having lots of free time came in at nine per cent and considering this generation's fascination with so-called pseudo celebrities, being famous only scored one per cent.

Other interesting data from the report is that the millennial generation are the most educated in American history.

But right now this group has the highest unemployment, which could be attributed to the eco-

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Millennials also have the highest voting participation rates for their generation.

They tend to be more civic minded and volunteer at higher levels than earlier generations.

When it comes to trends, 38 per cent have tattoos. Yet of those with tattoos, 72 per cent say they are hidden by clothing.

This is interesting be-

cause isn't having body art making some kind of statement? So how can you make a statement when nobody sees it, except at the beach?

One other interesting stat is that 41 per cent only have a cell phone and don't have a landline.

So what does this tell us about understanding the millennial generation?

One, if we want to connect with these young adults we should consider text messaging and cell phone calls, and build websites that show up well on cell phones.

Two, programming that is geared towards helping others and making students into better people would be popular. This would probably include health programs and courses with strong ethical and civic components where students

would be looking at the big picture.

Exchange programs to Third World countries would also be popular.

And finally, never forget that this generation is still evolving—what is cool today could be gone tomorrow.

Plus, there is a new generation just around the corner.

They will be graduating from high school in about a year.

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