

# Generation Y

*Perspectives*



# ***Meet Garret, Kristen, Aaron and Nick***





***Our  
friends  
think that  
we are  
rocket  
scientists  
and  
astronauts***

# *Because we work here*



***But truthfully, we tend to work  
just as much here.***



***Last week, we interacted with  
people from here ...***



***... friends, family, classmates,  
colleagues, even strangers.***

*They **all** wanted to know **more**  
about what we do at NASA.<sup>TM</sup>*



***So we got to thinking...***



***Why aren't **they** connected to NASA?***



***Why isn't a **whole generation**  
connecting to NASA?***

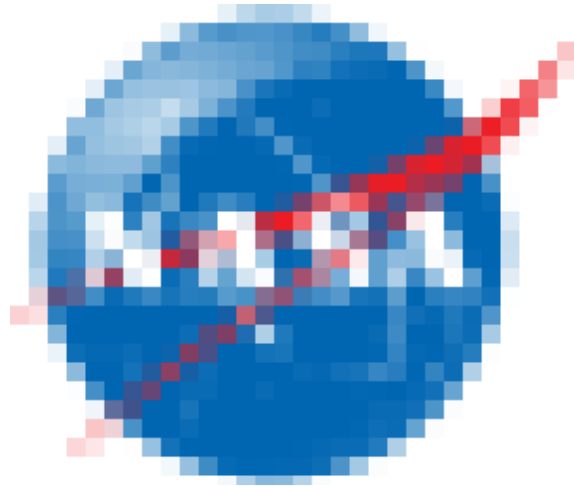
***We are part of **Generation Y.*****

***This presentation is our  
**perspective.*****

*(But keep in mind that our generation will be asked to pay the majority of the tax bill for the vision for space exploration)*

*That's **\$124B** through the first lunar landing (FY06–FY18).*

**NASA has a brand and a message.**



***We don't want to talk about that.***

***We want to talk about why people in  
Gen Y aren't **connecting** to it.***

*Because they **aren't** connecting to it...*



...young  
people, both  
inside and  
outside of  
NASA.



*And we think they **SHOULD**  
connect to it.*

Because what NASA  
does is **important**.

*...to everyone.*





The world is **connected** today in ways  
that are **shattering** traditional  
communications concepts.

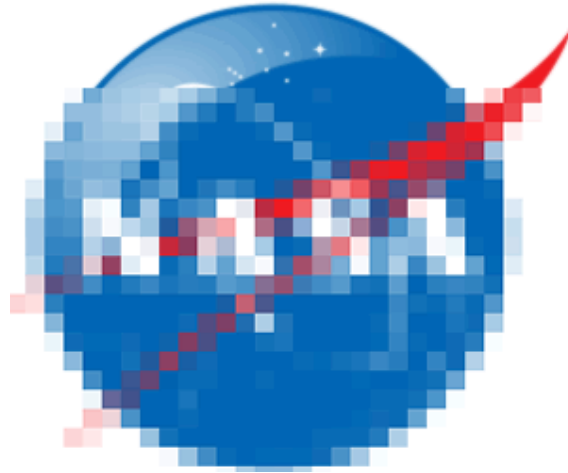


And NASA is in a position to  
*lead the world* in exploring  
new frontiers.

*Engaging people in this exploration  
is not just an opportunity.*

*It is a responsibility.*





# **01 Connected Generation**

The traditional concept of  
top-down, one-way  
communications strategy  
is *dead*.

(It is **NOT** dying. It is *dead*.)

*Generation Y is a completely **new** generation.*



*Roughly speaking,  
Generation Y is defined as -*



1977

< Birth Date >

2000



31

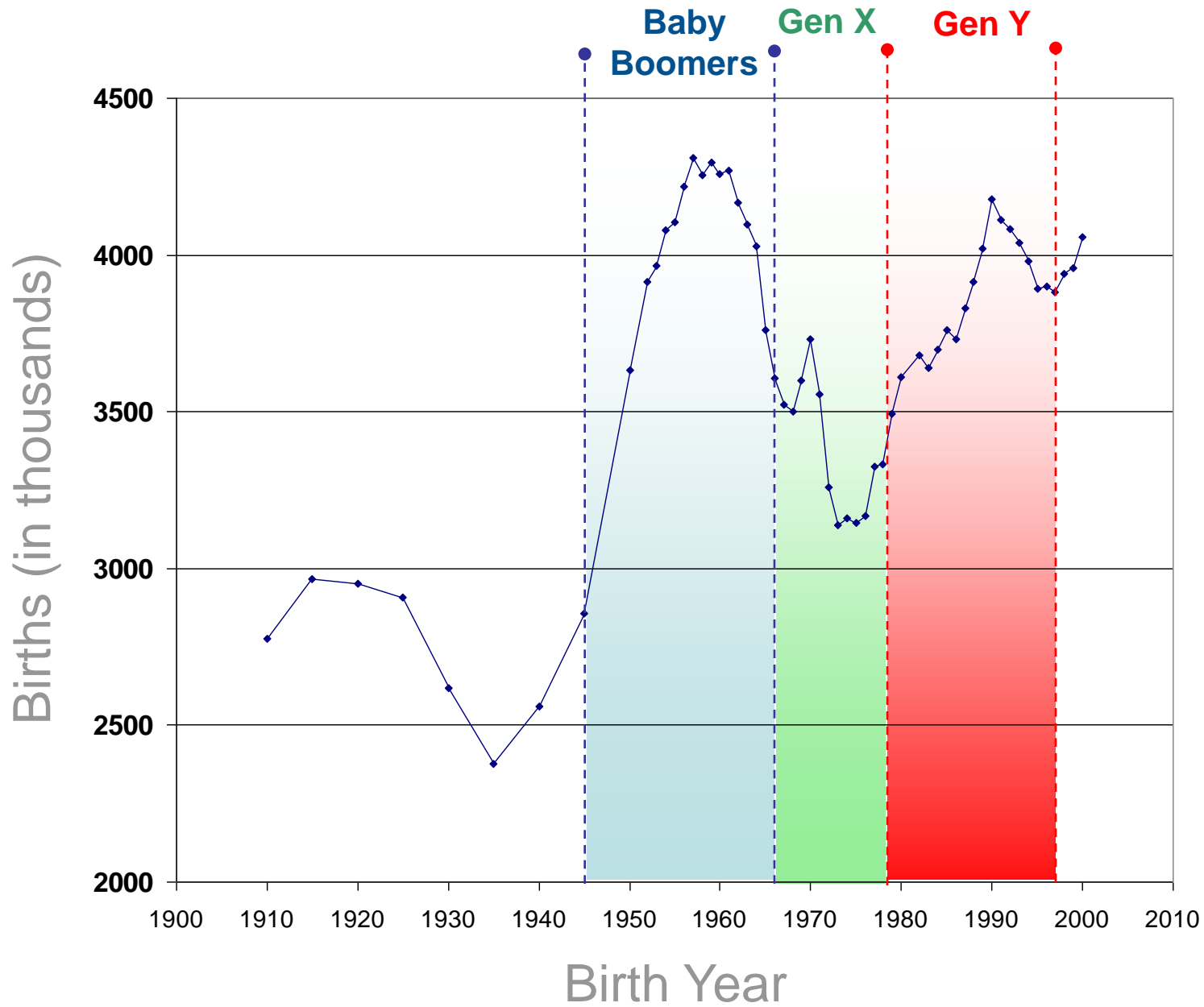
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8

**There are over 70 million people in the  
U.S. belonging to our generation**

**And just like the Baby Boomers, we are a large group of people that is **IMPACTING** society**

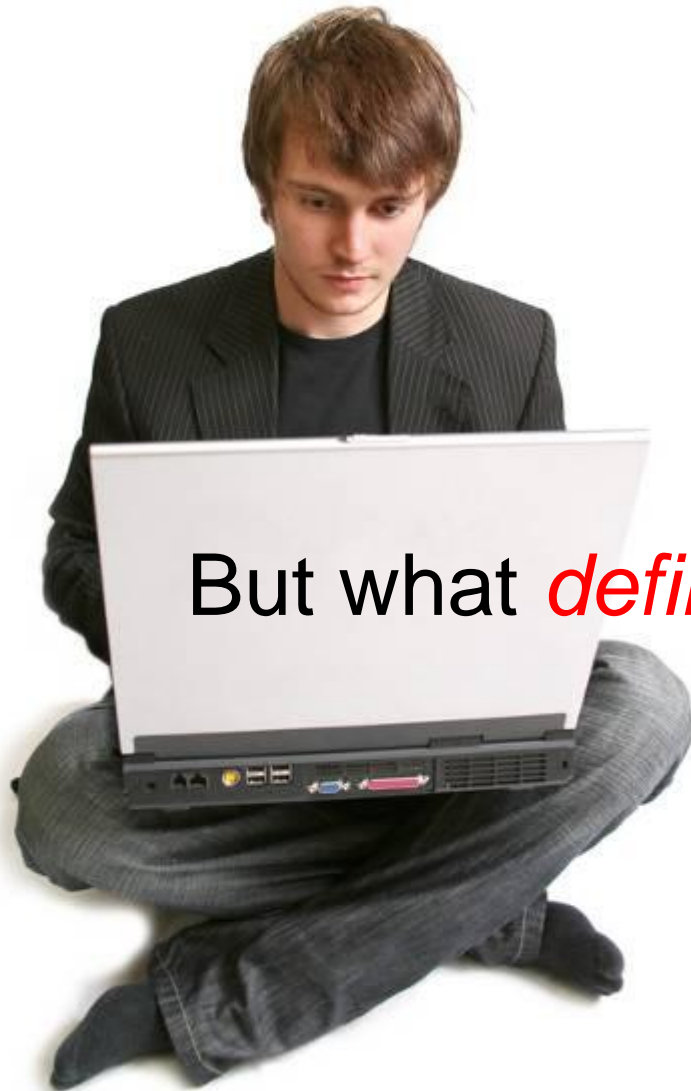




Generation Y is currently 25% of the workforce

and is projected to be 47% of the workforce by 2014.

***Is NASA ready?***



But what *defines* Generation Y?

Seeks mentors

GLOBAL

Entrepreneurial

Young, sharp, and HUNGRY

*Quickly bored*

**Mobile**

**Spoiled but passionate.**

Expecting (NOW! Not  
5 minutes from now)

Attracted to  
Large Social  
Movements

WIRED

~20% of today's (U.S.) population

**Impatient... but highly ADAPTABLE.**

**And there are a lot of things that  
made us the way we are.**



*We were the first generation to grow up  
with **cable** in our homes*

*...Studies say this leads to  
**shorter attention spans***

*...And chronic **boredom**.*

**We are used to *DIVERSITY***

***...after all, we grew up in diverse environments.***



*We grew up with*

**TALK SHOWS**

*And* **REALITY TV.**





For our generation, TV is not passive  
entertainment

it is an *interactive experience!*

And our **lives** and **outlooks** have been  
shaped by this.

***“**Anyone** can be a star ...”***

***“**Everyone** deserves to have his/her say.”***

***“Getting **heard** and **having a say** are not only **easy**—they seem **natural**.”***

*Wait!* You just described my generation.





*Maybe there are some similarities.* But  
there are very important differences.

Generations are shaped by different  
**formative experiences.**

# Baby Boomers were shaped by:

**Vietnam**

**THE "BIG THREE" TV NETWORKS**

**THE COLD WAR**

*The Kennedy and King Assassinations*

Handicapped Rights

The Feminist Movement

*The Right to Privacy*

**Civil Rights**

*Rock Music*

**And,**

**Gay Rights**



# Generation Y has been shaped by:

Columbia  
Accident

The 2000 Election Crisis

Columbine

**INTERNET**

9/11

The Iraq War

Reality TV

**TERRORISM**

Cell Phones

Starbucks

Cable

Gaming

**GLOBALIZATION**

# And those life experiences made us:

Lack trust in corporations and government

Focus on personal success

Have a short-term career perspective

Gets easily bored

Extremely independent

See no clear boundary between work and life

Empowered and optimistic

Sacrifice economic rewards for work-life balance

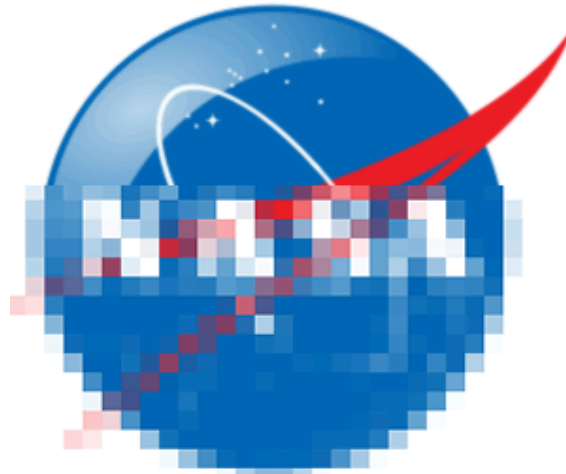
Expect to work anytime, anyplace

Connect with people in new and distinctive ways

Comfortable with globalization

Racially and culturally diverse





## **02 Perspectives**

**As a whole, people of  
Generation Y are **not**  
interested in space  
exploration.**

***This is a **FACT**.***

A **majority** of Gen Y between 18 and 24  
Are **not aware** or **not engaged** in NASA's mission





**Support** is higher among Asian-Americans.

**Forty percent** oppose NASA's mission



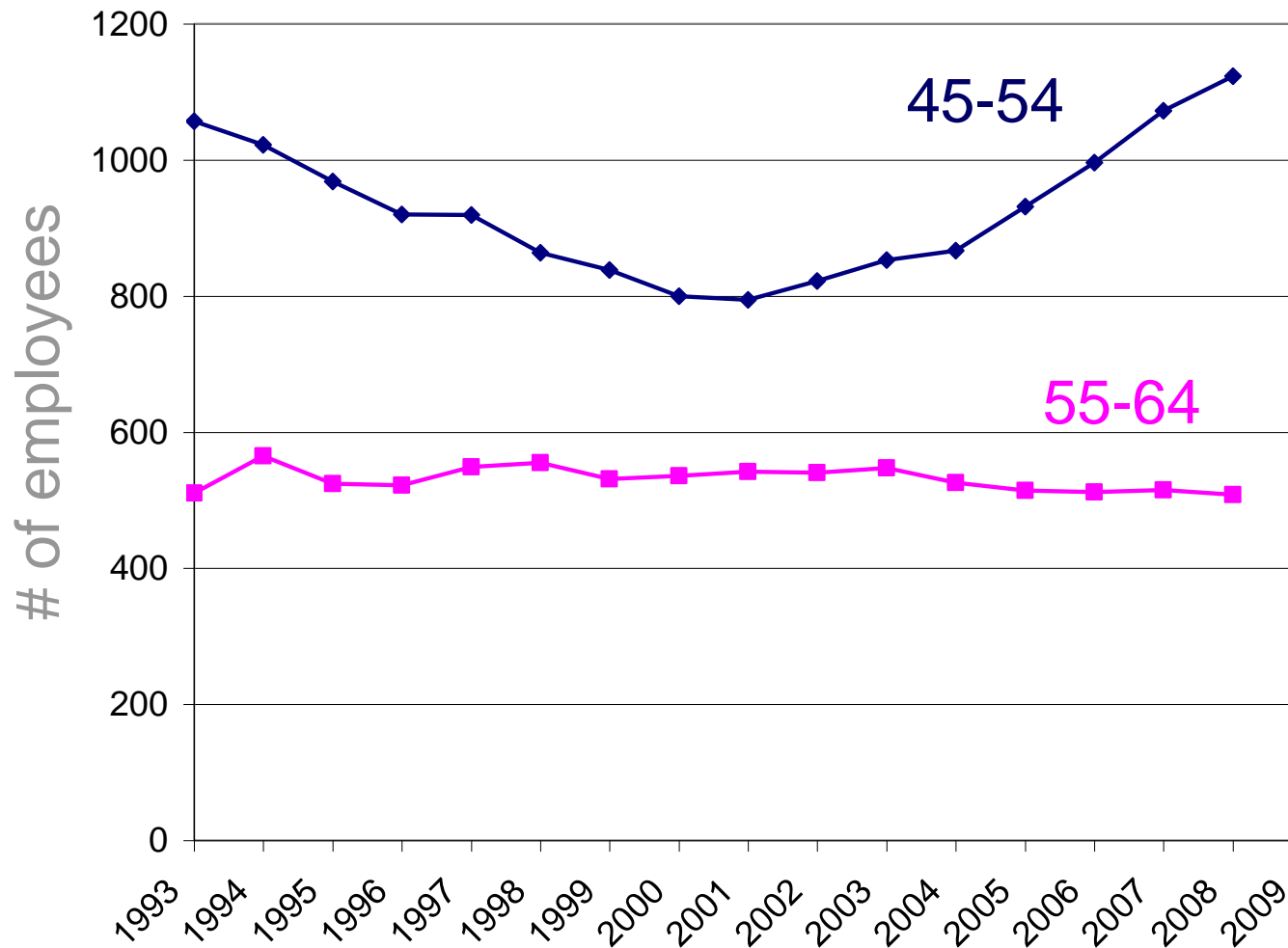
**Opposition** among Gen Y Hispanics is higher

39%

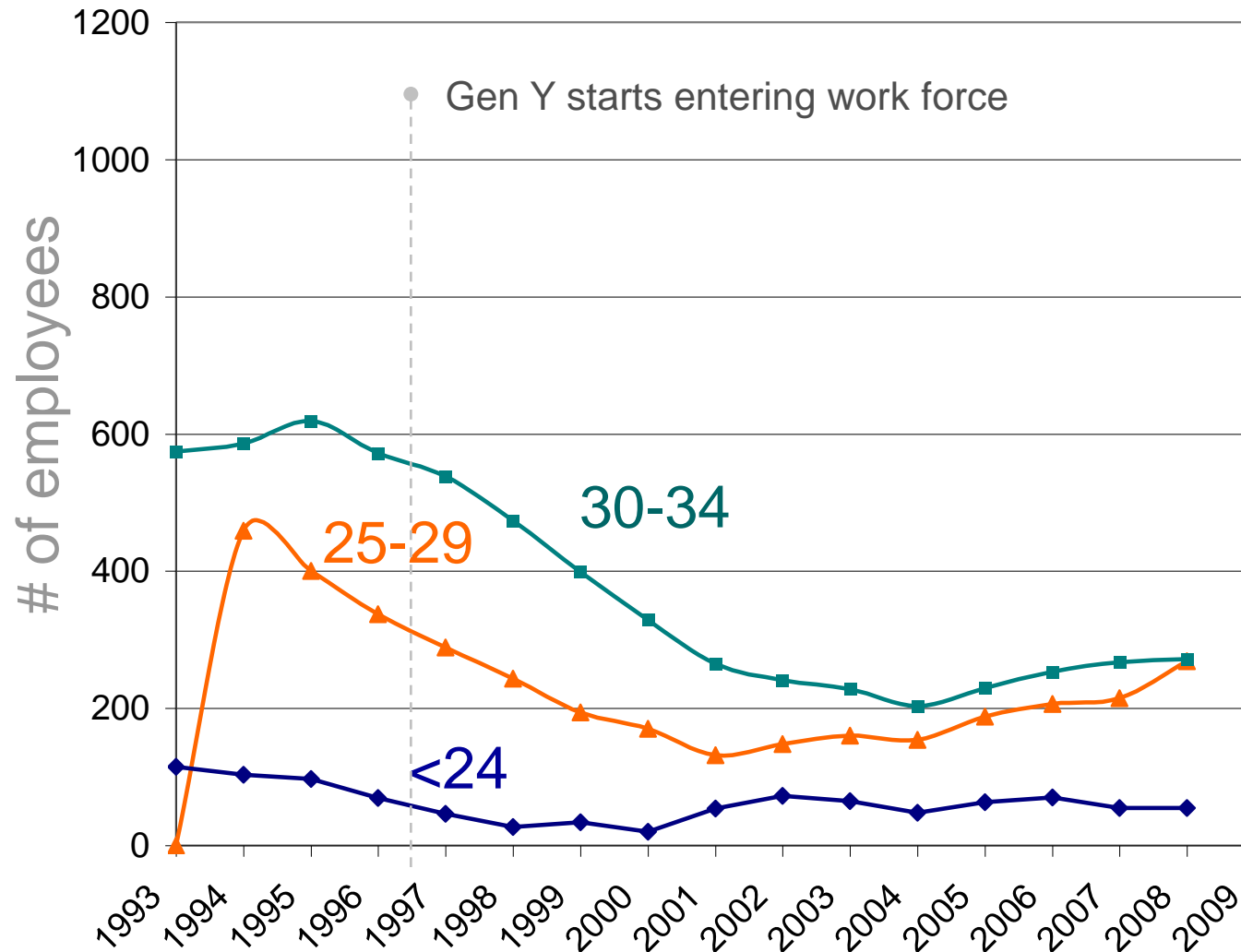
**39%** believe that nothing worthwhile has come out of NASA

***And maybe that's because  
NASA is not engaging  
Generation Y***

***For example, here's the profile at **NASA Johnson Space Center** for the workforce ages 45-64...***

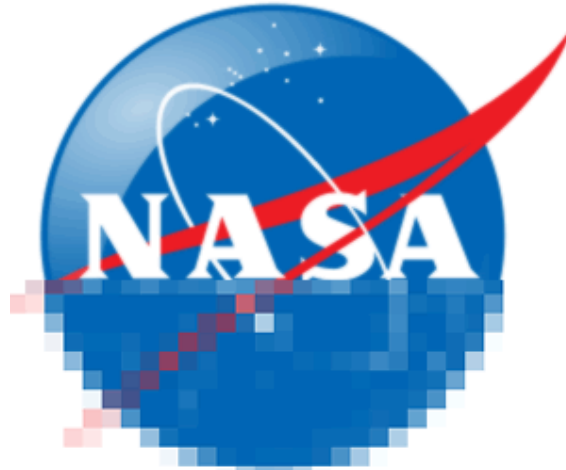


***... compare that with the profile of the younger workforce ages <34.***





*If our generation is asked to pay the majority of the tax bill for the vision for space exploration, we need to be **engaged** in NASA's mission.*



## **03 Rules of Engagement**

So how do you reach an  
**entire generation**  
with a brand and message?



**First, better understand the audience**

Then focus on getting us  
**interested** again





**Our generation is not interested  
because:**

**We don't see the point.**

**We don't understand the facts.**

**We can't participate.**

Instead of *telling* us what you want us to hear ...





**Facilitate a discussion with Gen Y and  
allow us to participate in the NASA mission**



# Share a **compelling story**





**Touch** our lives in  
ways **familiar** to us.

# Utilize “social media”



# Spark conversations





But *please* be **timely**





**Reclaim an  
image as a  
*leader of  
innovation.***

What would an **innovative, collaborative, participatory** NASA look like to us?

*Here's a few possible future headlines.*



“NASA enjoys increases visibility, credibility, and audience exposure”

**“NASA uses persona-based approach to tell its story”**

*“NASA switches back to Macs”*

“What My Teenager Taught NASA About Marketing”  
**“Employees awarded with new incentives to innovate at NASA”**

**“2 million Digg votes for latest NASA press release”**

**“Explorers Hired: NASA's recruiting advantage”**

**“NASA flattens organization structure and improves innovation”**

**“Students from elementary school in Nebraska control Mars Rover from classroom”**



*What does your **local Gen-Y'er** think about NASA's future?*

**When we asked a local Gen-Y'er what she thought about this image:**



**she commented:**

***“Hey, that’d make a great T-shirt!”***

**We couldn't agree more!**

**There are a number of things  
that **NASA** is doing that are on  
the right track!**



**1**  
Centennial Challenges



facebook





## **04 The Challenge**

**By no means is this**  
**The Answer**



**...after all, who are we  
anyway?**

**Just some Gen Y-er's  
who got hooked by the  
NASA bug and want to  
help.**

# But we've done a lot in 4 months...

## Co-op Alumni Mentoring

Spoke to several management teams about Gen Y (10+)

Created the Flat NASA Experiment Blog

Created the leadership forum

Inspired public regarding NASA careers using Facebook

Established connections at Rice University

**Developed this presentation**

Outreach. Lots of outreach

Developed Co-op Advanced Planning Team (CAPT)

Collaborated with Wired Magazine on Article Concept

Connected NASA to Twitter

Facilitated the JSC PAO New Media Project with CAPT

Led the planning of Yuri's Night Houston 08

With only 4  
people.

**There isn't one ultimate  
communications strategy to  
solve NASA's problems  
once and for all.**

**...it'd be a lot easier if there was.**

So the challenge is to take  
this and create new ideas.

Because the NASA we want to work for and connect to is like us:

Collaborative

CREATIVE

Timely

Open

Bold

Innovative

PARTICIPATORY

PURPOSEFUL

CONNECTED

EXCITING

**But we – our generation –  
wants to be a part of the  
solution.**

**Because space exploration is the future.**

**And it is OUR future.**



Everyone's future.



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