

# 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?***

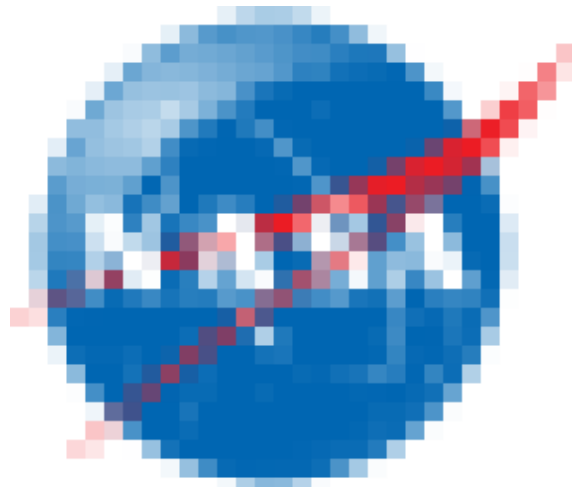
*We are part of **Generation Y.***

*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 our  
generation isn't **connecting** to it.***

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

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

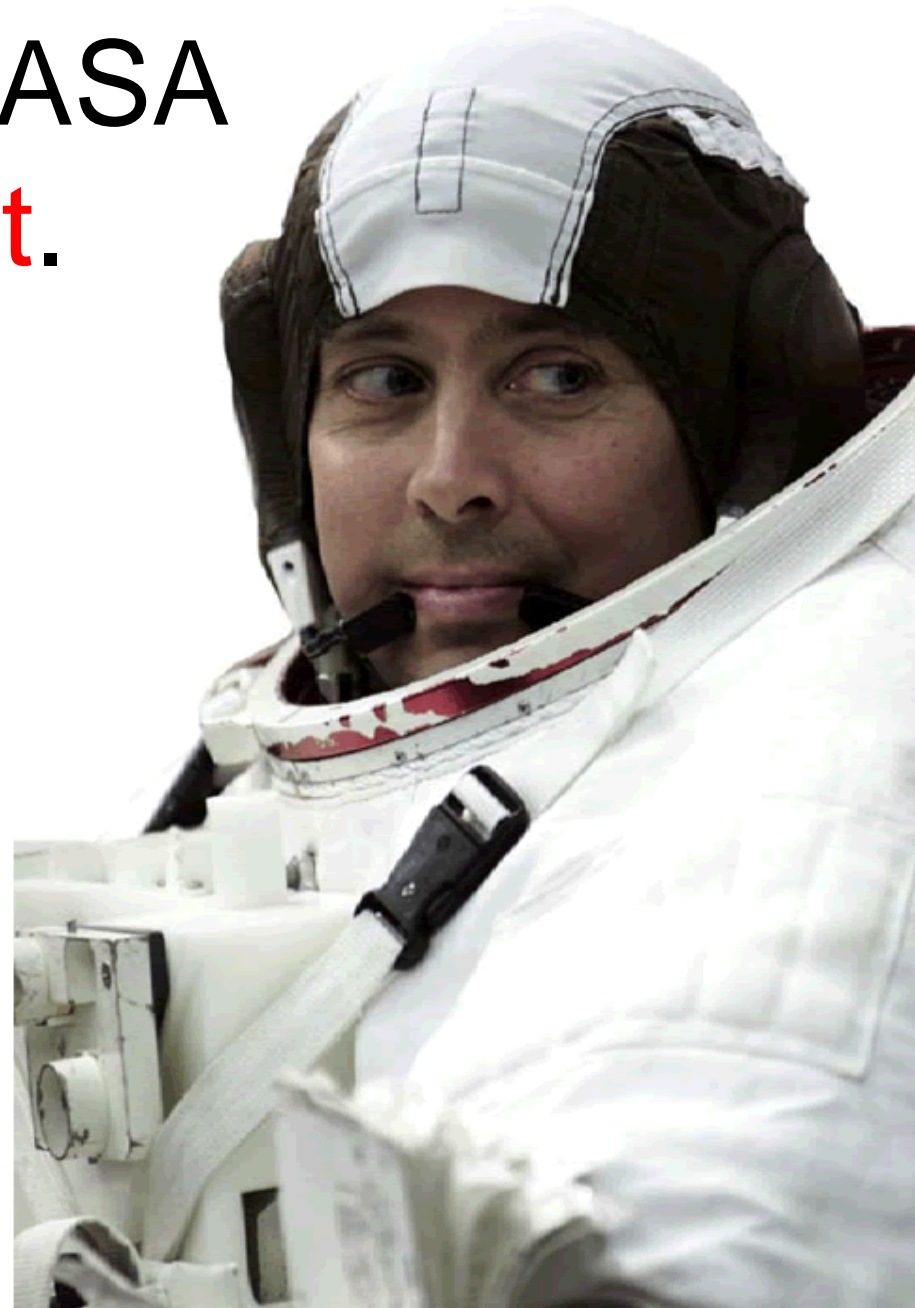


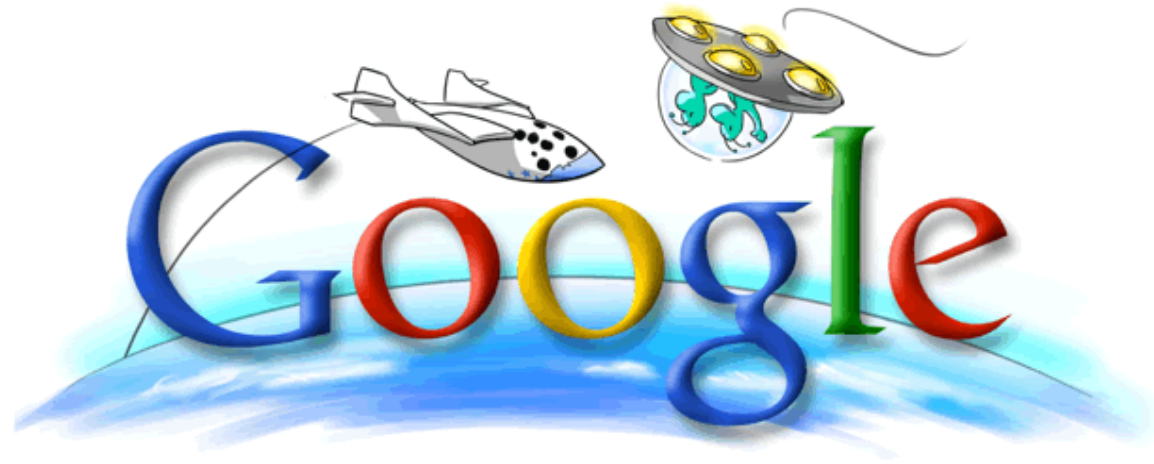


*And we think they SHOULD  
connect to it.*

Because what NASA  
does is **important**.

*...to everyone.*





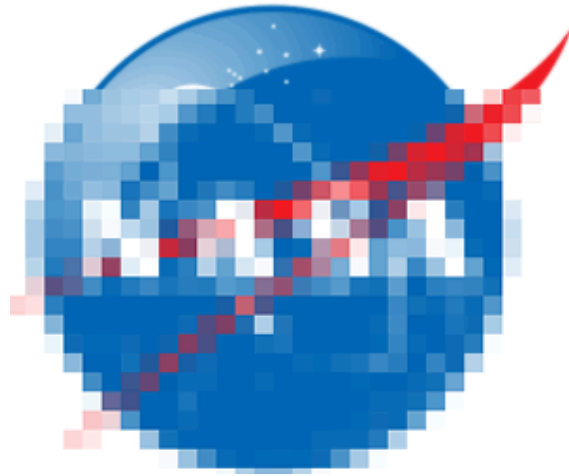
The world is **connected** today in ways  
that are **shattering** traditional  
communications concepts.



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

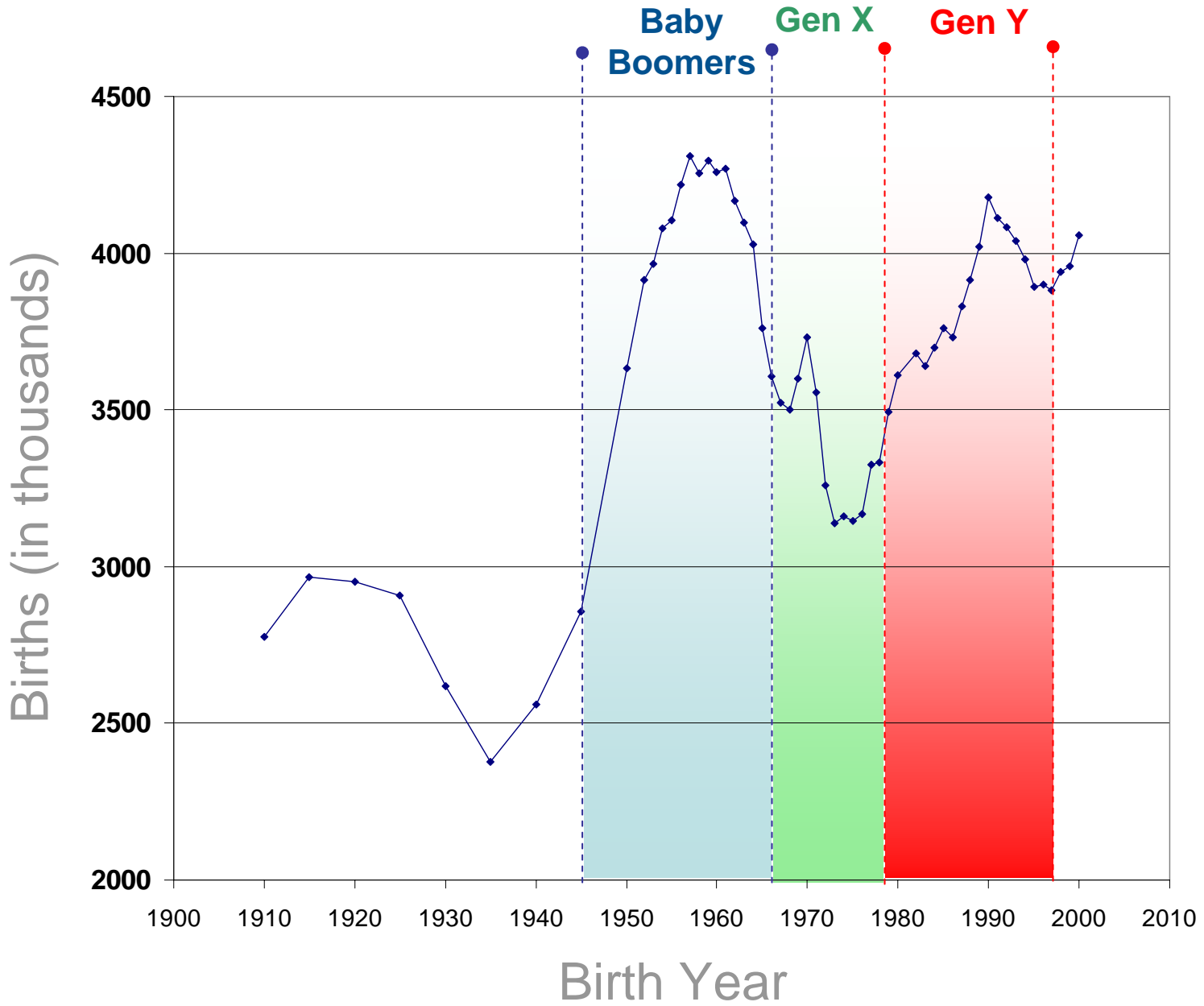
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**There are over 70 million people in the U.S. belonging to our generation**

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



25%

Generation Y is currently **25%** of the workforce

47%

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

***Is NASA ready?***



But what *defines* Generation Y?



Likes mentors

Global

Instant information

Demands instant gratification

empowered

Wired

Expecting (NOW! Not 5 minutes from now)

Attracted to Large Social Movements

multi-tasking

Quickly bored

Mobile

Interdependent

Impatient if delayed... 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 their 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.



Such as different formative experiences.

# Baby Boomers were shaped by:

Vietnam

*The "Big Three" TV networks*

The Cold War

*The Kennedy and King Assassinations*

Handicapped Rights

Civil Rights

The Feminist Movement

The Right to Privacy

*Rock Music*

***And,***

Gay Rights



# Generation Y has been shaped by:

*Columbia  
Accident*

**The 2000 Election Crisis**

***Internet***

***Columbine***

***The Iraq War***

**9-11**

***Reality TV***

*Terrorism*

*Cell Phones*

*Starbucks*

***Cable***

***Gaming***

# 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

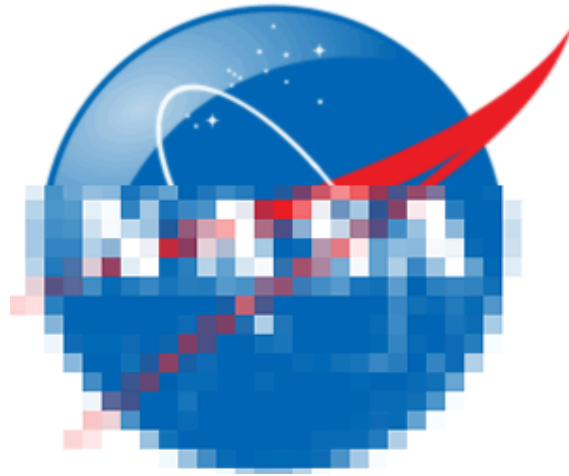
Sacrifice economic rewards for work-life balance

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



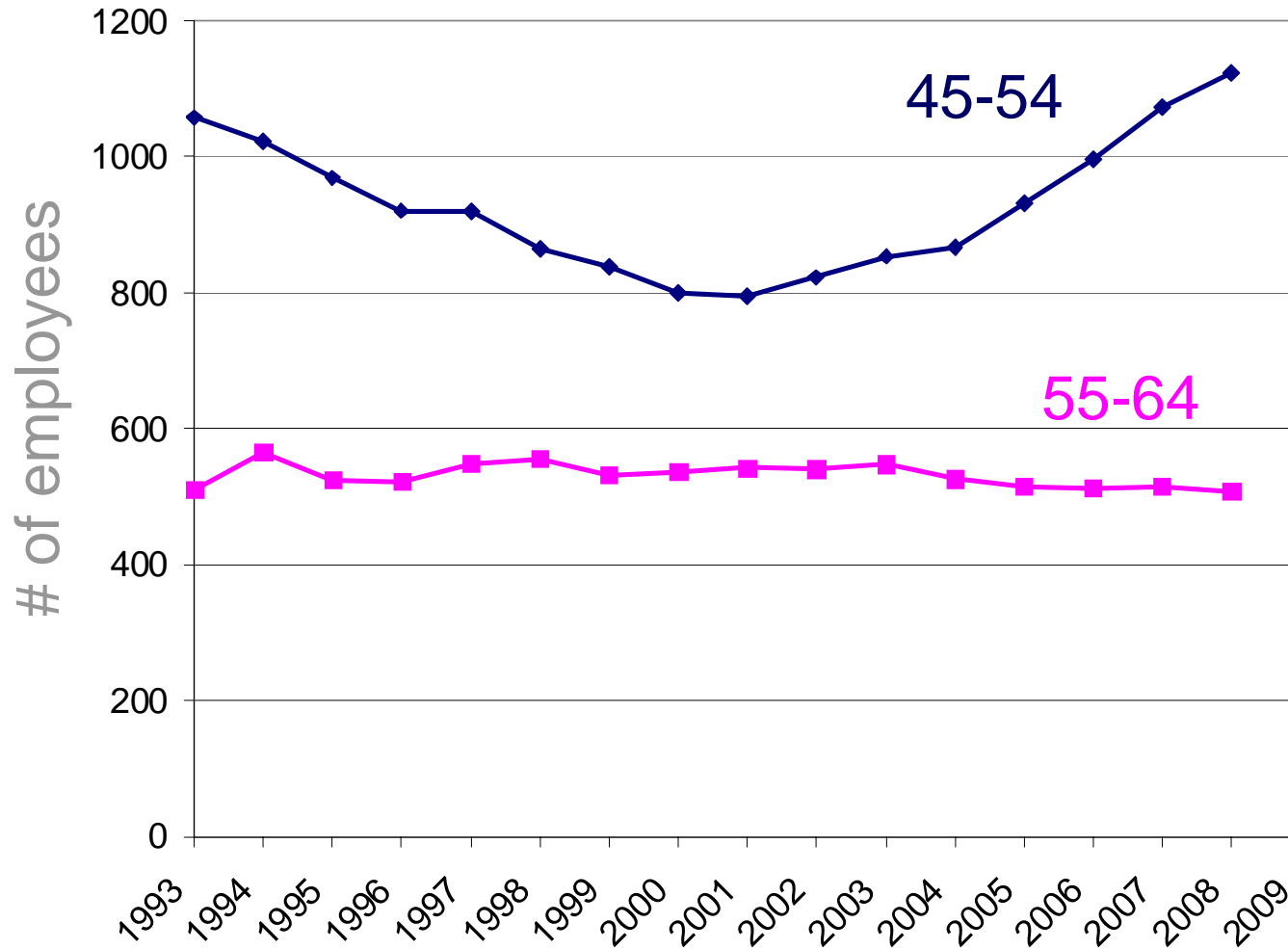
**Opposition** among Gen Y Hispanics is higher

39%

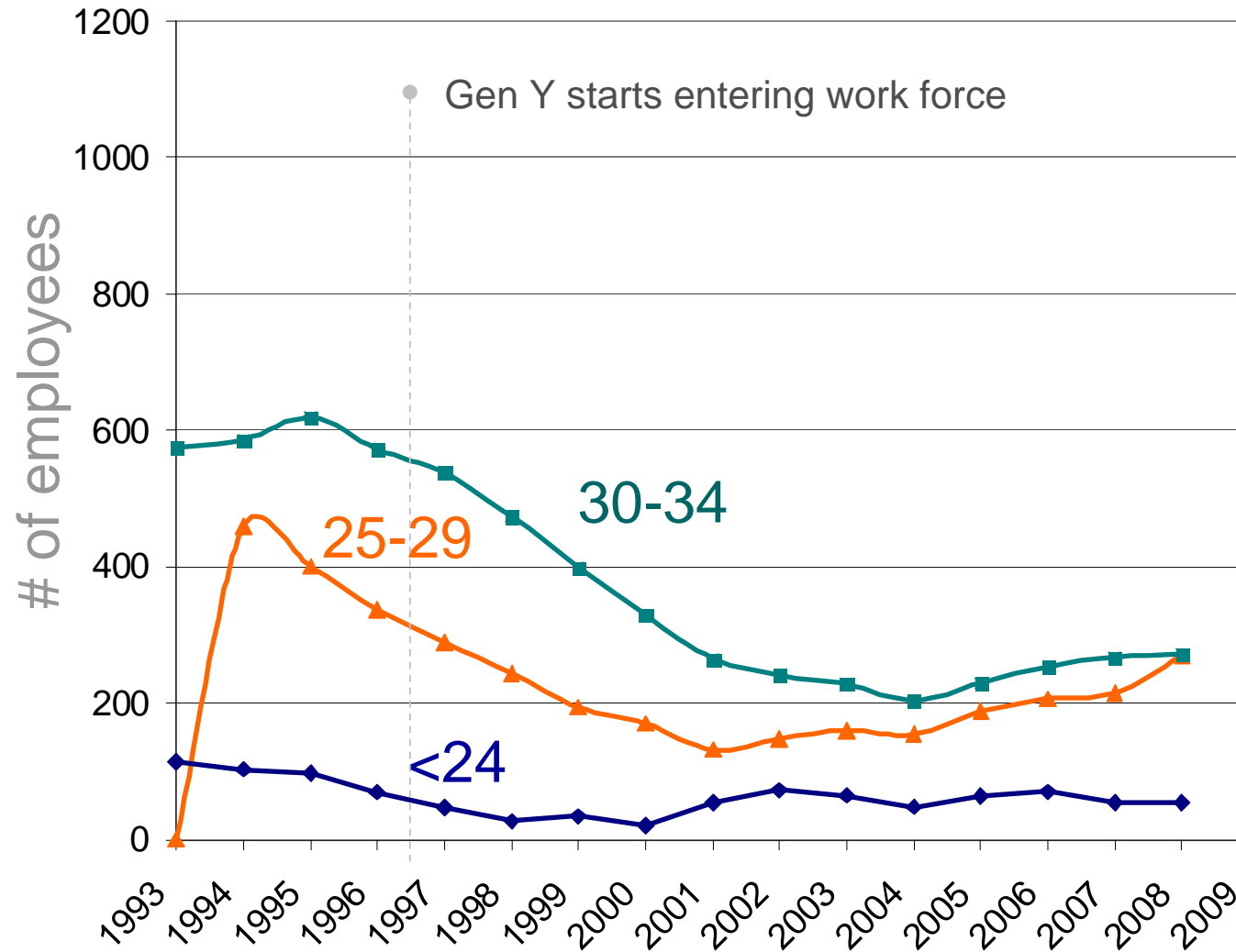
**39%** believe that nothing worthwhile has come out of NASA

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

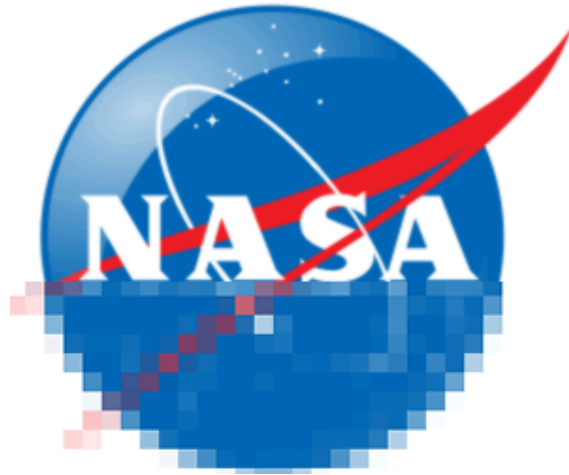
**For example, here's the profile at *NASA Johnson Space Center* for the workforce ages 45-64...**



**... 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

File Edit View World Tools Help NASA CoLab 184, 23, 56 (PG) - Weekly Meeting Spot - NASA CoLab L:54 PM PST 157,672

The screenshot shows a virtual meeting in a 3D environment. Numerous avatars are seated in blue chairs arranged in a circle. Name tags are visible above several avatars, including: Space Rigger, SpaceFreeFlyer Korobase, Magnus of Sweden, Magnus Binder, SL Finland, sliid4 Hirvi, Gala's son, Enzoos Sellers, Oregon L5 Officer, Pmg Flagstaff, Construction Boss, Ariel Miranda, Space CoLab Member, Khaleeroo Balhaus, Space CoLab Member, Caledonia Heron, Member, Troy McLuhan, Member, Drew Frobozz, NASA, Universa Vanalten, Be Ewing, Member, Salamanca Congrejo, Quantum Clipper, and Space CoLab Officer, Rocket Sellers. A chat window on the right displays a conversation log with timestamps and messages. The interface includes a top menu bar, a bottom toolbar with icons for communication and navigation, and a mini-map in the top right corner.

Space CoLab Member  
Residents Near Me (Chat History)  
Gestures Show Muted Text

[13:51] Universa Vanalten: ok really done now ;-)  
[13:52] You: great UV... Can't wait to see that take shape.  
[13:52] You: Ok one more project report I forgot to cue-- from our original charter tenant, the Oregon L5 Society! :) Pmg?  
[13:53] Ariel Miranda grins.  
[13:53] Pmg Flagstaff: Some of you may have noticed the honkin' big mountain on the west side of Project field: the Oregon L5 Lunar Lavatube Base project.  
[13:53] Universa Vanalten: hahahaha  
[13:53] Ariel Miranda: lol  
[13:53] Pmg Flagstaff: We would like to start doing some role-playing using parts or all of the equipment we have there.  
[13:53] Quantum Clipper: where did that come from??  
[13:54] Universa Vanalten: o that's terrific Pmg :-))  
[13:54] Rocket Sellers: are we allowed to play here?  
[13:54] Enzoos Sellers: pmg : ROME project

Click here to chat. Say Shout

Communicate Chat Fly Snapshot Search Build Mini-Map Map Inventory

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.*

“Explorers Hired: NASA's recruiting advantage”

“What My Teenager Taught NASA About Marketing”

“NASA uses social media to improve public image and reach target audiences”

“Open innovation leads to budget savings and improved reliability of Constellation spacecraft”

“2 million Digg votes for latest NASA press release”

“NASA flattens organization structure and improves innovation”

“NASA openness spins off into the first private spacecraft to land on the moon”

NASA employs the smartest engineers in the world to solve its toughest problems using collaborative innovation

Astronaut twitters from Space during EVA

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

“NASA uses persona based approach to tell its story”

“NASA switches back to Macs”

“Employees awarded with new incentives to innovate at NASA”

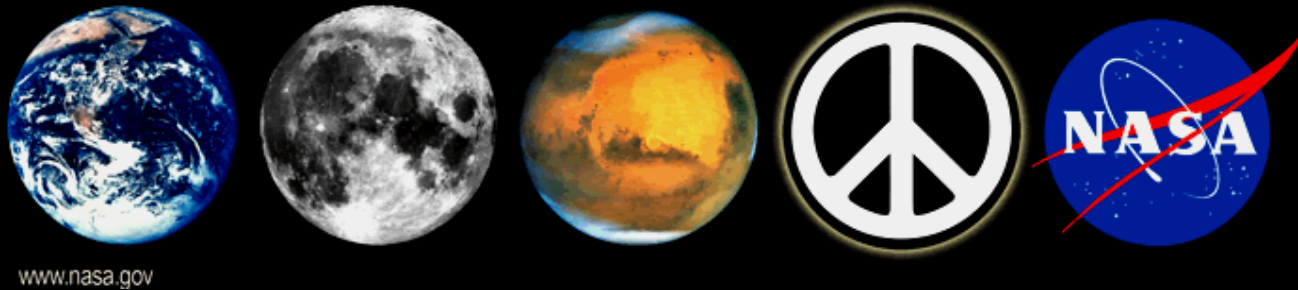
“Students from elementary school in Nebraska control Mars Rover from classroom”





*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!**





## **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      Connected  
Exciting      Purposeful

**But we – our generation –  
want 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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