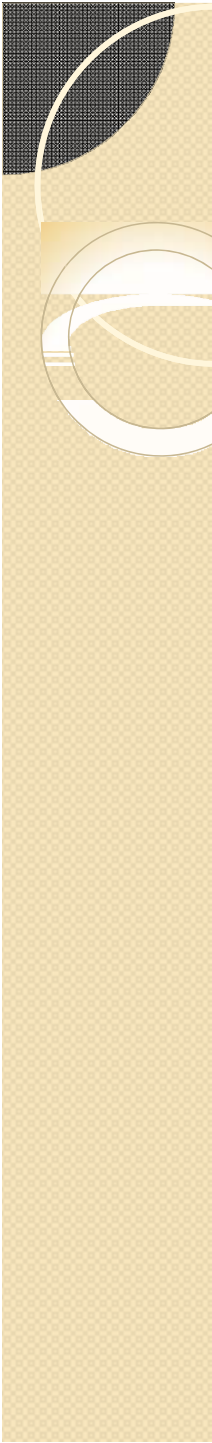




Meet the Plurals!

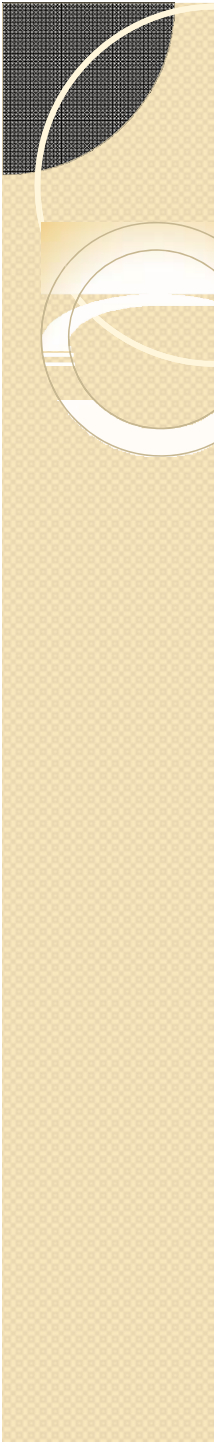
Or Generation Z ... or whatever

1995-ish to ... um?????



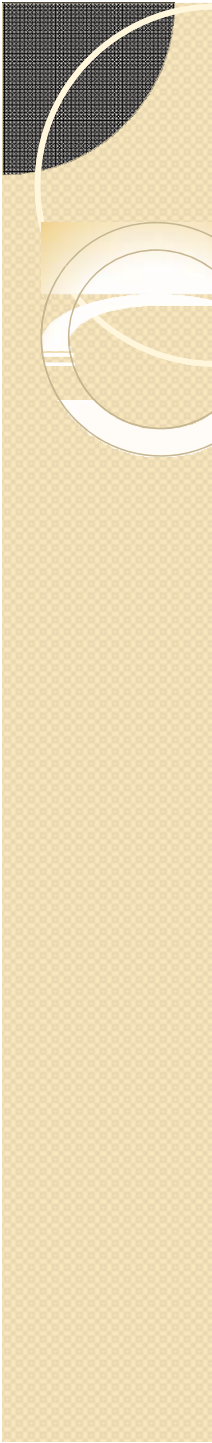
Formative Messages

- 2003 • War begins in Iraq
- 2004 Tsunami in the Asian Ocean
- 2005 Hurricane Katrina
- 2006 Facebook and Twitter
- 2007 Mortgage Bubble Burst
- 2009 Barack Obama Innaugurated
- 2010 DeepWater Horizon Spill
- 2015 Same sex marriage becomes
 - legal in all states



Compelling Messages

- ◆ "You can be anything you want IF you have the talent/ability ...AND you work hard"
- ◆ "Conserve resources" (money and the environment)
- ◆ "You're going to have to do it yourself"



Facts

America's last generation with a Caucasian majority

55% are Caucasian (in baby boom, 76%)

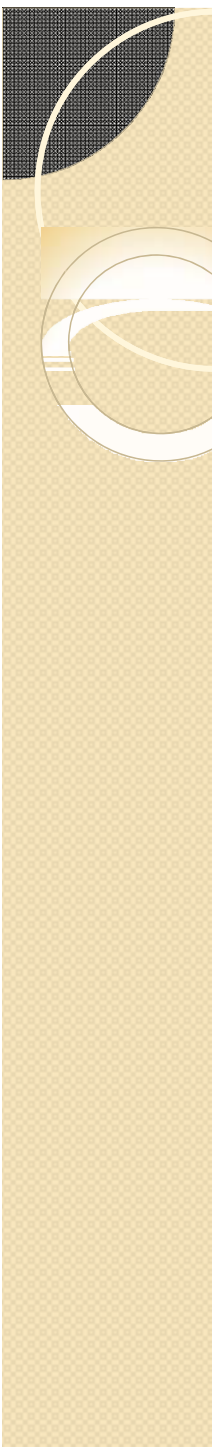
24% are Hispanic

14% are African-American

4% are Asian

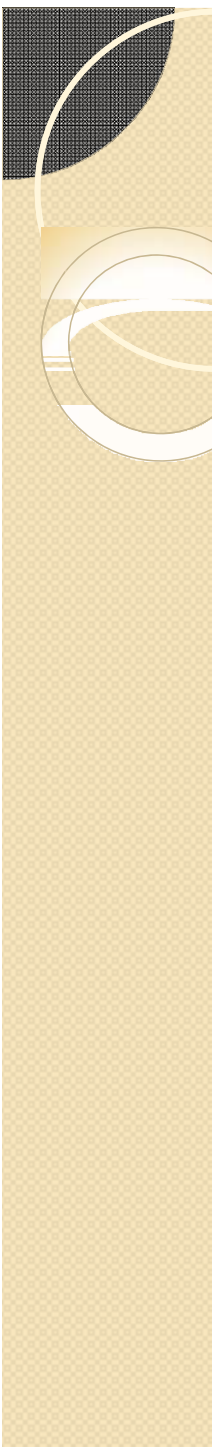
4% are mixed race or other

In 2042, there will be no majority.



Facts

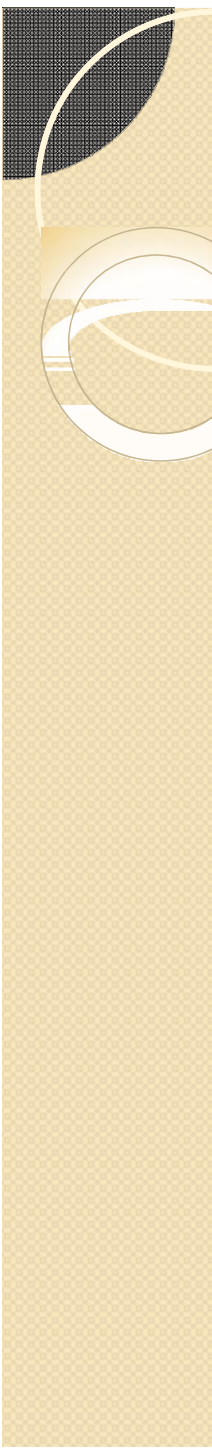
- ◆ Worst economy since The Great Depression
- ◆ War
- ◆ The most positive about America becoming more ethnically diverse
- ◆ The most diverse social circles (socio-economic, sexual orientation, religious, regional)
- ◆ The “American Dream” doesn’t exist
- ◆ Affected by blended gender roles
- ◆ Only 55% live at home w 2 parents (GenX, 83%)
- ◆ Don’t remember when a gay person or character wasn’t on tv



Parenting Style

Baby Boom

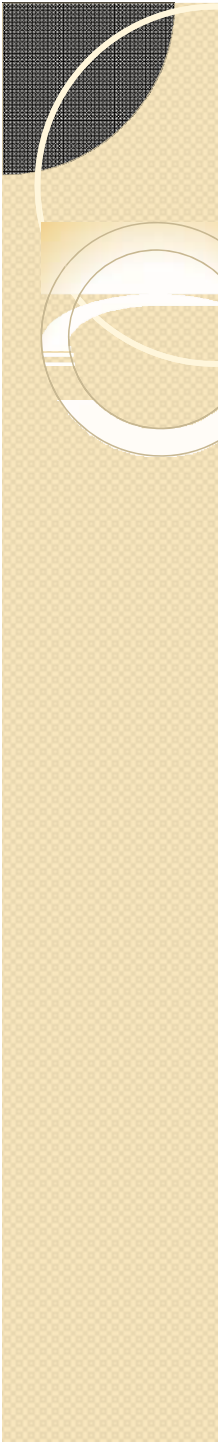
- ♦ Honest
- ♦ Respectful
- ♦ Truthfulness
- ♦ Ethical
- ♦ “What is best for the group/sacrifice for the group”?
- ♦ Protect kids thru involvement
- ♦ Giving the child materials to be successful (and being there thru it)
- ♦ “You can do anything”
- ♦ Everyone wins
- ♦ Kids are wonderful



Parenting Style

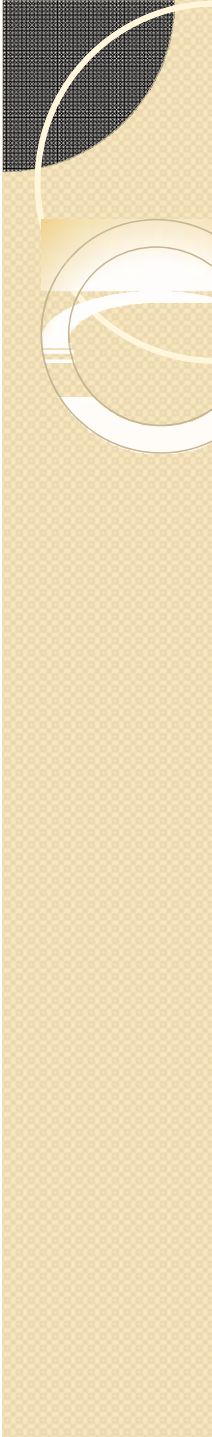
Gen X

- ◆ Hardworking
- ◆ Independent
- ◆ Confident
- ◆ Organized
- ◆ “What is best for the individual/makes you happy”?
- ◆ Protect kids through surveillance
- ◆ Giving child skills to be successful (and making them not reliant on parents)
- ◆ “Do what you’re good at”
- ◆ Only the best win
- ◆ Kids are a chore



Media

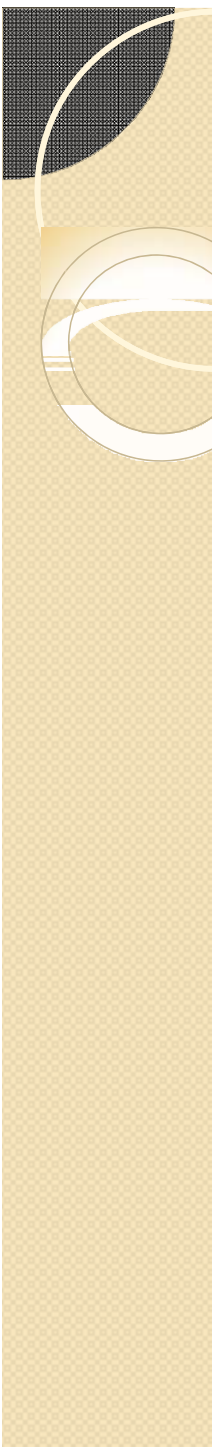
- ◆ **Social Media is IT ... *but not Facebook***
- ◆ Media is fragmented: radio, tv, social media, internet, YOUTUBE, twitter, Instagram, tumblr, SNAPCHAT
- ◆ Youtube: Everyone can/will be famous ... at least for a little while.



So, what does this mean?

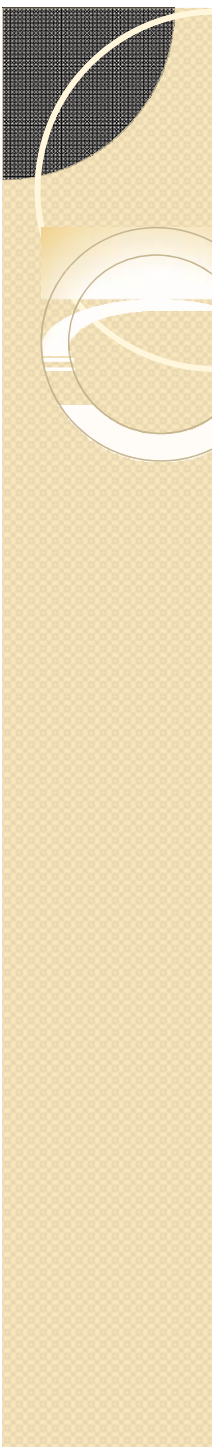
Plurals are conservatives. Well, sorta.

- ◆ A-ok with topics of cultural diversity, immigration, being multi-lingual.
- ◆ Unhappy with some religions' handling of same sex marriage and gay rights
- ◆ “Global Citizen” is the primary title
- ◆ Fiscally conservative ... and they do believe in a strong national defense
- ◆ The Race Barrier is broken for politics ... and likely the gender barrier, and the sexual orientation barrier



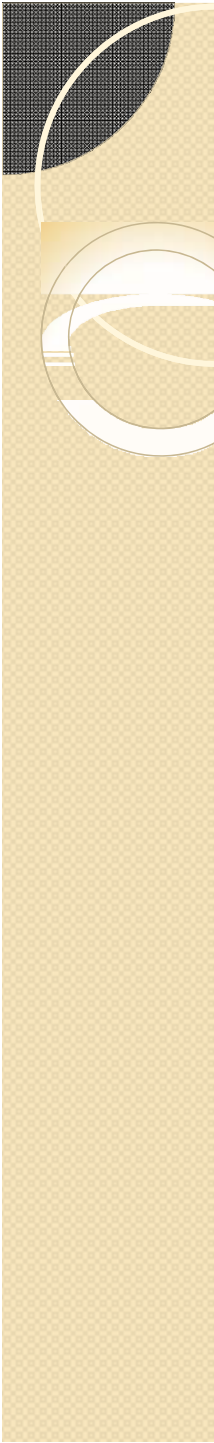
So, what does this mean?

- Lack a fully developed frontal lobe in the Social Media Age
- Extremely short attention spans
- Their interpersonal skills are not as developed as previous generations
- They are “multi-personalities”
- They overshare



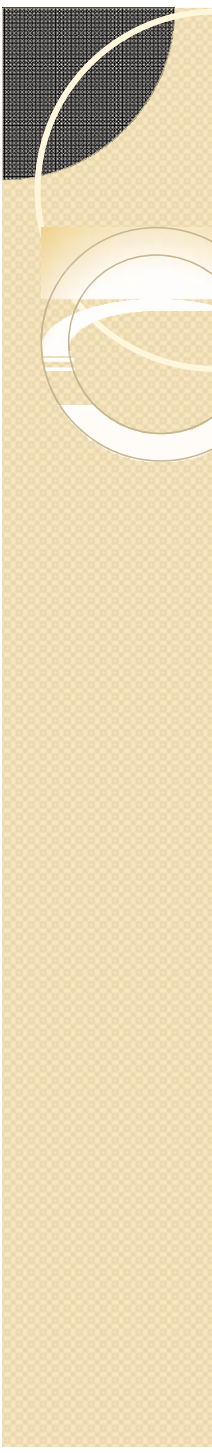
So, what does this mean?

- They are likely to accept the world on its own terms (as opposed to the “revolution” attitude of BB/M). They more mirror the WW2 Generation
- They do not expect anything from the world. They know they’ll have to work for it.
- They will either go straight to work or trade school or community college.
- They are VERY realistic about what is achievable.
- They value happiness over money or status.



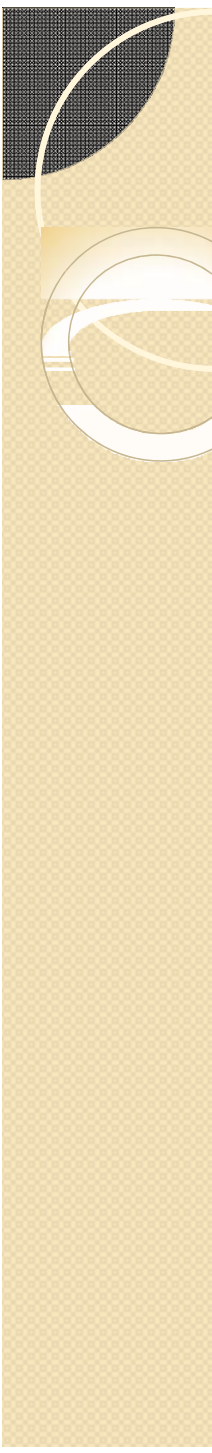
“What Can I Adjust?”

- Interviewing
- Training
- Supervision



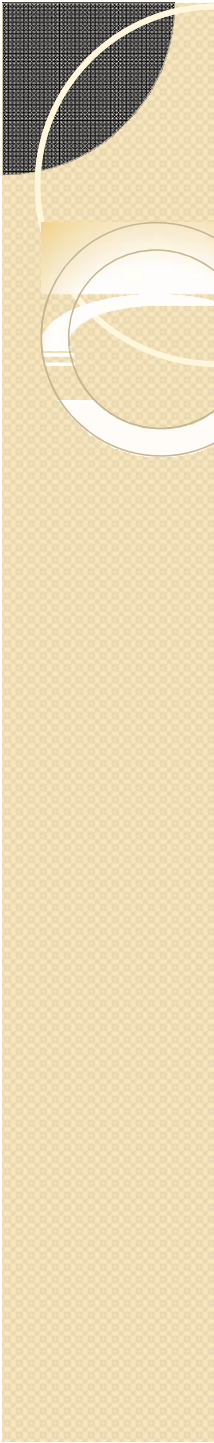
Implications for Employment

- ◆ They will be punctual.
- ◆ Their parents will be less involved in the employment process.
- ◆ They won't be "boat rockers". They'll accept the position they earn, but expect to be promoted once they "achieve".
- ◆ They may haggle about pay.
- ◆ They will not only accept, but embrace difference.
- ◆ They will not be impressed by "status" ... at all ... in any realm.



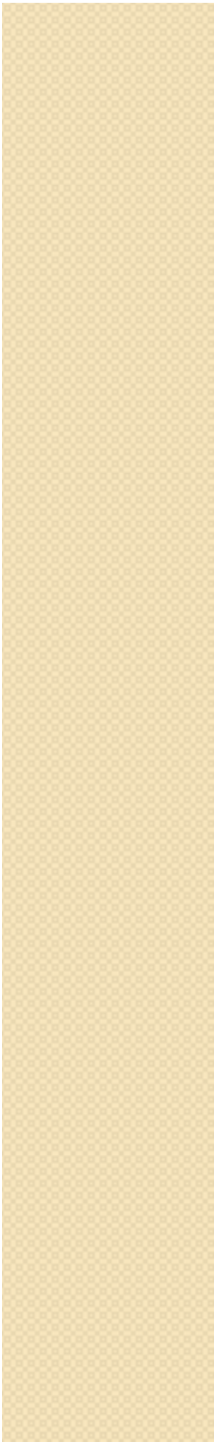
Implications for Employment

- ◆ They will communicate A LOT.
- ◆ They will “overshare” by other generations’ standards. This includes tweeting altercations with you or other staff.
- ◆ They will have difficulty communicating what exactly they mean, both to you as a boss and to each other.
- ◆ They will accept constructive criticism much better than Millennials
- ◆ They can take no as an answer.



Why You'll Miss Millennials

- ◆ Optimism and enthusiasm
- ◆ Ability to work in groups
- ◆ “Nurturing” style
- ◆ Plurals lack all of these ...



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