Generation Y Perspectives

Meet Garret, Kristen, Aaron and Nick

Our friends think that we are rocket scientists and astronauts

Because we work here

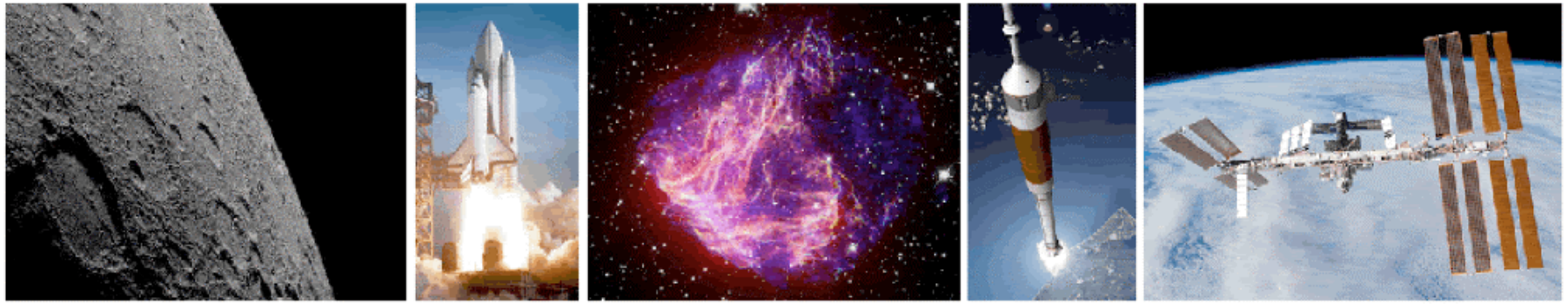
But truthfully, we tend to work just as much here.

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.™

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).

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.

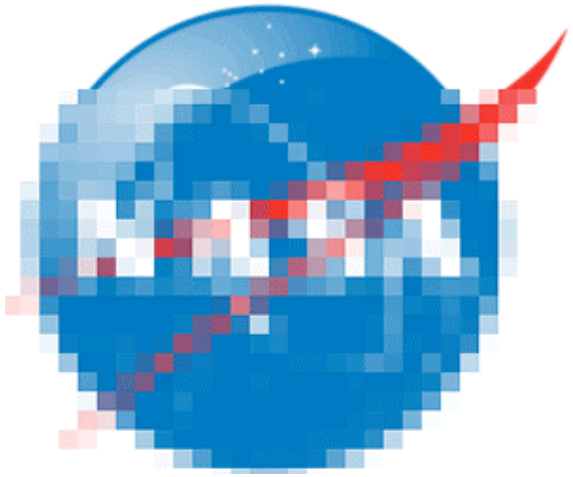
And we think they SHOULD connect to it.

Because what NASA does is important.

…to everyone.

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

gather
Agatra
browsr
oyogi
calepress
YEDDA
standpoint
meebo
EXTRA TASTY!
last.fm
Jotspot
Frappr!
jeteye
dabble
Writeboard
SHOUTWIRE
iKarma
KaNOODLE
AirSet
tech.memeorandum
CalendarHub
Suprglu
PIECING YOUR WEB TOGETHER
pando
zigtag
Findory
backfence
clipmarks
wayfaring
gOFFICE
AllPeers
orb
Rallypoint
Zoozio
blogbeat
Ziggs
zoto
vSocial
Boltfolio
wink
riya
Audible Wordcast
Opinity
Because your reputation matters!
reddit
measuremap
gumshoo
bluepulse
imvu BETA
STREAMLOAD
Freedom for Your Digital Lifestyle
Ta-da Lists
FeedSky
jellyBam.INC
nativetext
CONGOO
BETA
PODZINGER
BETA
RSS MAD
FeedTier
phanfare
WIKIPEDIA
The Free Encyclopedia
Fruitcast
PubSub
AC
dPolls
flickr
Ning
Ookles
Strongspace
zoominfo
CASTPOST
ALPHA
yubnub
BLOOP
BETA
ProjectSpaces
FeedBurner
Bloglines
pursevolume.com
FOTOLOG
ourmedia
Yub.com
Spot Runner
BETA
myspace
a place for friends
NewsAlloy
BAllmydata.com
gabbr.com
a social news community
Gcast
blinkx
search
openomy
riffs
ajchat
alpha
jambo
NETWORKS
ROLLYO
BETA
ClipShack
beta
chatsum
PANDORA
looklater
beta
PROTOPAGE
squish
WebJay
PLAZES
Noodly
30
BETA
wondir
diigo
BETA
box
Jots
Xdrive
vizu
beta
digg
del.icio.us
omni drive
AlmondRocks
Tagyu
30GIGS.com
(beta)
writely
Simpy
Gtalkr
TRUVEO
BETA
egoSurf
Know Your Place
mozy
beta
Quimble
Basecamp
pegasus
News
remember the milk
BETA
SQUIDOO
BETA
Everyone's an expert on something
picturecloud
.com
newsvine
Clipfire
My Videokaraoke
beta
Lexxe
alpha
powered by advanced natural language technology
OOKSTER
BETA
PXN8
photos made easy
measuremap
facebook
Netvibes
goowy
yelp
Real People. Real Reviews.
Smarkets
Buy/sell shares of Amazon Products
inform
BETA
filangy
magnolia
43 Things
Technorati
Platial
Backpack
Gmail
BETA
ShoZu
wrickr.com
feedmarker



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.

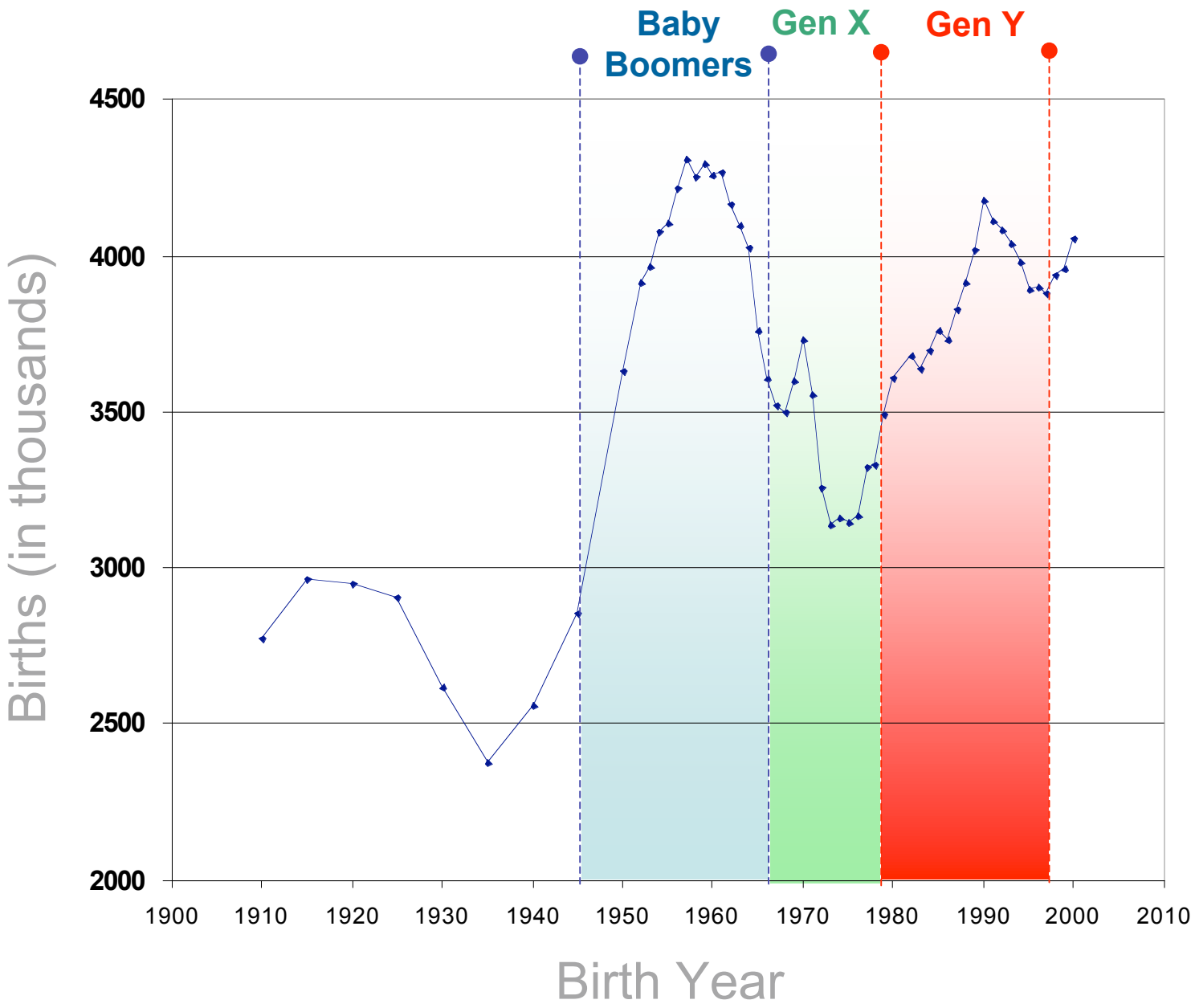
Roughly speaking,
Generation Y is defined as -

1977 < Birth Date > 2000

31 < Current Age > 8

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

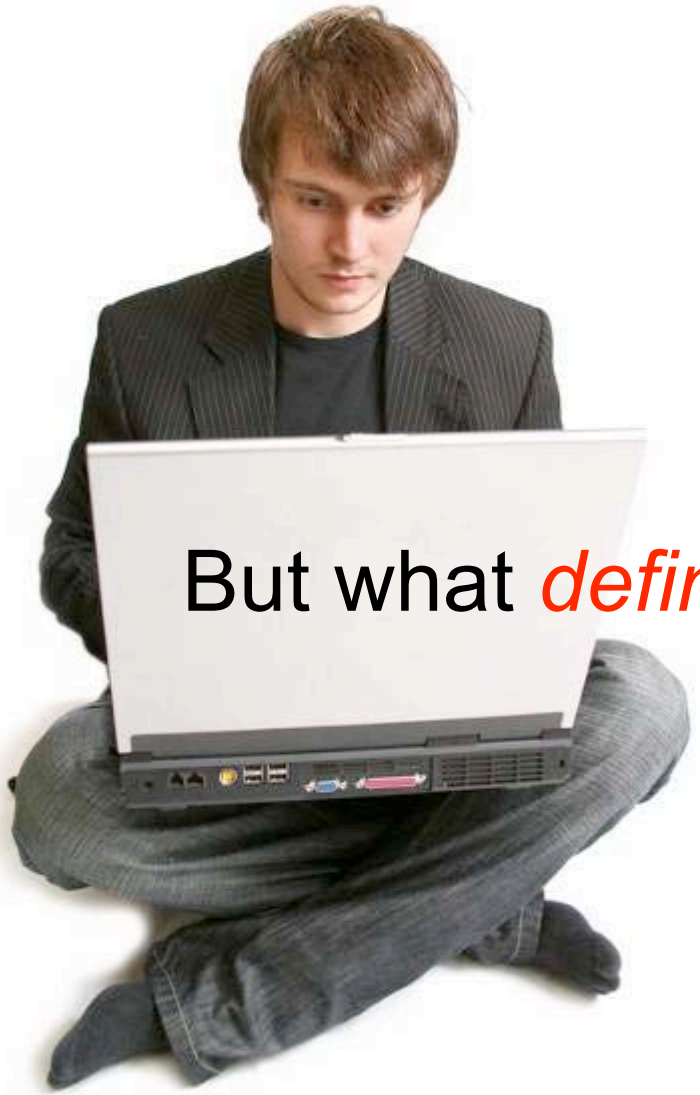
And just like the Baby Boomers, *we* are a large group of people that is IMPACTING society


Baby Boomers
Gen X
Gen Y
4500
4000
3500
3000
2500
2000
Births (in thousands)
1900
1910
1920
1930
1940
1950
1960
1970
1980
1990
2000
2010
Birth Year

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?

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.

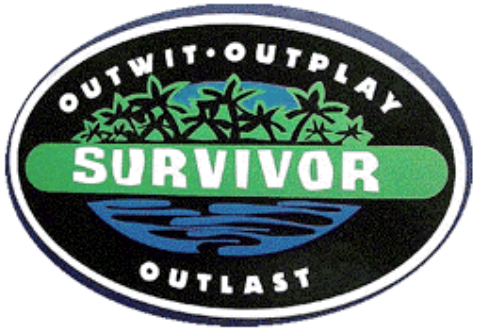
We are used to DIVERSITY

…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

Civil Rights

Handicapped 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

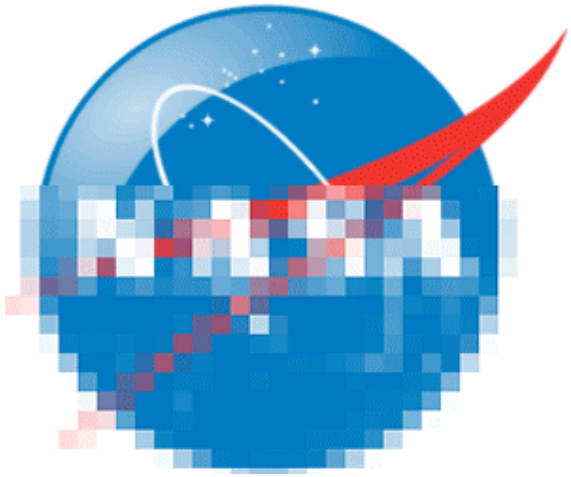
Sacrifice economic rewards for work-life balance

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.

40%

Forty percent oppose NASA's mission

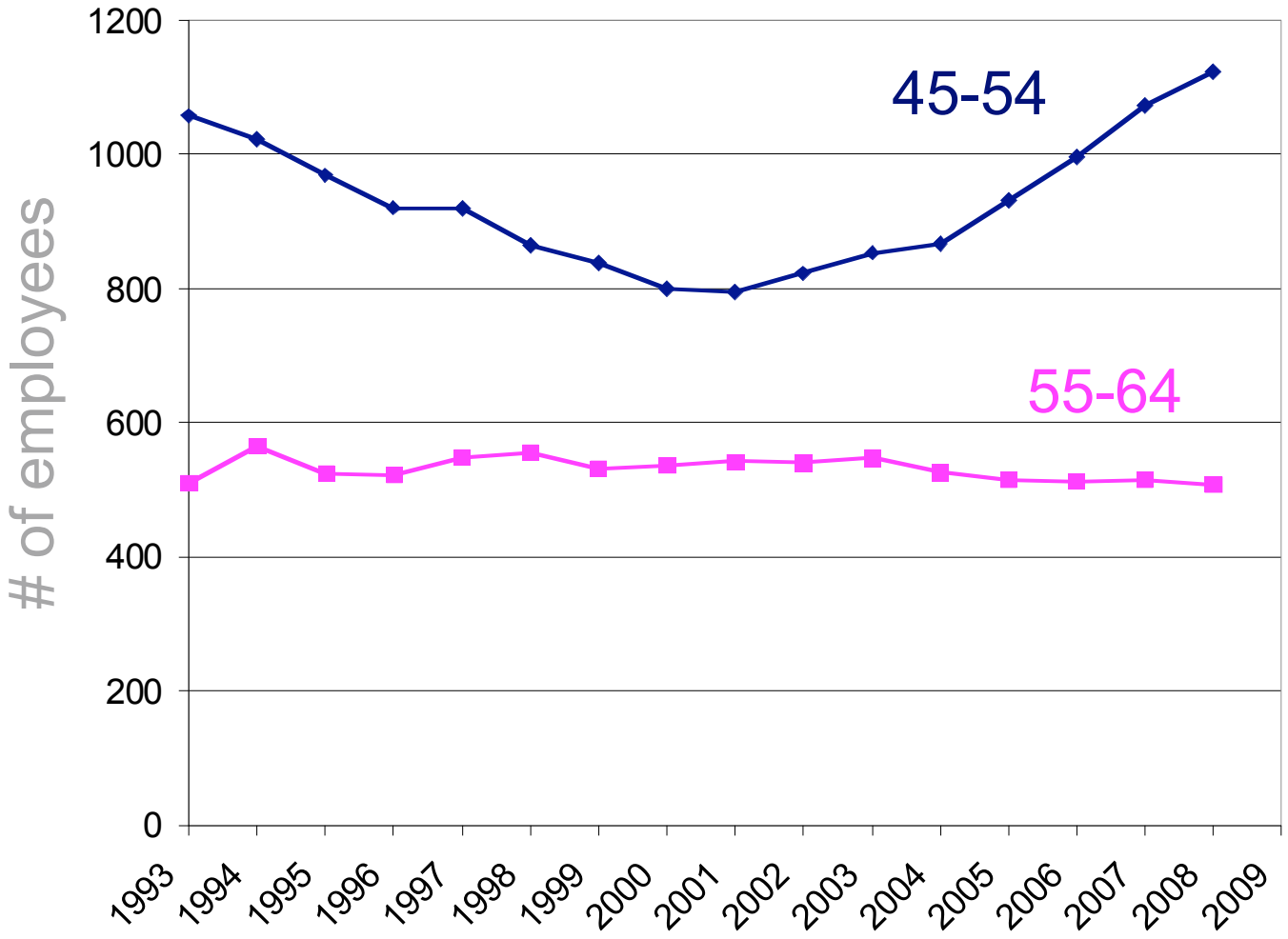
Opposition among Gen Y Hispanics is higher

39%

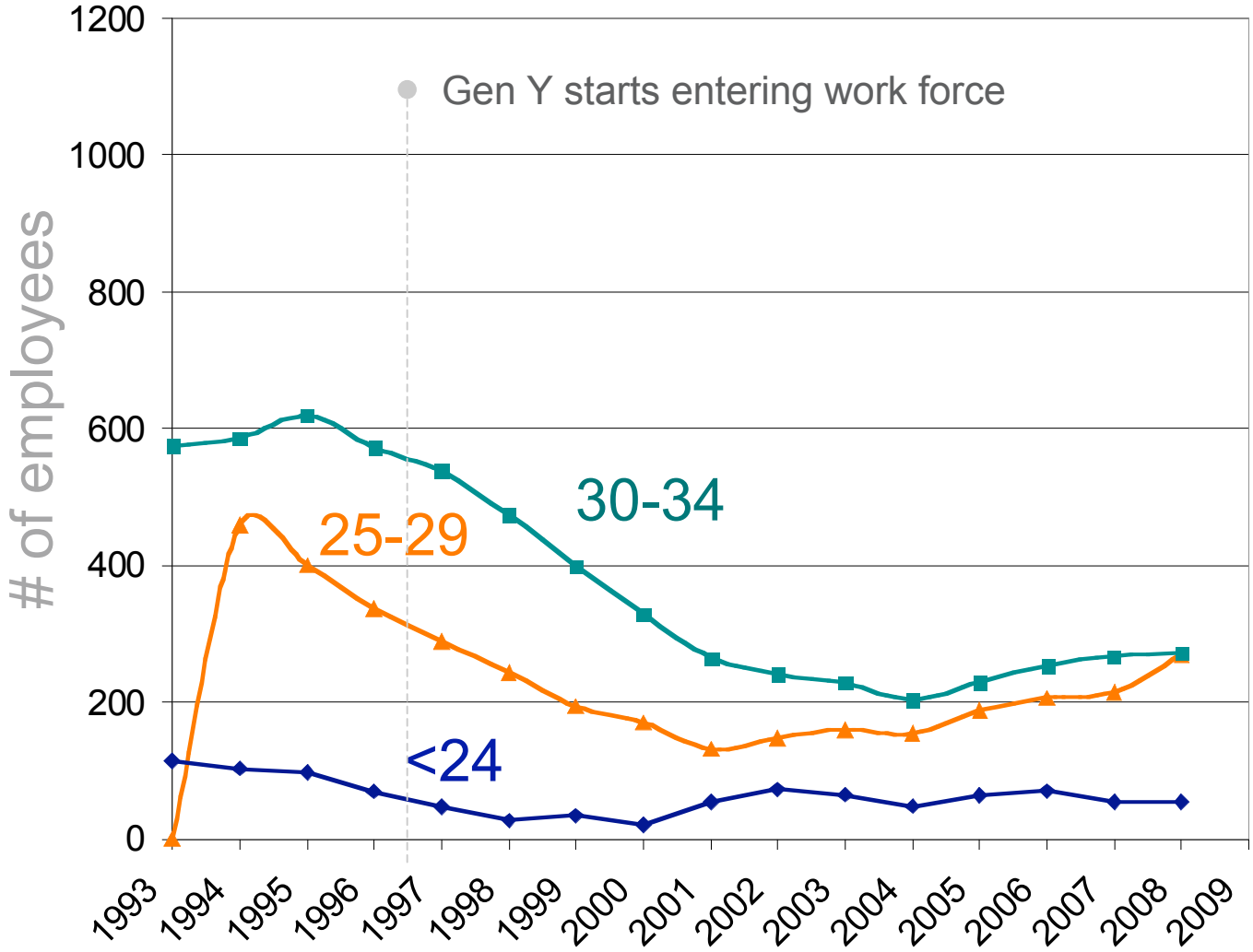
39% believe that nothing worthwhile has come out of NASA

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

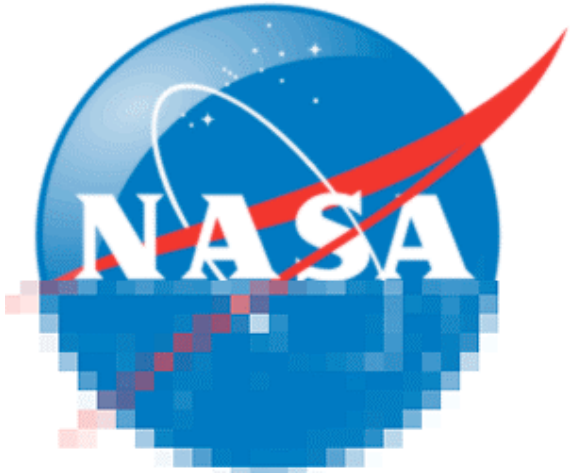
For example, here's the profile at NASA Johnson Space Center for the workforce ages 45-64…



… 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.

“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”

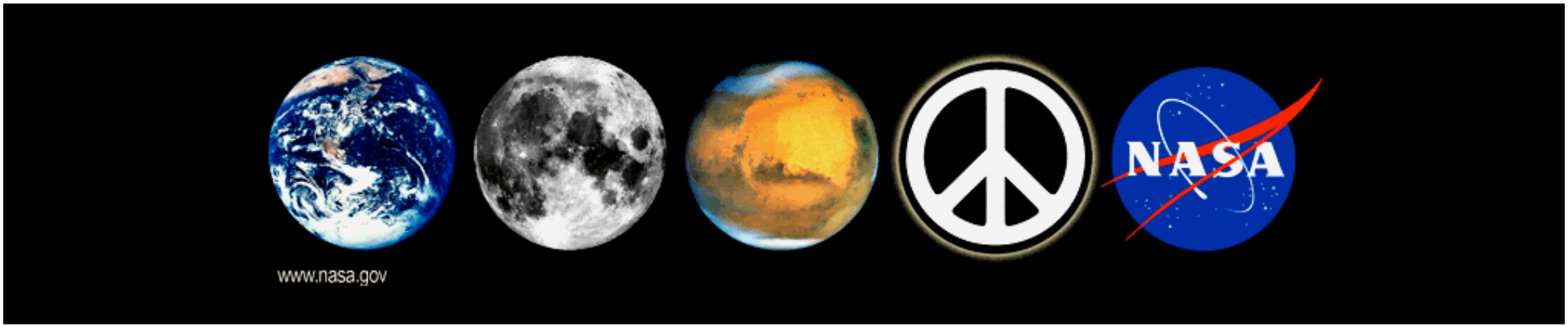
“NASA switches back to Macs”

“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:



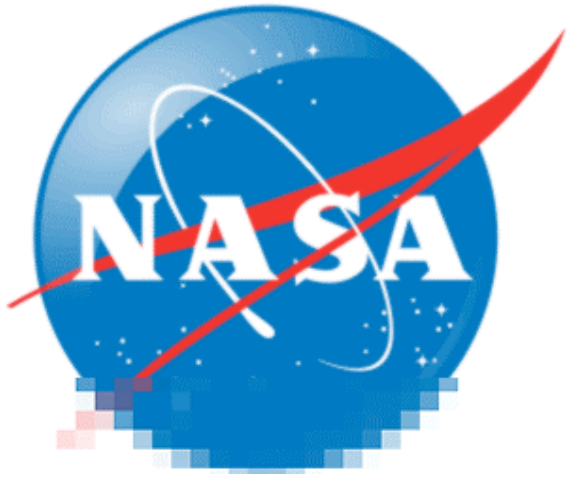
she commented:

"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!

1
Centennial Challenges
NASA
KiDS' CLUB
Play Fun Games
COLAB
twitter
NASA
2
Crescent: As MESSENGER neared Me
on Jan 14, 2008, the spacecraft took this
image of the planet's full c..
http://tinyurl.com/yq3seb
3
NASA RSS Feeds
XML Breaking News (http://www.nasa.gov/rss/breaking_news.rss)
XML Image of the Day (http://www.nasa.gov/rss/image_of_the_day.rss)
XML Large Image of the Day (http://www.nasa.gov/rss/lg_image_of_the_day.rss)
XML Moon and Mars Exploration News (http://www.nasa.go
XML Shuttle and Station News (http://www.nasa.gov/rs
XML Solar System News (http://www.nasa.gov/rss/sp
XML Universe News (http://www.nasa.gov/rss/univ
XML Earth News (http://www.nasa.gov/rss/earth.rs
XML Aeronautics News (http://www.nasa.gov/rss/
4
facebook
5



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

Purposeful

Exciting

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.

NASA

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