

JSC/EC5 U.S. Spacesuit Knowledge Capture (KC) Series Synopsis

All KC events will be approved for public using NASA Form 1676.

This synopsis provides information about the Knowledge Capture event below.

Topic: Gen Y Perspectives

Date: February 22, 2008

Time: unknown

Location: JSC/B5S/R3102

DAA 1676 Form #: 29766

This is a link to all lecture material and video: \\js-ea-fs-01\pd01\EC\Knowledge-Capture\FY08 Knowledge Capture\20080222_G.Fitz_Gen Y Perspectives\For 1676 Review & Public Release

*A copy of the video will be provided to NASA Center for Aerospace Information (CASI) via the Agency's Large File Transfer (LFT), or by DVD using the USPS when the DAA 1676 review is complete.

Assessment of Export Control Applicability:

This Knowledge Capture event has been reviewed by the EC5 Spacesuit Knowledge Capture Manager in collaboration with the author and is assessed to not contain any technical content that is export controlled. It is requested to be publicly released to the JSC Engineering Academy, as well as to CASI for distribution through NTRS or NA&SD (public or non-public) and with video through DVD request or YouTube viewing with download of any presentation material.

* This PDF is also attached to this 1676 and will be used for distribution.

[For 1676 review use Synopsis Fitzpatrick Gen Y Perspectives 2-22-2008.pdf](#)

Presenter: Garret Fitzpatrick

Synopsis: Are you familiar with the famed Generation Y, or "Gen Yers?" Generation Y is projected to be 47 percent of the workforce by 2014. They were born roughly between 1977 and 2000, but that is definitely not their only defining factor. But who is this group, and what do they have to do with the future of the space program and the Johnson Space Center (JSC)? During 2007, a group of Gen Yers at JSC participated on a committee to address the NASA Headquarters strategic communications plan. Fitzpatrick, along with his co-authors, created a presentation to share the Gen Yers' perspective on their generation in conjunction with the strategic communications strategy released. This knowledge capture (KC) event is that presentation.

Biography: Garret Fitzpatrick has served as a technical lead on NASA's Crew Protection Systems Engineering Team, and he also has served NASA as an engineer, hardware manager, and Strategic Communications/Public Outreach advocate since he began working at JSC as a cooperative education student in 2003. As an enthusiastic advocate for engaging the public with the mission of human spaceflight, he has been invited to speak at the Pentagon, the U.S. Naval Academy, Disney Imagineering, and several NASA-sponsored events.

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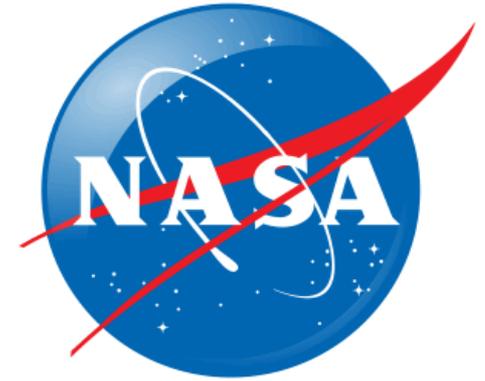
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Generation Y

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.***



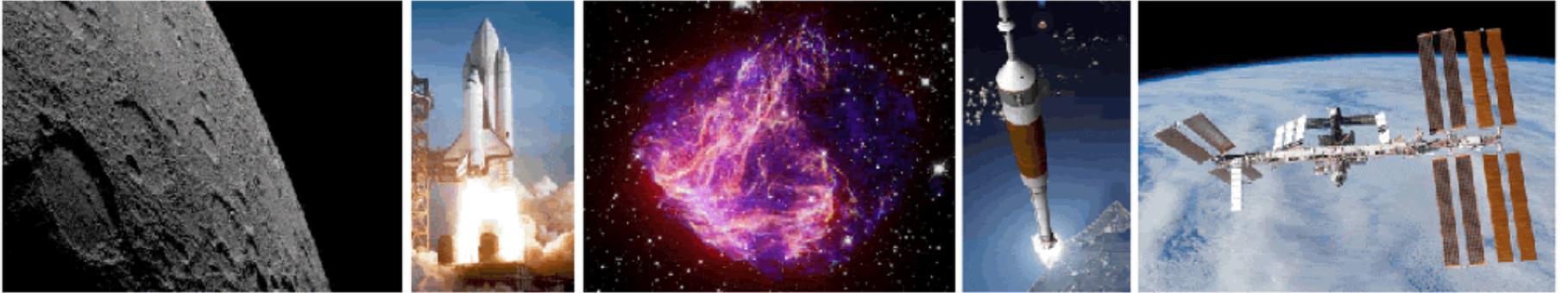
***Last week, we interacted with
people from here ...***



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

*They **all** wanted to know **more**
about what we do at NASA.TM*

So we got to thinking...



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

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

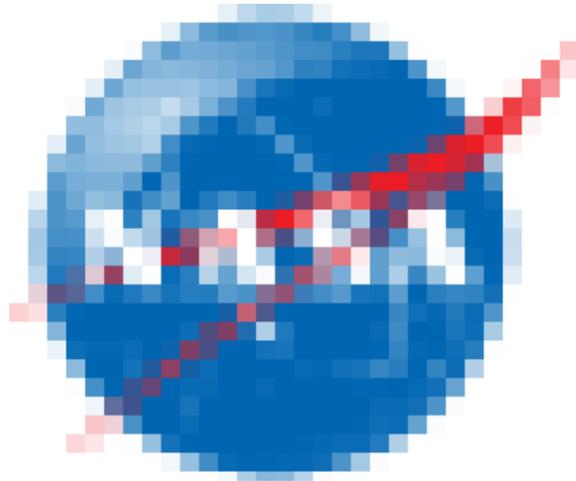
*We are part of **Generation Y.***

*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.

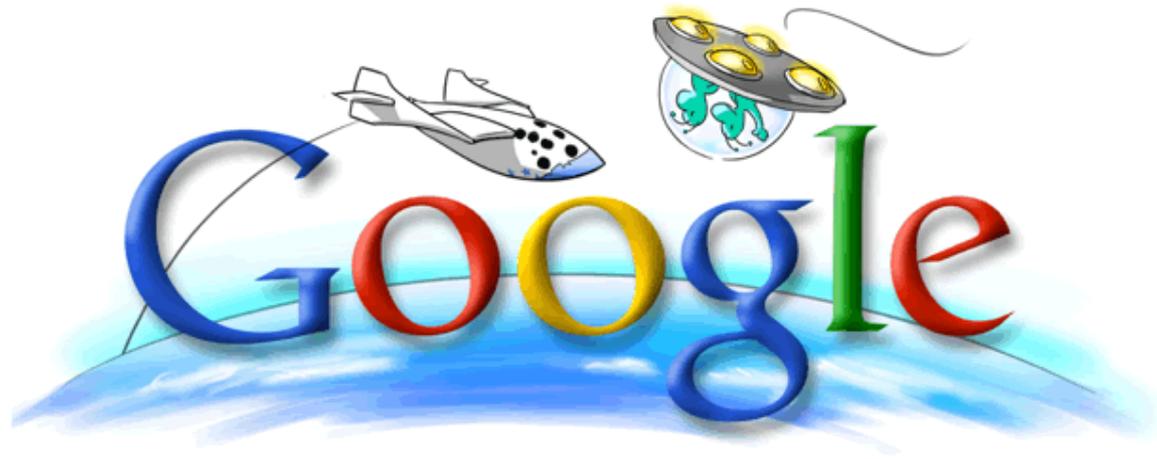


*And we think they **SHOULD**
connect to it.*

Because what NASA
does is **important**.

...to everyone.





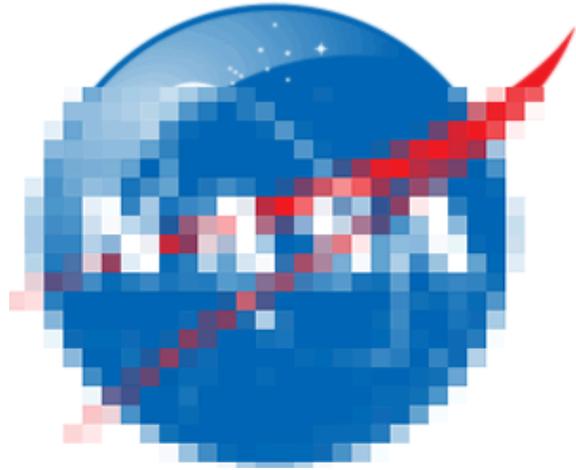
The world is **connected** today in ways
that are **shattering** traditional
communications concepts.



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

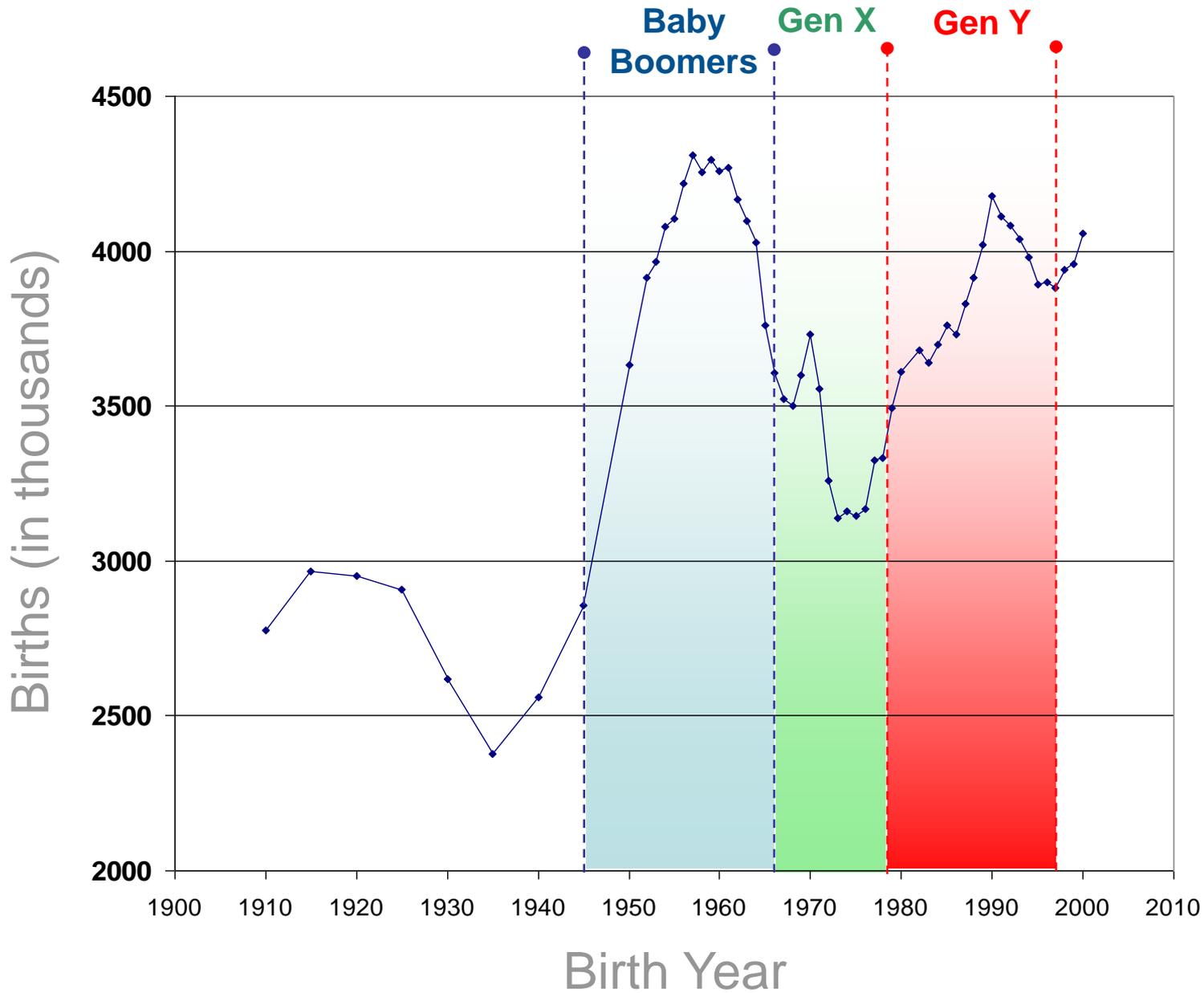
< Current Age >

8



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

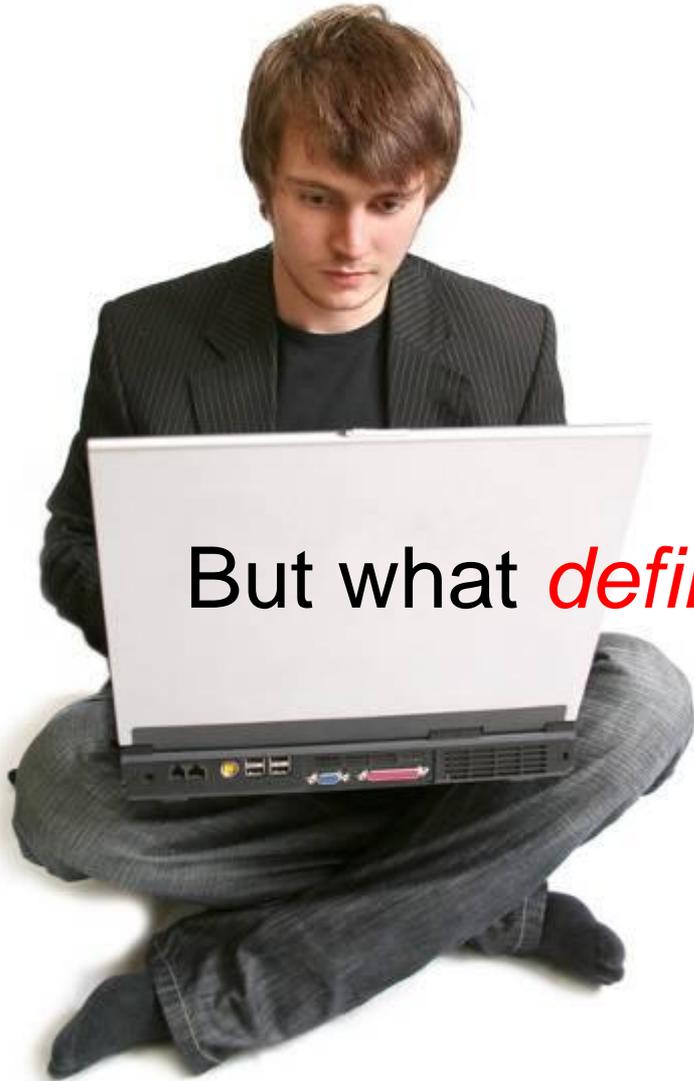
And just like the Baby Boomers, we are a large group of people that is **IMPACTING society**



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?

Seeks mentors

G L O B A L

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

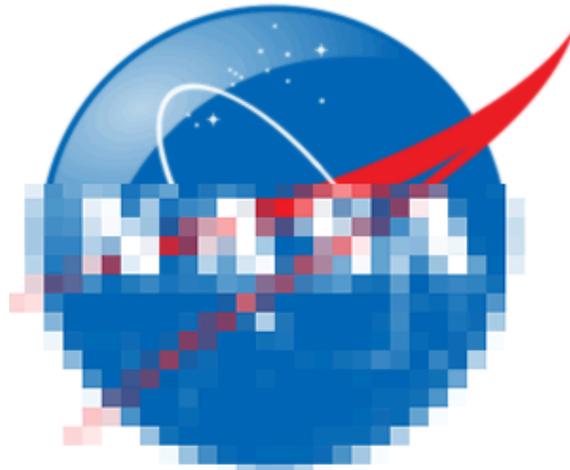
Sacrifice economic rewards for work-life balance

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



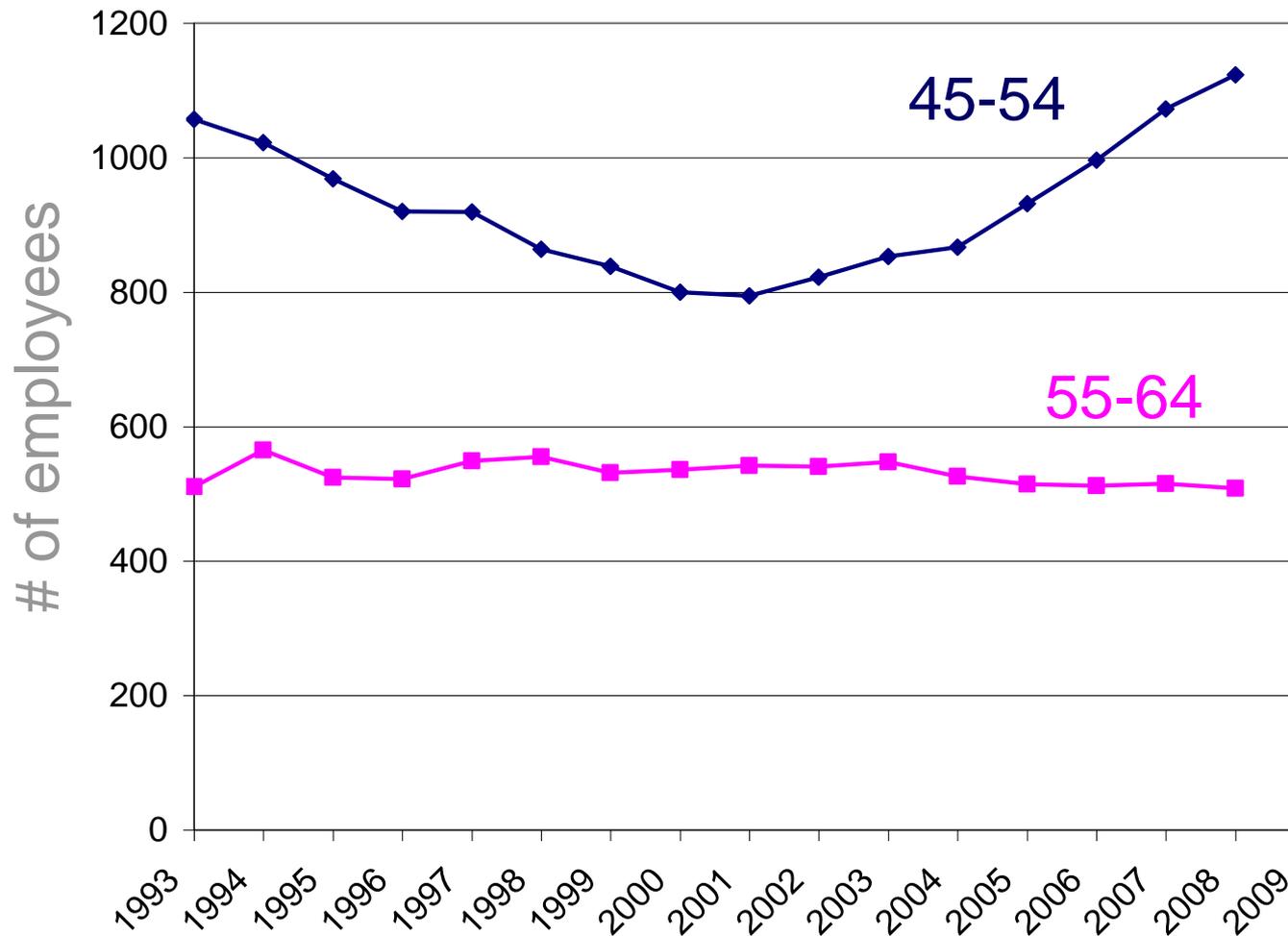
Opposition among Gen Y Hispanics is higher

39%

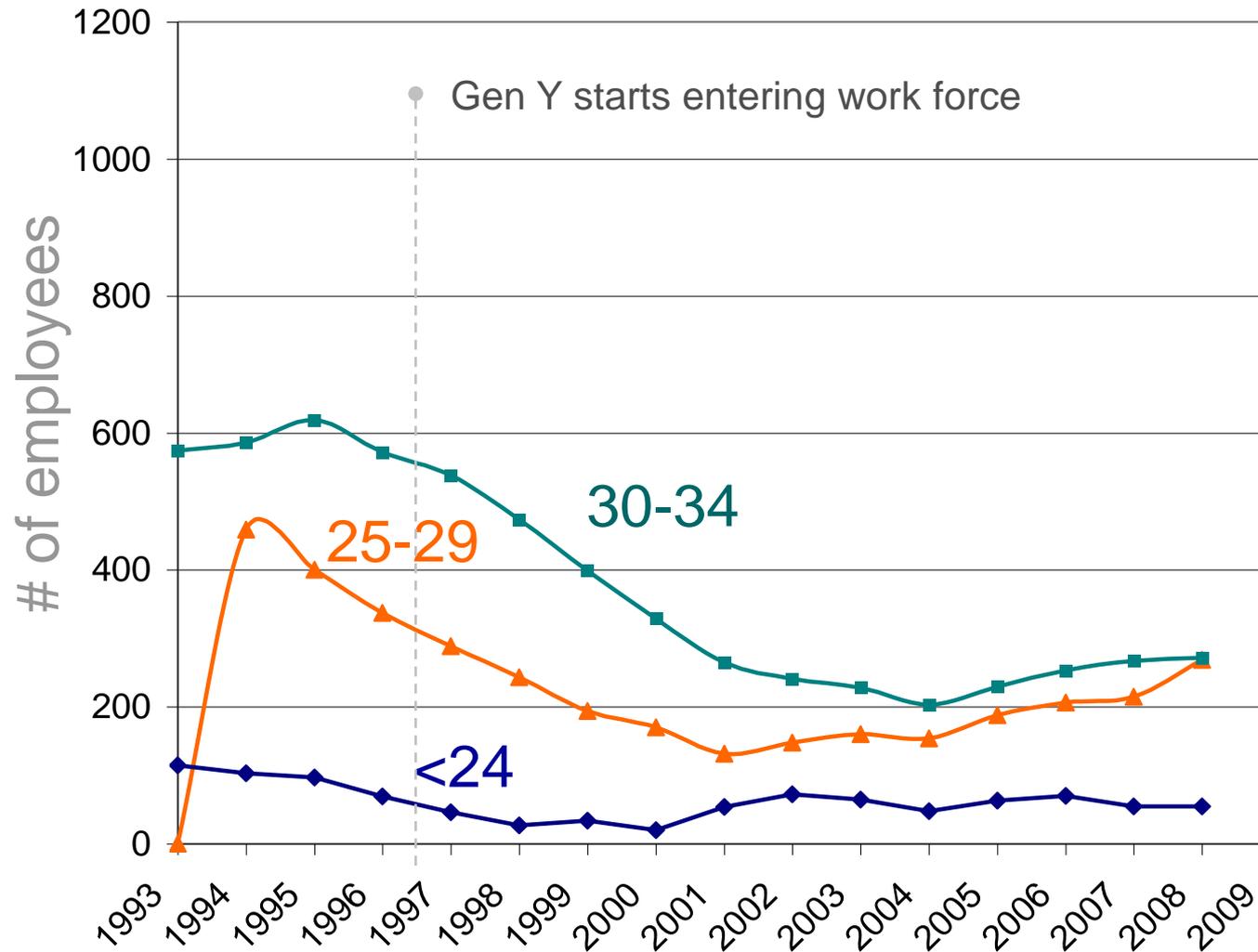
39% believe that nothing worthwhile has come out of NASA

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

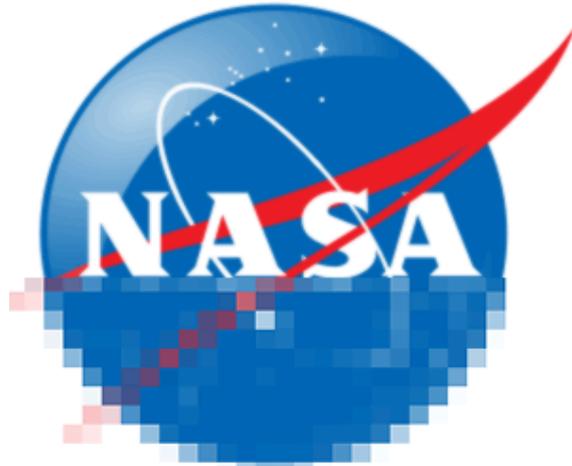
For example, here's the profile at **NASA Johnson Space Center** for the workforce ages 45-64...



... 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”



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:

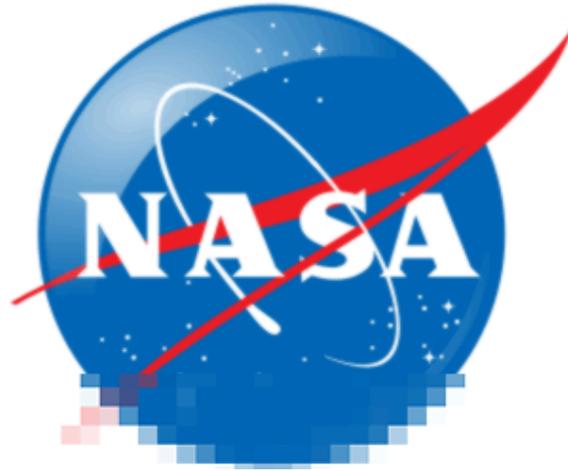


she commented:

“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!**



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

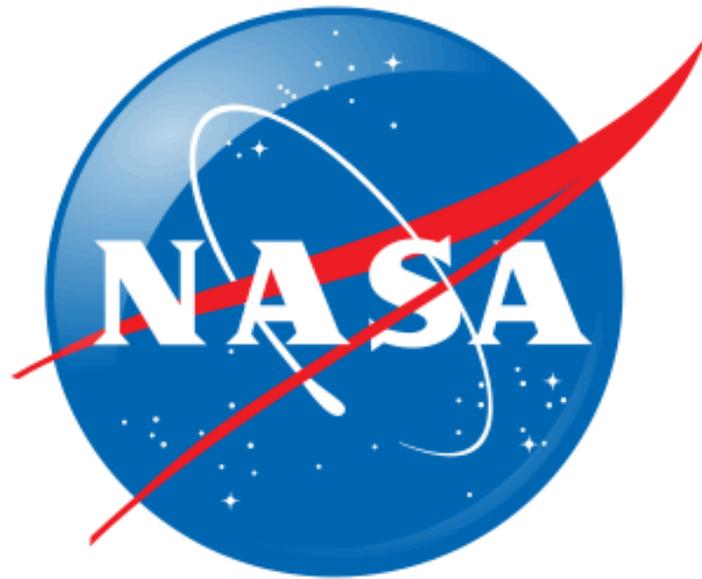
EXCITING

**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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