

Diversity Generation

(Born: 1961-1981)

~also called the Reactive, Gen Xers,
or 13th Generation ~

★ **Shaping Events** – This generation gets a bad wrap as being misunderstood. They were the latch-key kids. More than half of this generation is an immigrant or a child of immigrants.

- ★ Coming of age during confused leadership, such as Watergate and Richard Nixon scandals
- Defended Saudi oil fields and invaded Panama. Watched AIDS become an epidemic, the economy jumped around and national benefits become threatened
- Women become more active in military and academics advancing many great male and female scholars
- ★ Environmental concerns move forward – ozone damage and global warming
- ★ Greater divorce rates, Boomer parents busy with many causes and a culture moving from G ratings to R ratings

Characteristics

- ★ Live in shadows of the overachieving Boomers
- ★ React to the world as they find it, are practical and alert; don't need the deeper meaning like the Boomers
- ★ Can poke through the hype and get down to the detail
- ★ Technologically sophisticated and entrepreneurial
- Tend to blame selves for failure
- Economic survival and material satisfaction are important

**Described as risk takers,
adventurous, and independent**

Millennial Generation

(Born: 1982-Present)

★ **Shaping Events** – More traditional values are being taught to this age group, a return of Civic responsibilities.

- Influenced by the Gulf War and War on Terrorism
- ★ Daycare is a way of life for young children
- ★ Schools become racially, culturally, and nationally diverse
- ★ September 11, 2001

Characteristics

- ★ Helicopter parents provide a safety net or protection for children
- ★ Have strong ties to community institutions or public servants
- ★ Are doers rather than feelers
- ★ Have warmest bonds to Boomers and Civics

Described as much like the civics

Sources:

James Gambone, *Together for Tomorrow*;

William Strauss and Neil Howe, *Generations*;

The Ag Classroom, *A History of American Agriculture* at <http://www.agclassroom.org>;

Chuck Underwood, *Generational Marketing and Advertising Strategy*;

and

Susan El-Shamy, *Training for the New and Emerging Generations*.

Dialogues Across Nebraska

~ Glimpses at the Generations ~

History shapes a generation and a generation shapes history. Today is the first time in the history of the world that we have five living generations.

*Each generation has a
GENERATIONAL PERSPECTIVE.
The diversity of ideas and perspectives
of each generation are important
to our future.*

*So it is with pride and anticipation that
we as a community focus on our
individual unique qualities and hear
the voices of the generations.*



Dialogues Across Nebraska

Civic Generation

(Born: 1901-1924)

~also called the GI and the Great Generation~

★ **Shaping Events** – This generation has a strong bond due to the hard work and hard times that this group faced.

- Children during World War I (1914-18). It is called the Great War
- ★ Provided the soldiers of World War II (1939-45). Women entered the workforce to do the jobs men were not available to do at home
- Ford develops a farm tractor; first self starter automobile
- ★ Great Depression started and ended (1929 through the 30's) and a long-term agricultural depression 1921 – 1940
- Commercial fertilizer use begins
- Farmers 27% of labor force by 1920
- ★ By 1930 13% of the farms have electricity

Characteristics

- ★ Want more for future generations in their communities
- ★ Feels the need to thank future generations for payment of their benefits
- ★ Concerned that the benefits they worked hard to create need to be retained
- ★ Foresees better world for coming generations

Described as doers rather than thinkers

Mediating Generation

(Born: 1925-1942)

~also called the Silents or Adaptive~

★ **Shaping Events** – The generation was silenced by growing up during difficult times. As adults, they watched a rising wealth in the nation and witnessed the outspoken and passionate Boomers seek change. No President has come from this generation.

- “Fireside chats” linked leadership to the nation through a series of evening radio talks given by President Franklin Delano Roosevelt between 1933 and 1944
- ★ Grew-up with World War II (1939 and 1945) and the Great Depression
- ★ Largest group to enter the "helping professions" ...teaching, medicine, ministry and government
- ★ Earliest generation to marry and have a family
- 58% of all farms have cars; 25% have phones; 33% have electricity
- Produced every major figure in modern civil rights movement

Characteristics

- ★ Maintain a strong family focus, especially focusing on the young
- ★ Modest people, uncomfortable with good fortune
- ★ Shared wealth for their communities and seek ways to serve others
- ★ Has brought more openness and fairness to society than any other generation

Described as wonderful mediators

Boomer Generation

(Born: 1943-1960)

~also called Idealists~

★ **Shaping Events** – This generation came from a postwar baby boom. They went from "hippie" to "yuppie". Opinionated and powerful, all about making change. (Only 10-15% of Boomers ever went "hippie".)

- ★ Coming of age as Fidel Castro takes over Cuba, Cuban Missile Crisis viewed from TV, and bomb drills practiced in schools
- ★ Many rural areas lose population as farm family members seek outside work
- 90% of all farms have phones; 98.6% have electricity
- Farm financial crisis affects farmers with heavy debt loads in the 80's, more no-till farming
- John F. Kennedy is elected the youngest President and is assassinated in office
- ★ These are the soldiers and protesters of the Vietnam War
- Polio vaccine discovered bringing end to epidemic

Characteristics

- ★ Spirituality is important.
- ★ Seek perfection or demand high standards
- ★ Ethical values are important; will mobilize around principles and self-interest
- ★ Positive people who are critical thinkers; sometimes appear cynical as they explore the deeper meanings of things
- ★ Believe women should take leadership roles

Described as value driven