

RISE OF THE ITECH FAMILY



Understanding
and Reaching
Millennial
Parents

DR. RICK CHROMEY

WWW.MANNASOLUTIONS.ORG

'TALKIN' ABOUT MY GENERATION

“[Every] generation tries to correct or compensate for what it perceives as the excesses of the midlife generation in power...Your generation isn't like the generation that shaped you, but it has much in common with the generation that shaped the generation that shaped you.” (Sociologist William Strauss)

BOOMERS	GEN Xers	MILLENNIALS	ITECHS
1943-1960	1961-1981	1982-1998	1999-present
Black and white TV	Color TV	Digital TV	HD-Digital TV
JFK Assassination	Challenger Explosion	September 11, 2001	?
Vinyl records, 8-Track	Vinyl records, cassette	Compact disc, MP3	Streamed MP3
Leave It To Beaver	Brady Bunch	Home Improvement	Modern Family
Cars with radios	Sun roofs, cruise control	In-car video, GPS	Hybrids, Self-driving cars
Elvis and Beatles	U2 and Michael Jackson	Cold Play and Alicia Keys	Imagine Dragons
Type and Return	Type and Click	Point and Click	Swipe and Pinch
Eisenhower, JFK, Johnson	Nixon, Ford, Carter, Reagan, HW Bush	Clinton, GW Bush	Obama, Trump

THE MILLENNIAL GENERATION

Nine thousand babies born every day to 22 million Millennial parents representing 10.8 households.

OTHER NAMES: *Gen Z, iGen, Posts, Homeland Generation, ReGen, Plurals*

A politically, culturally and socially-blessed (and protected) generation:

The emergence of professional children's ministry, daycares, preschools, etc.

The Millennial generation has been leaving church since the mid-1990s. Demographically, they are known as the “nones” for their tendency to choose “no affiliation” to define their spiritual beliefs.



GOT A GREAT IDEA OR INSIGHT? RECORD THEM HERE...

MILLENNIALS AS PARENTS

GENERATION DIGITAL, OVERLOADED AND INADEQUATE

“Digitally native, ethnically diverse, late-marrying and less bound by traditional gender roles than any generation before it.” Time Magazine (October 26, 2015)

They’ve seen the values wars. They witnessed technological revolutions. They’ve experienced economic recession, political upheaval, terrorist activity and social/political change.

60% of Millennials find the amount of parenting information somewhat or extremely overwhelming.

80% of millennial moms said it’s important to be “the perfect mom.”

Most parents feel inadequate, due to comparisons they make through social media.

One-third state their children participate in too many activities (compared to 50% of Gen X and 53% of Boomers).

PROCESS QUESTIONS:

What do these statistics mean to you, as a parent, pastor, leader or teacher? Which one stands out? Which one is most troubling? Which statistic might force you to rethink your strategies?

How does a generation that relies upon Google and social media for information change things for churches, schools, businesses or faith-based organizations?

What are some ideas for better reaching “Generation Digital, Overloaded and Inadequate?”



MILLENNIALS AS PARENTS

GENERATION NEO-TRADITIONAL AND DIVERSE

A 2015 BabyCenter survey found the average Millennial mom uses a smartphone, streams media (television, radio) and spends nearly five hours per day online (and 80% use their phones to shop in-store).

Millennials have more college degrees than any other generation.

Politically-independent: Millennials value kindness, empathy and peace.

Welcome diversity: gay marriage, transgender, cohabitation, racial reconciliation

More Millennials still live with their parents, the highest rate since 1940.

More Millennial dads are stay-at-home fathers than any other generation.

Half of all Millennial parents purchase gender-neutral toys (compared to 34% of Gen Xers and Boomers).



PROCESS QUESTIONS:

What do these statistics mean to you, as a parent, pastor, leader or teacher? Which one stands out? Which one is most troubling? Which statistic might force you to rethink your strategies?

How does a generation that is more open, diverse and independent change things for churches, schools, businesses or faith-based organizations?

What are some ideas for better reaching "Generation New=Traditional, Diverse and Transparent?"

MILLENNIALS AS PARENTS

GENERATION SELFIE

Millennials have “been raised to count individuality and self-expression as the highest values and run their families as mini-democracies, seeking consensus from spouses, kids and extended friend circles on even the smallest decisions.” (Katy Steinmetz)

Millennials are not afraid to ask for help, especially online, and can be overly transparent, even embarrassing, in their postings.

“Mom-petition”: *The one-up rivalry that moms play making their child seem better, smarter, and/ or more advanced than yours. May involve two or more moms and any number of children, even full-grown.*

60% of Millennial parents want their children’s names to be unique.

Drone parenting: follow and respond (not direct and schedule)

PROCESS QUESTIONS:

What do these insights mean to you, as a parent, pastor, leader or teacher? Which one stands out? Which one is most troubling? Which one might force you to rethink your strategies?

How does a generation that is individualistic and self-expressive, not to mention competitive, change things for churches, schools, businesses or faith-based organizations?

What are some ideas for better reaching “Generation Selfie?”

