

# Is Your Interpretive Program Missing 3 Millennial Essentials?

What would you like to learn from my talk today?



I was hoping we could talk about trees today

## Essential #1: Visitor-Set Goals

According to a study conducted by the Loyola University of Law, Millennials are accustomed to being able to filter out media they find uninteresting. Because of this, it is important for you as an interpretive professional to tailor your program to the specific interests and needs of the individual millennial visitor.

**\* Implications for Interpreters:** An easy way to apply this information to your program is to simply ask your visitors at the beginning of your program what they are interested in. You may then use the visitors' input as a spring board into the objectives you will cover in your program.

Whoa! That's crazy!

You can feel the breakdown of the organic matter



## Essential #2: Hands-on, Immediate Application

A study by the Loyola University of Law showed that interactive media has made Millennial students more accustomed to a hands-on learning environment. Millennial students enjoy a practical, hands-on learning style where they can see the immediate application of their newly-gained knowledge/training.

**\* Implications for Interpreters:** A strategy for incorporating this into an interpretive program is including simple simulations that require visitors to utilize what they learned in an interactive setting.

So this tree is called...

Yeah it's a Valley Oak, I Googled it like 5 minutes ago



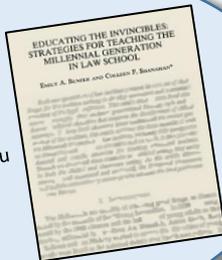
## Essential #3: Fast Results

A study by the Loyola University of Law found that the current generation of college students is accustomed to instant results due to the instantaneous availability of information. These visitors will be weighing the benefits-to-effort ratio seeking the fastest avenue to their goal.

**\* Implications for Interpreters:** One way to apply this information to your program is to break the information into small and clear-cut segments, with an easily identifiable main point. These small conclusions allow for a mental break in the learning process while still rewarding the listener and maintaining engagement in the subject material.

**Want more info?**

Visit [www.law.nyu.edu](http://www.law.nyu.edu) & search title "Educating the invincibles"



**Millennials are the generation of people born between 1980 and 1990.**

- ★ 65% of Millennials say that losing a phone or a computer is more devastating than losing a car.
- ★ 75% of Millennials have a profile on a social networking site.
- ★ 24% of Millennials say that 'Technology use' is what makes their generation most unique.

**Why should Interpreters Care?** Word of mouth is more relevant than ever with the use of social media. If you as an interpreter can use technology like smart phone apps and video to positively influence these young minds, the ideals you teach will likely reach thousands in a matter of days.