



Mindset and the Millennial Learner

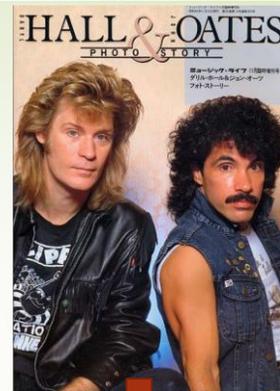
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Who are they?

- Born in the 1980's
- Through to the early 2000
- They are post-baby boomer
- They are pre-Gen Z



Things are changing...



1950's Learning Environment



21st Century Learning Environment



MILLENNIALS BY THE NUMBERS

61%

attended college, compared with **46% of baby boomers.**

26% are married, compared with **48% of their parents** and **65% of grandparents** at their age. **About 44% say marriage is obsolete.**

\$1.3 TRILLION

annual purchasing power. By **2018** the figure will swell to **\$3.39 trillion.**

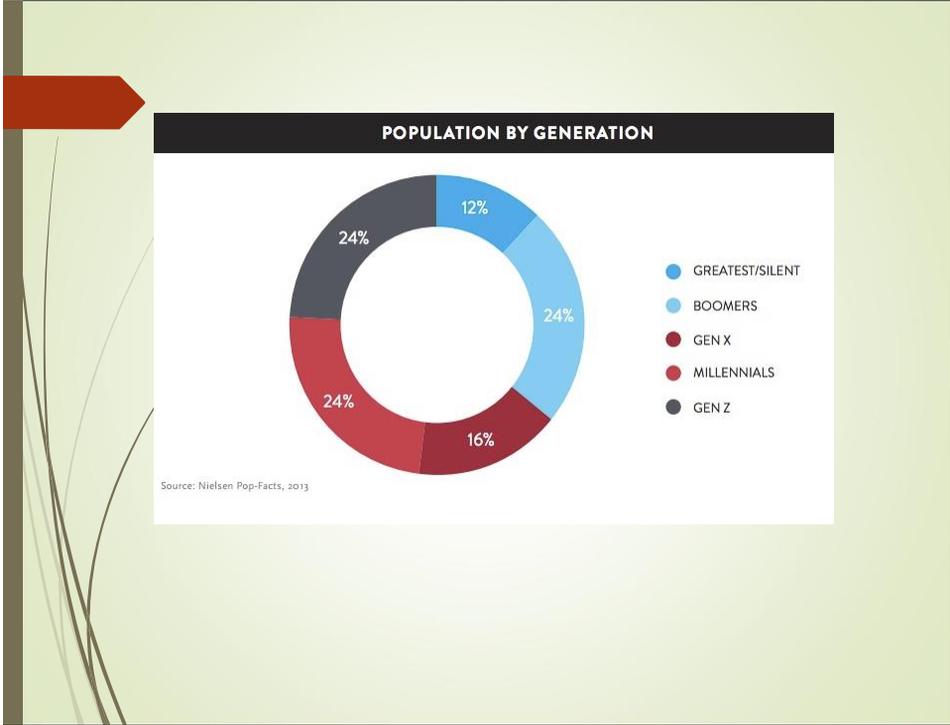
84%

saying having a meaningful impact on the world is more important than professional recognition or getting rich. **84% donated to social causes in 2014.**

40% have **tattoos.**

85% own smartphones. The average millennial in the U.S. touches his or her smartphone **45 times a day.**

Sources: U.S. Census Bureau, Pew Research Center, Boston Consulting Group, Oracle Financial Services, The Case Foundation, Bentley University Center for Women and Business, The Nielsen Co.



Why are they important?

- Make up the entirety of the 21 – 25 year old drinkers segment
- 44% of 21 – 27 have never tried Budweiser
- Only 27% drink beer
- Most millennials drink craft beers and have impacted the growth of this market



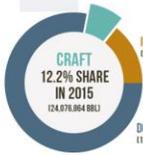
U.S. BEER SALES VOLUME GROWTH 2015

OVERALL BEER 0.2% <small>196,701,792 BBLs</small>	12.8% CRAFT <small>24,870,064 BBLs</small>	IMPORT BEER 6.2% <small>91,245,124 BBLs</small>	16.3% EXPORT CRAFT BEER <small>448,151 BBLs</small>
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OVERALL BEER MARKET
\$105.9 BILLION

CRAFT BEER MARKET
\$22.3 BILLION

15% DOLLAR SALES GROWTH



CRAFT 12.2% SHARE IN 2015
(24,870,064 BBL)

IMPORT
(91,245,124 BBL)

DOMESTIC
(147,379,064 BBL)

SOURCE: BREWERS ASSOCIATION, BUDWEISER, CO.

Why are they important

Responsible for 42% of the wine consumption in the US

An average of two cases per annum

Willing to buy more expensive wine with 17% buying \$20 bottles or more

Baby Boomers only 5%

More than 50% of wine drinking millennials share the experience on social media

Millennials make up 30% of frequent imbibers drinking 3.1 glasses per sitting

Frequent drinkers under 30 are 66% women

More adventurous in selecting wine and tend to look further than CA to Oregon, Chile, Greece and Slovakia



Why they are important?

According to Pernod Ricard SA, the makers of Absolut Vodka, vodka sales are down almost 2% over the last four years. In that same period, from 2010-2014, worldwide whiskey sales climbed 2.7%, with sales of American-made bourbons and Tennessee whiskeys up an incredible 17%. For Absolut Vodka specifically, which makes up half of Pernod's US sales, last quarter's earnings were likewise not good news, reported as having declined 3.3%.



What are their characteristics?

- They have spent their entire lives with their smartphone and access to the Internet
- They prefer craft, small, independent, high quality, local and authentic
- They turn to social media to guide them in purchasing decisions where 62% say they are loyal to brands that engage them on social media
- They lead active and healthy lifestyles
- They like their palates to be challenged by extreme styles
- 47% of the time millennial males purchase a craft beer they have never heard of!

How do we facilitate learning for Millennials?



Are Millennials afraid to talk?



How do we facilitate learning for Millennials

- Millennials learn through comparison and collaboration, pairing is a great way to showcase various styles.
- They're seeking information, they want to see commitment to their craft demonstrated
- Aren't getting their education traditionally, they use the internet for research and self-education. They are not able to discriminate between 'good' and 'bad' on-line content.
- Millennials put a greater emphasis on collaboration with others and sharing work assignments, a change that reflects the more collaborative learning experiences they had in school.
- Use and integrate technology to enhance good teaching and learning, not replace good teaching
- Use Wikis and blogs to enhance an inclusive learning assignment, allowing contribution and editing. These encourage students to think critically about information they post because they know their postings can be edited by others



Are you ready to think like a millennial?



Know Your Audience



Millennials also want to know that we care about them. Remember that they are still attached to their parents and not far from the nest. They are also accustomed to near-constant interaction, so they do want to relate to us. Showing that we care about their learning and well-being--by calling them by name, asking them about their weekend, promising we will do whatever it takes to help them learn, stating how much we want them to be successful, and voicing our high expectations of them--will go very far in earning their loyalty and trust.

<https://tomprof.stanford.edu/posting/104>

Activity Number 1 – The Name Game

Turn to your neighbor and within 60 seconds find out one unforgettable experience with alcohol they have had!



It is so important to engage their interest – they have grown up in a media rich environment and they expect information to be in digestible morsels and full of things to grab their attention.

Just How Connected Are The Millenials?



90%

conduct online research



67%

receive their news online



64%

send instant messages



60%

send & receive text messages



56%

download music



52%

read blogs



43%

play online games

They also

...read **2300** web pages

...read **1881** Facebook profiles

...write **500** pages of email



Wines of Germany

TWEETS 10K FOLLOWING 1,576 FOLLOWERS 11.5K LIKES 2,464 LISTS 1

Germany US

Wines of the Deutsches ... any information source ... for U.S. consumers, ... vine trade, and the ...

sa.com

Tweets Tweets & replies Media

Wines of Germany US @GermanWineUSA · 3h Drinking in this incredible view of one of Germany's top wine regions. Photo by @chasingthevine.

Who to follow · Refresh ·

Bank of America ... Followed by Charlo ...

Daniel @Charlottel ... Follow



Sylvie Gervais June 17 near Delray B

Wines of the night! 1990 La Beychevelle, 2007 Pauillac

Like Comment S

Heidi Stine and 46 others

Bubba Gelly lovely sele Like · Reply · June 18 at

Muriel Sarik So fine! Like · Reply · June 18 at

Write a comment...

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Free Shipping www.stylewe.com Sweet Floral Sleeveless Midi Dresses, Get 2016 New Fashi



♥ 66 likes

devocionusa This gentleman is handpicking your next espresso on our lovely farm in Colombia.
#devocionfresh

devocionusa #coffee #goodmorning #caffeine #pickmeup #greatcoffee #nyccoffee #coffeeshop #weekends #onthetable #williamsburg #mapacup #bkcoffee #coffeeshop #draaaaanks #f52grams #dailycortado #espresso #americano #latte #latte [...]

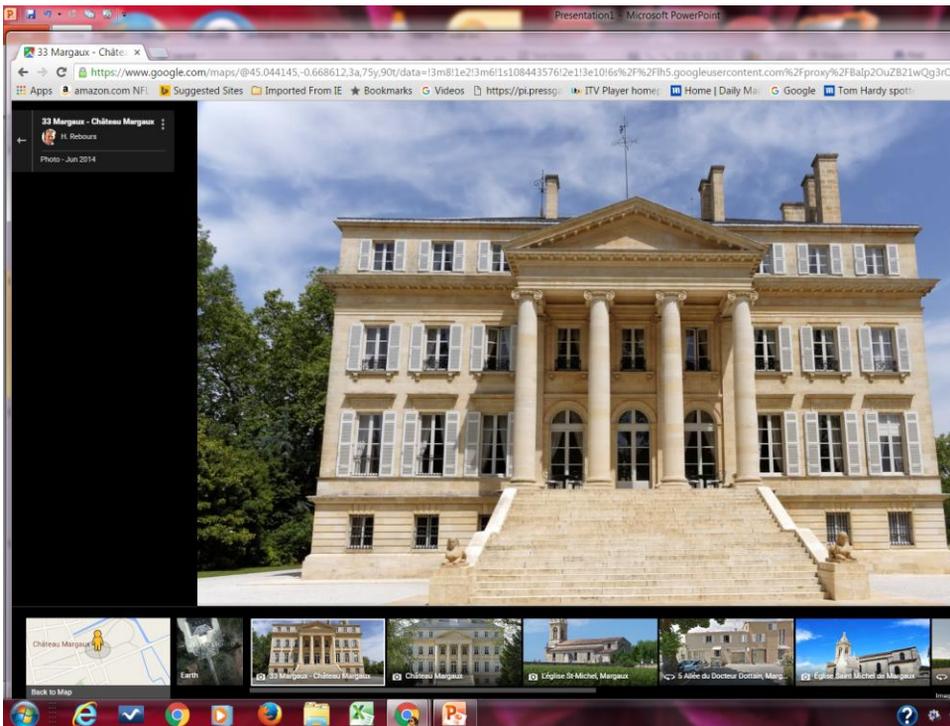
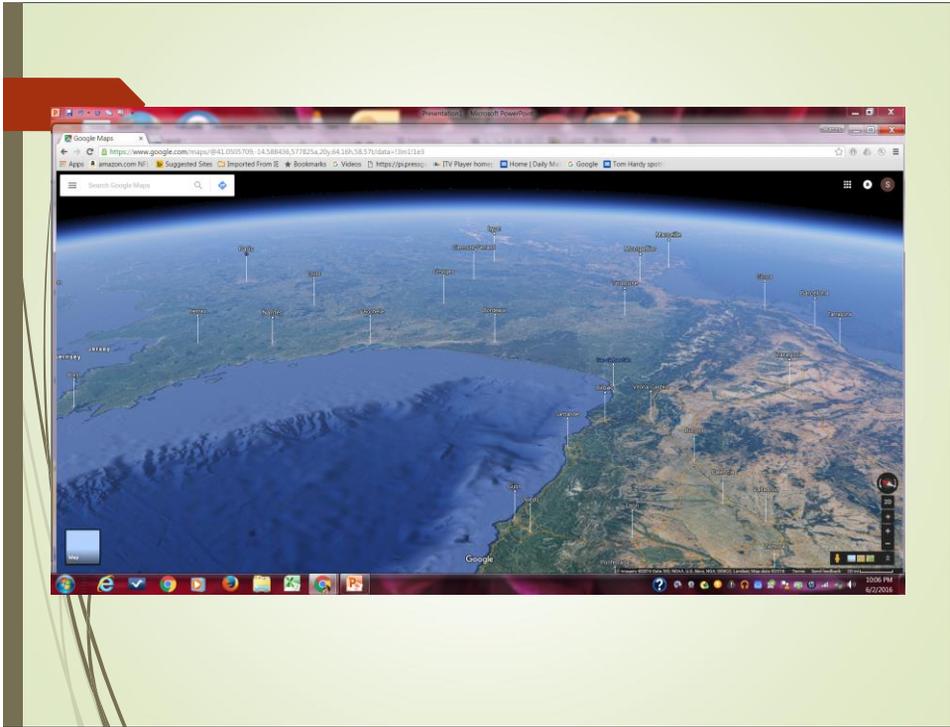
thunderreach 🏆

likealocaltours Delicious!

♥ 66 likes
devocionusa This gentleman is handpicking your next espresso on our lovely farm in Colombia.
#devocionfresh
devocionusa #coffee #goodmorning #caffeine #pickmeup #greatcoffee #nyccoffee #coffeeshop #weekends #onthetable #williamsburg #mapacup #bkcoffee #coffeeshop #draaaaanks #f52grams

Engage millennials with the **Rule of 10** – change what you do every 10 minutes – show them a short video, then perhaps 10 minute discussion and then 10 minute quiz







Millennials put greater emphasis on collaborative learning experiences. Wiki pages Google docs are good examples of integrating technology and also allow distance learning



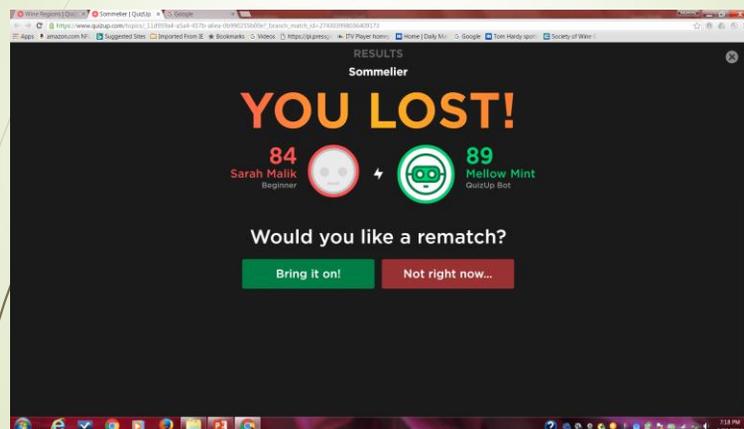




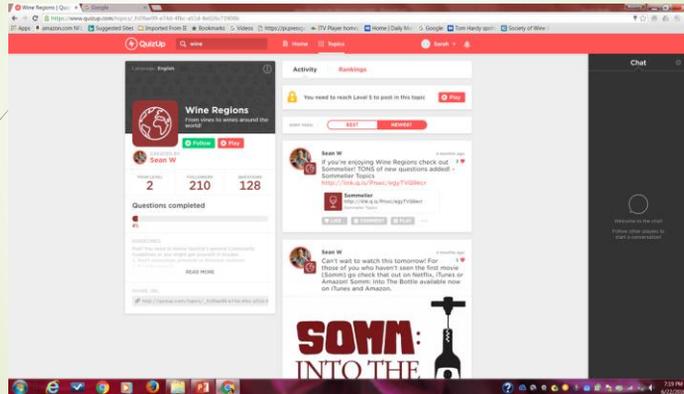
Activity Number 2 – Let's Collaborate

- 1. Please look at the labels handout and on your own identify as many varietals as you can in 1 minute.
- Write down your score
- 2. After one minute collaborate with the person(s) sitting next to you and see how many more you can find
- Write down your score
- What is the variance?

Millennials like to be interactive



www.quizup.com



Activity Number 3 – Let's play Kahoot!

Kahoot!

- <https://play.kahoot.it/#/?quizId=45aeb649-746b-493f-bb2e-81695b5ff5cb>

Activity Number 4 Poll Everywhere



Your poll will show here

1

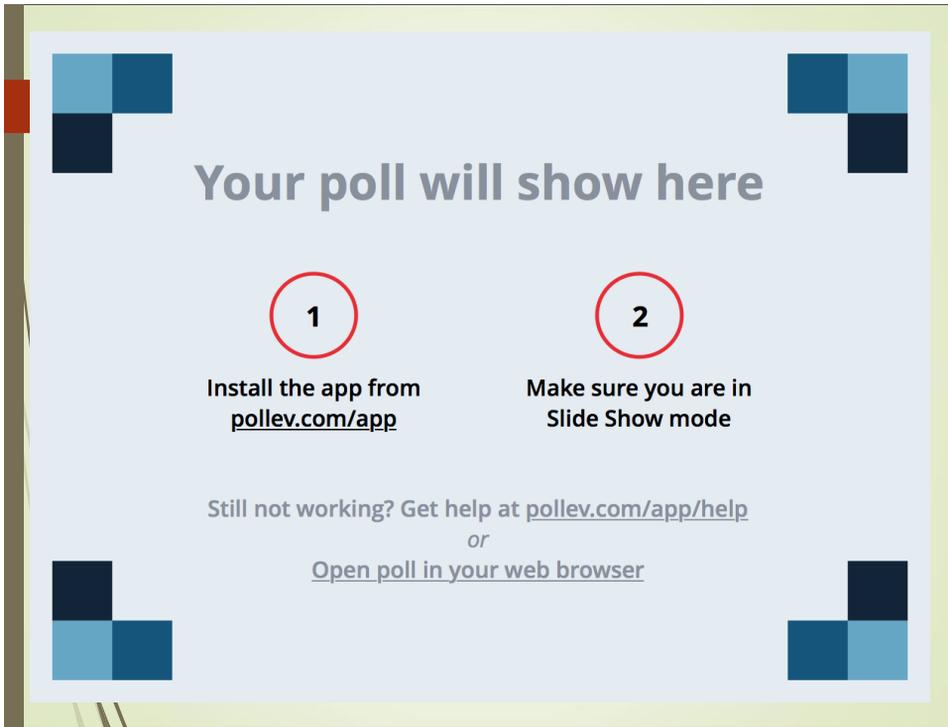
Install the app from
pollev.com/app

2

Make sure you are in
Slide Show mode

Still not working? Get help at pollev.com/app/help
or

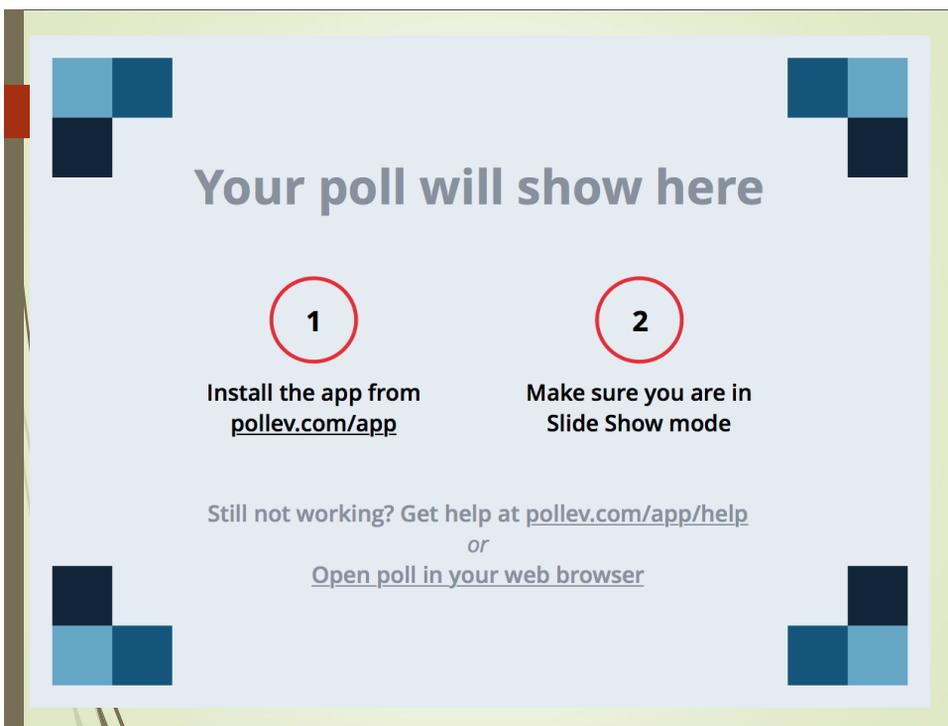
[Open poll in your web browser](#)



Your poll will show here

- 1
Install the app from pollev.com/app
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Make sure you are in Slide Show mode

Still not working? Get help at pollev.com/app/help
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Your poll will show here

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Apps

Wine Maps

World Map

- Old World
 - Austria
 - Czech Republic
 - France
 - Germany
 - Greece
 - Hungary
 - Italy
 - Portugal
 - Spain
 - Switzerland
- New World
 - Argentina
 - Australia

Take a photo to instantly learn about any wine

Learn about any wine by taking a photo

Study during your down time

Cram.com

Certified Specialist Of Spirits

Flashcards Memorize Text Games

Matching (20) Match items in column A to column B

1. Choose matching label (4) Match bottles in column A to the label in column B. (10 points)

2. Choose matching label (4) Produced from fermented grain and has 40-50% alc/vol. (10 points)

3. Choose matching label (4) Light and gentle. Mouthful and spicy. Full bodied. (10 points)

A. What are the 3 sources of flavor why is it called water? (10 points)

B. True or False, Ireland is the largest producer of whiskey? (10 points)

C. What is included in the global whiskey standard? (10 points)

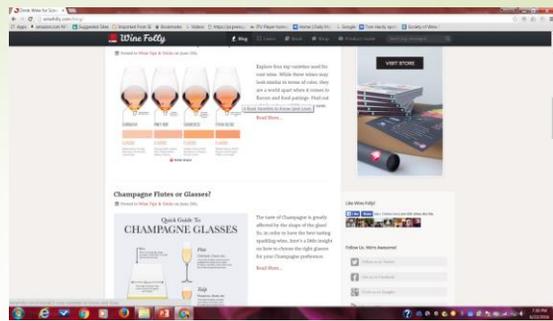
Question Format:

- Match
- When Grading: Ignore
- FRONT OR BACK:
- Print of card in the prompt
- Print of card in the prompt

Question Level: 1 of 24 available items

Make Your Test

Blogs



Relevance



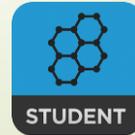
- ▶ Millennials are used to Googling anything, they do not value information for information's sake. The role is shifting from disseminating information to applying information.
- ▶ "history is an essential component of the beverage-enjoying experience"? It is much more than merely what you're experiencing in the mouth. Pleasure and/or and experience, the latter "deliver the sort of dimensionality, which, is the distinguishing feature of all truly great beverages, one of which is the intellectual one of understanding its history. We tend to create a difference between "intellectual" and "sensory" pleasures that's not really true.
- ▶ We have to make the learning of history more tantalizing, by telling our stories better?



Fantastic, Fast, Formative Tools



- I. **Socrative**: great for quick quizzes & on the fly
- II. **Kahoot!**: quiz builder, flashcard developer, video as part of process
- III. **Zaption**: it's better to ask questions throughout the chapter and/ or video rather than at the end, Zaption does this.
- IV. **Backchannel chat**: live chat that accompanies class discussion, Chatzy, Ning are good for this & allow quizzing
- V. **Google docs**: allows for group note taking



Thank you and good night!