

Millennial Engagement



Senate President Appoints Senator Lesser to Launch Millennial Engagement Initiative

Summary

- 1 The initiative creates a dialogue with millennials across the Commonwealth about issues that matter most to them, including student debt, social media privacy and the new gig economy.
- 2 Focuses on the concerns of millennials, bringing their important perspectives and ideas into the conversation to influence outcomes.
- 3 Millennials are the generation born between the early 1980s and around 2000.

Senator Eric P. Lesser and Senator Ryan C. Fattman are spearheading the new Millennial Engagement Initiative for the Massachusetts Senate



Senator Eric P. Lesser
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Co-Chair, Millennial Engagement Initiative



Senator Ryan C. Fattman
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Co-Chair, Millennial Engagement Initiative



Senator Michael J. Rodrigues
@SenRodrigues

Chair, Joint Committee on Revenue



Senator Barbara L'Italien
@teambarbara

Chair, Joint Committee on Municipalities and Regional Government

STATUS



On-Going

RESPONSE



The Herald-News

"The Millennial Engagement Initiative is a series of discussions across the Commonwealth that will allow the Massachusetts State Senate to better engage millennials, encouraging them to have their voices heard and to make an impact on shaping their futures."

Herald News, Senator Michael J. Rodrigues

"The initiative involves certain legislators traveling around the Commonwealth to meet with younger voters, and get their perspective on everything from student debt to social media and beyond. Rosenberg added that he hopes millennials will not only help identify problems, but also put forward solutions."

- CBS Boston



INFOGRAPHICS

MILLENNIALS 
have now surpassed
 **BABY BOOMERS** as the
LARGEST GENERATION