

# Exploring ways to invite others into the SSND associate relationship

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The age demographics of the associates of the Central Pacific Province mirror that of the sisters of the province. Eighty percent of our associates are over 60 years of age. Fifty percent of our associates made their initial covenant when they were 60 or older. In April, the leadership team of the Central Pacific



S. Mary Kay Brooks shares characteristics of the Baby Boomer Generation. The picture on the far right of the slide is a younger Mary Kay.

Province associates gathered for their annual meeting. A major item of discussion was how to invite more people to consider becoming SSND associates, especially younger men and women.

We all recognize that it is easier to invite our peers to join an experience that we enjoy and value, but how comfortable are we in extending an invitation to someone in their 40s?

S. Mary Kay Brooks, of the SSND Vocation Team, guided the participants in exploring and expanding their knowledge of all generations. How do generations differ? What are the expectations



Catholic and 90 percent are women.

The associate leadership team brainstormed about ways to reach out to Gen Xers and Millennials. Associates need to extend invitations to friends, co-workers, people they volunteer with and family members. Associates can host a “Come and See” event, inviting others to hear how SSND sisters and associates are transforming the world. Gen Xers may not be in the church pews, but they might love to plant trees, pick up trash, or work with immigrants and refugees. What are some other ideas? We’d love to hear your thoughts at [associatesinfo@ssndcp.org](mailto:associatesinfo@ssndcp.org) □

## GENERATION X – 37-56 YEARS OLD

- See government corruption
- Many parents divorced
- Latchkey kids
- Reluctant to trust institutions
- Reluctant to commit to spouse/career
- Geeks – YouTube, Amazon, Google
- Independent thinkers

### CARA report - average Gen X woman

- Never attended Catholic schools
- Attends Mass a few times a year
- Church teachings on the environment are important

## MILLENNIALS – 15-36 YEARS OLD

- Civic minded
- Most are educated
- Optimistic about the future
- Ethnically diverse
- Internet generation
- Team-oriented
- More likely to trust institutions/church
- Huge college debts

### CARA report - average Millennial woman

- Hispanic
- Tries to attend Mass monthly
- Has participated in Eucharistic Adoration, prayer groups, retreats and bible study