



The Generational Challenge

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Demographics

Silent Generation WWII-ers	1925 – 1945 64 - 84years old	~
Baby Boomer	1946 – 1963 46 - 63 years old	~ 82M
Generation X	1964 – 1981 28 - 45 years old	~ 40M
Generation Y Millennials	1982 - xxxx xx - 27 years old	~ 80M



Baby Boomer

- Conform to rules
- First group raised on television
- Highest median household income in the US



Generation X

- Highly individualistic
- Resistant to labels, authority and institutions
- Has been overlooked for years



Generation Y

- More numerous
- More affluent
- Better educated
- More ethnically diverse
- Most wanted and watched over generation in history



Biggest Divide

Boomers	GENDER
Gen X	RACE
Gen Y	MONEY



Attitude Differences





Attitude Differences

HIGH SCHOOL SWEETHEARTS IN "THE BIG STEP"

LET'S GET MARRIED FIRST



1950

LET'S GET STONED FIRST



1970

LET'S GET TESTED FIRST



1990

LET'S DO NATIONAL SERVICE FIRST



2010



Question

Demographically, Gen Y is the most racially & ethnically diverse, least Caucasian generation.

What percentage of Gen Y under the age of 18 are nonwhite (and Latino)?

25%

35%

45%



Answer

35%

of Gen Y are under 18,
nonwhite and Latino.



True or False

Since the 1970's, the share of teachers with master's degrees has risen from one-sixth to one-half.



TRUE



True or False

80% of Gen Y report they have friends of a different race.



FALSE
(90%)



True or False

25% of Gen Y
have tattoos or piercings.



FALSE

More than one third of 18-25 year olds have a tattoo and 30% have piercings somewhere other than their earlobe...



Mikah Giffin – Age 17

“Our generation isn’t about sex, drugs, and violence. It’s about technology, discovery, and coming together as a nation.”



Gen Y Problem Areas

- Male high school drop out rate
- Remedial tech needs
- Lack of creativity
- Weak life skills
- Stress



True or False

Almost 70% of voters under 30 support bigger over smaller government.



TRUE

Nearly 2/3 under the age of 15-25 think government should do more to solve people's problems; however, they support the privatization of Social Security, private health insurance and school vouchers.



True or False

Between 1,500 & 2,000
Boomers turn 60
EVERY day?



FALSE

**Daily 7,918 Boomers turn 60
– that's 330 every hour!**



Question

Which generation has the
least
company loyalty?



Answer

Gen Y

- Gen Y puts company LAST after families, friends, communities, co-workers and of course, THEMSELVES.
- 70% of the Silent Generation thought a lifetime career with one company was a good goal -- 35% Boomers & 17% of Gen X.



Question

Which Generations are best at
finding
work-life *balance*?



Answer

Gen X & Y



Gen X Job Satisfaction

1/3 of Gen X said to stay another
2 years in their job –
“ either hell would have to freeze
over or major changes would
need to be made”



Generation Summary

BABY BOOMERS	GENERATION X	GENERATION Y
Diversity as a cause	Accept diversity	Celebrate diversity
Idealistic	Pragmatic, cynical	Optimistic, realistic
Mass movement	Self-reliant, individualistic	Self-inventive, individualistic
Conform to rules	Reject the rules	Rewrite the rules
Killer job	Killer life	Killer lifestyle
Became institutions	Mistrust institutions	Irrelevance of institutions
TV	PC	Internet
Have technology	Use technology	Assume technology
Task-focused	Multitask	Multitask <i>fast</i>
Ozzie & Harriet	Latch-key kids	Nurtured



Demographic Change

- The United States is on the edge of a Seismic Demographic Change
 - Population shifts
 - Generational tension
 - Economic reallocation
 - Political power shifts



Member Transformation NOT Transgression

- How do we honor the needs and desires of **members** who have been loyal to the Association for 20 + years;

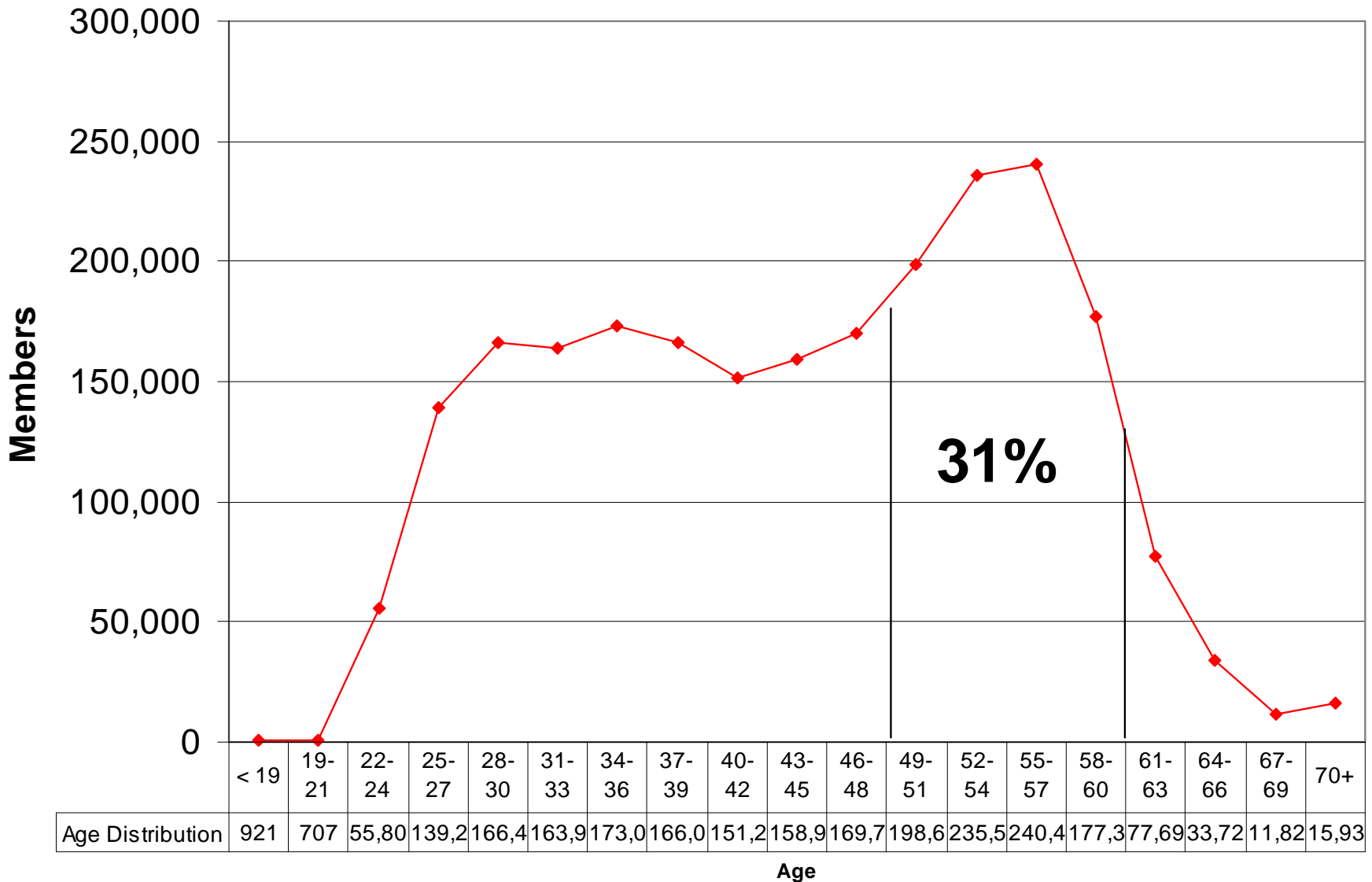
AND

- Provide the services and structure necessary to attract and retain new **members** with different needs and desires?



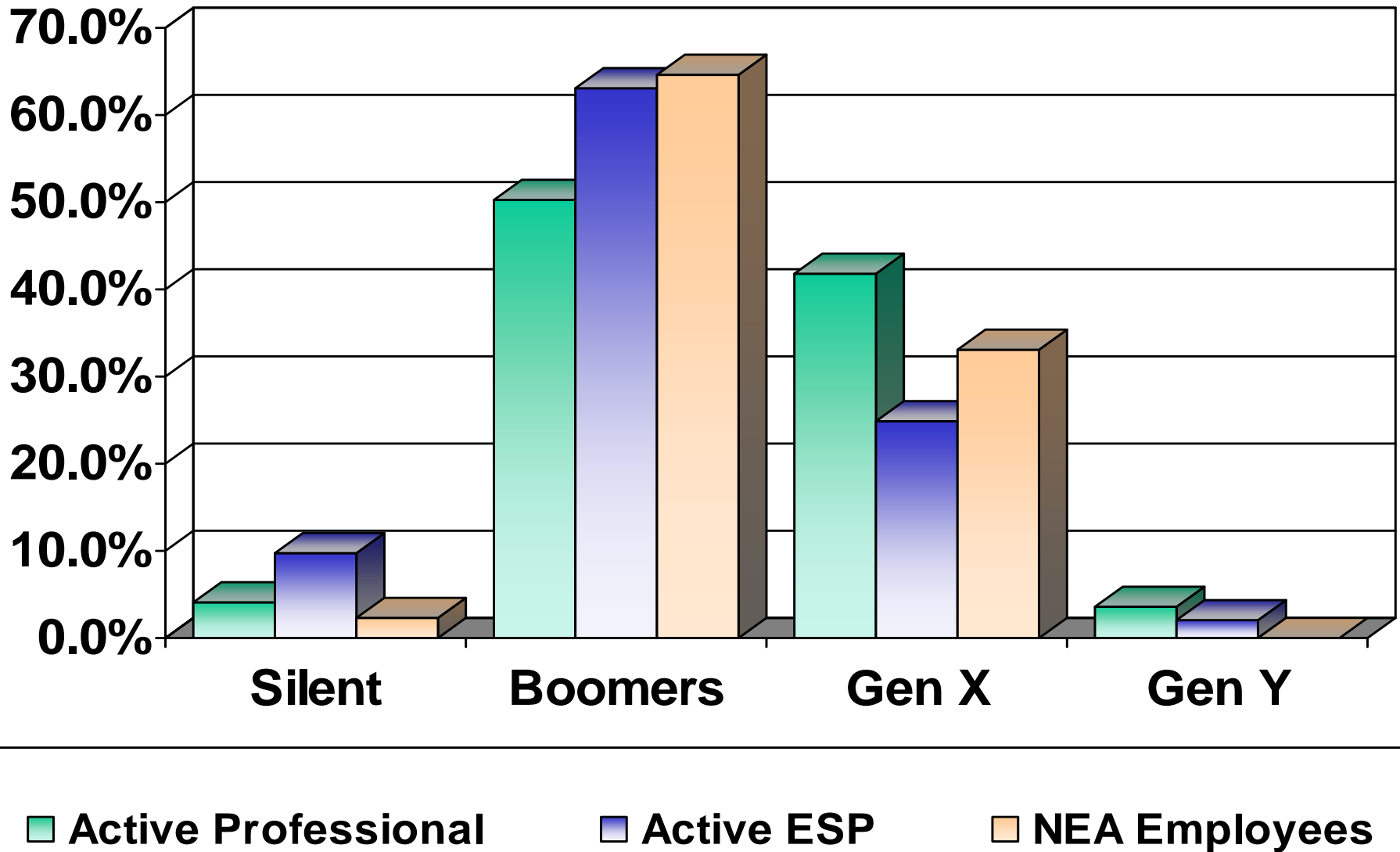
Change in Membership and Staff Demographics

2007 Active Professional and Employed Life Member Age Distribution





Membership & Staff Demographics





UniServ Demographics

- Approximately 1,700 UniServ staff
- Average age = 48
- 33% are 55 or older
- 45% have less than 5 years experience
- 3% are 34 or younger



Future Member Pool

- Huge diversity
 - Age
 - Life Experience
 - Cultural Values
 - Generational Differences
 - Silent Generation
 - Baby Boomers
 - Generation X
 - Generation Y
 - Knowledge Transfer Challenge
 - Generational Tension in the Workplace – Age range of workers will span four generations



What Motivates Them?

	Baby Boomers	Generation X
Salary	61%	76%
Incentive	40%	69%
Reward	44%	75%
Personal Recognition	54%	60%
Training	19%	77%
Challenging Work	40%	67%
Team Building	25%	39%
Retirement Plan	88%	25%
Benefits	84%	46%

Source: Generation Gap in the Workplace Between Baby Boomers and Generation X - University of Wisconsin-Stout, August 2001



Generation Y Cons

- Impatient
- Skeptical
- Blunt and expressive
- Image driven



Generation Y Pros

- Adaptable
- Technologically savvy
- Able to grasp new concepts
- Efficient multi-taskers
- Financially smarter



How to Recruit Gen Y

- Offer state-of-the-art technology
- Offer ongoing learning opportunities
- Offer flexible work environment
- Demand immediate responsibility
- Offer a casual workplace
- Offer Financial Planning



Questions, Comments, Concerns

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