

Multigenerational Community Engagement and Social Media



TELLING YOUR STORY

Workshop Goals



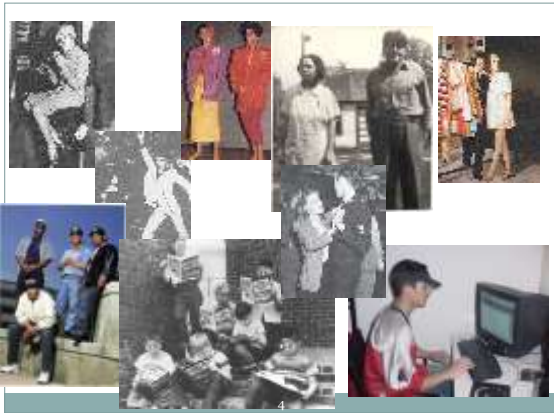
- Increase knowledge and understanding of the six generations
- Enhance comprehension of how generational differences affect you
- Promote skills for effective intergenerational communication
- Expand capacity to manage diverse working styles across the generations

Is the Generation Gap Back?



- Generational communication differences represent a critical new aspect to community engagement.
- How you view generational differences is based on your generational perspective.







The Six Generations

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- The G.I. Generation 1901-1924
- The Silent Generation 1925-1945
- **The Baby Boomers** 1946-1964
- Baby Busters 1965-1980
- MTV Generation/Boomerang 1975-1985
- **Generation Y/Millennials** 1978-1990

The Six Generations

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- **Generation Z**
 ✦ New Silent Generation
 1995-2007
- **The Next Generation** after 2007

Source: MarketingTeacher.com

Greatest Generation

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- Born between 1901-1945
 Are now 70 years old +
 GI Generation 91+
 Silent Generation 70-90
- Represent 9.875% of the population
- Their Depression was The Great One; their war was The Big One; their prosperity was the legendary Happy Days
- Peace! Jobs! Suburbs! Television! Rock n Roll! Cars! Civil Rights movement began



The Baby Boomers

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- Born between 1946-1964
- Now between the ages of 51 and 69
- 79 million strong (24.7 % of population)
- Also known as:
 Hippies (60's and 70's)
 Yuppies (70's/80's)



The Generation X'ers

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- Born between 1965-1985
- Currently 30-50 years of age
- 83 Million (25.8% of the population)
- Also known as: Original "Latch-Key kids", the Baby Busters, MTV Generation
- Experienced Vietnam War/Cold War
- Later-Rise of Mass Media/Falling of the Berlin Wall



The Generation Y's or Millennials

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- Born between 1978 and 1990
- Between 25-37 years of age
- 54 Million Strong (16.9%)
- Saw the rise of the Information Age/Internet/War on Terror/Iraq War/Rising Gas and Food Prices



Generation "Z"

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- Born between 1990 and 2007
- Between 8 and 25 years of age
- 55 million strong (17.1 % of population)
- Internet/Smart Phone/ dot com bubble/Google Digital Globalization



The “Next” Generation

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- Born after 2007
Less than 8 years old
- Over 35 million strong
Approx. 1 million more boys
- Have just started or will be starting school

How Their Times Shaped Them

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Greatest Generation: Defining Events

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- The Great Depression & Dust Bowl
- The New Deal
- Social Security Established
- Golden Age of Radio
- Pearl Harbor Attacked
- WW II and Korean War
- Patriotism
- Rise of Labor Unions



Greatest Generation: Heroes

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- Superman
- MacArthur, Patton, Halsey, Montgomery, Eisenhower
- FDR
- Winston Churchill
- Audie Murphy
- Babe Ruth
- Joe DiMaggio



Boomers: Defining Events

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- Economic Prosperity
- Expansion of Suburbia
- Focus on Children
- Television
- Vietnam
- Assassinations
- Civil Rights Movement
- Cold War/McCarthy Hearings
- Space Race/Moon Landing



Baby Boomers: Heroes

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- Ghandi
- Martin Luther King Jr.
- John and Jacqueline Kennedy
- John Glenn
- Feminist Movement
 - Billie Jean King – Bobby Riggs



Gen X'ers: Defining Events

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- Watergate, Nixon resigns
- Challenger Disaster
- Computers
- Single-parent homes
- Latchkey Kids
- MTV
- AIDS
- Harsh economic conditions
- Glasnost, Perestroika
- Persian Gulf



Gen X'ers: Heroes ?

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- Oprah Winfrey
- Bill Gates & Steve Jobs
- Michael Jackson
- Michael Jordan
- Things, animation...
- George Lucas
- Sally Ride
- Nelson Mandela

Millennials: Defining Events

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- Technology
- TV Talk Shows
- Multiculturalism
- Desert Storm
- Clinton Scandals
- School safety
- Oklahoma City Bombing
- 9/11
- Columbia tragedy
- First Black President



Millenials: Heroes ?

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- Steve Jobs
- Princess Diana
- Mother Teresa
- Tiger Woods
- Lance Armstrong
- Jon Stewart
- Mark Zuckerberg
- Venus and Serena Williams



Greatest Generation Values

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- | | |
|-------------------------|-------------------------------|
| • Dedication/sacrifice | • Patience |
| • Law and order | • Delayed reward |
| • Strong work ethic | • Duty, honor, country |
| • Risk averse | • Loyalty to the organization |
| • Respect for authority | |



Greatest Generation: Training & Development

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- | Training | Developing |
|-----------------------------------|------------------------------------|
| • Take plenty of time | • Technology |
| • Give them the “big picture” | • Don’t stereotype as technophobes |
| • Emphasize long-term goals | • Use formality and order |
| • Let them share their experience | • Don’t rush it |

Messages that Motivate Greatest Generation

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- “Your experience is respected here.”
- “It’s important for the rest of us to hear what has, and hasn’t, worked in the past.”
- “Your perseverance is valued and will be rewarded.”

Boomer Values

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- | | |
|--|--|
| <ul style="list-style-type: none"> • Optimism • Team work • Personal gratification • Health and wellness | <ul style="list-style-type: none"> • Promotion and recognition • Youth • Work • Volunteerism |
|--|--|



Boomers: Training & Development

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Training

- Focus on the near future
- Focus on challenges
- Focus on their role

Development

- Meetings and team team building
- Provide developmental experiences
- Use business books and training tapes

Messages that Motivate Boomers

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- “You are important to our success.
- “We recognize your unique and important contribution to our team.”
- What is your vision for this project?”
- “You are valued.”

Gen X Values

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- Diversity
- Thinking globally
- Balance in life
- Computer literacy
- Personal development

- Fun
- Informality
- Independence
- Initiative



Gen X'ers: Training & Development

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Training

- Focus on balance
- Offer them access to many different kinds of information
- Provide resource lists

Development

- Electronic support
- Keep materials brief – bullets/checklists
- Help them train for another job

Messages that Motivate Gen X'ers

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- "Do it your way."
- "We've got the latest computer technology."
- "There aren't a lot of rules here."
- "We're not very corporate."

Millennial Values

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- | | |
|---|---|
| <ul style="list-style-type: none"> • Optimism • Civic duty • Confidence • Ambition/achievement • Tradition | <ul style="list-style-type: none"> • Education • Idealism • Fun • Diversity |
|---|---|



Millennials: Training & Development

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Training

- Take plenty of time
- Let them know what they do matters
- Communicate expectations

Development

- Focus on customer service and interpersonal skills
- Model the behavior you want to see
- Large teams with strong leadership

Messages that Motivate Millennials

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- “We provide equal opportunities here.”
- “Your mentor is in his/her sixties.”
- “You are making a positive difference to our company.”
- “You handled that situation well.”

How They Communicate

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- **Greatest Generation**
 - Relies on print media or television news
 - Reads books
 - Write letters/send cards
 - Face-to-face conversation

How They Communicate

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- **Baby Boomers**
 - Very comfortable with face to face conversation
 - Feel strongly about procedure and chain of command
 - Expect more formality in communication

How They Communicate

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- **Generation “X”**
 - Last generation that was taught cursive
 - Wants to know the source of the information and always expects you to have back-up plans
 - Very good at email (they mainstreamed it)
 - Tech savvy

How They Communicate

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- **Generation Y/Millennials**
 - Fastest growing and most diverse population in the workplace
 - Communication is less formal...text messages, social media, IM, Twitter, SnapChat.
 - Visual generation, think in pictures and images
 - Best to start with outcomes

Source: Bridging the Gap at Work – Nora Zelevansky

Engaging Your Community

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**What is Your Promise
to the Public?**



Public Participation Spectrum

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Purpose	Inform	Consult	Involve	Collaborate
OBJECTIVE	Provide the public with information	Obtain public feedback	Work directly with the public throughout the process	Partner with the public in decision-making

Public Participation Spectrum

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PURPOSE	INFORM	CONSULT	INVOLVE	COLLABORATE
OBJECTIVE	Provide the public with information	Obtain public feedback	Work directly with the public throughout the process	Partner with the public in decision-making
PROMISE TO THE PUBLIC	We will keep you informed	Provide feedback on how public input influenced the decision	Ensure public concerns & issues are reflected in the alternatives	Incorporate public advice & recommendations into the decision

Public Participation Spectrum

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EXAMPLE TOOLS	Fact sheets Websites Open Houses	Public Comment Focus Groups Surveys Public Meetings	Workshops Deliberative polling	Citizen Advisory Committees Synergy-building Participatory decision-making
