

Maximizing the Millennials

Extension Staying On Point.



THE OHIO STATE UNIVERSITY

COLLEGE OF FOOD, AGRICULTURAL,
AND ENVIRONMENTAL SCIENCES

What We Plan to Tackle:

1. Brief description of the Millennial generation and their values
2. Historic verses future worker permanency
3. Appealing to Millennials
4. Managing Millennials
5. Life Stage Matters Too
6. Attempts at Engaging Millennials
7. What Works



Generation can be defined as:

“Members who are around the same ages upon momentous events in society, such as wars, social movements, and significant technological advances.”

Kowske et al. (2010)

OHIO STATE UNIVERSITY EXTENSION

Characteristics	Traditionalists Born 1928-1945	Baby Boomers Born 1946-1964	Generation X Born 1965-1980	Millennials Born 1981-2000
Age Span	70 to 87 years old	51 to 69 years old	35 to 50 years old	15 to 34 years old
Traits	Conservative Believe in Discipline Respect for authority Loyal Patriotic	Idealistic Break the rules Time stressed Politically correct	Pragmatic Self-sufficient Skeptical Flexible Media/Info/Tech savvy Entrepreneurial	Confident Well-educated Dependent on parents Tolerant Team builders Socially/politically conscious
Defining Events	Great depression World War II Korean War	Vietnam War Woodstock Watergate	Missing children Latch Key Kids Computers in school	School shootings Corporate scandals
To Them Work Is	If you want a roof and food....	Exciting adventure	Difficult challenge	To make a difference
Work Ethic	Loyal/dedicated	Driven	Balanced	Eager but anxious
Employment Goals	Retirement	Second career	Work/life balance	Somewhat Unrealistic
Education	A dream	Birthright	Way to get to an end	A given
Communication	Face to face	Telephone	Email	Text & Social Media
Time at Work is defined	Punch clock	Visibility	Is it 5 PM? I have a life.	Why does it matter if I get it done today?
Most need in the workplace	Continued involvement past 65	Recognition!	More information	Praise and fun; or is that fun and praise?

“The children now love luxury. They have bad manners and contempt for authority. They show disrespect for adults, and love to talk rather than work or exercise. They no longer rise when adults enter the room. They contradict their parents, chatter in front of company...and intimidate their teachers.”

Socrates (469-399 B.C.E.)

Gen Y / Millennials – 1981-2000

- Approximately 79 Million
- Been called “special and received trophies for everything
- First generation where the children had schedules
- Technology is a first language
- Helicopter parents, me-me-me!, negotiators, BFF’s
- 36% of 18-31 year olds live at home (2013 Pew study)
- Social networks, tattoos/piercings, parents advocating
- Motto – “We work to have fun and make a difference”



Millennials Values

- Transparency
- Social networks
- Approachable & accessible leadership
- Making a difference
- Fun
- Informality
- Family
- Diversity
- Groups/Teams
- Support
- Awards/Recognition



Millennials in the Workforce

- 2014 = 34% of the workforce
 - *2020 = 50%
 - *2025 = 75%

Brack, 2014. Managing the Millennials.

- Average worker stays at their job 4.4 years –
Millennials stay just over 2 years

Bureau of Labor Statistics

- Typical learning curves range from 4 weeks for machine operators to 16 weeks for executives.
- What is the learning curve for an Extension employee?
- Cost of hiring a new employee that makes around \$32,000/year

Appealing to Millennials

- **Access to high-level information**
(Transparency, Authenticity, Accessible to Authority)
- **Connect individual role → organizational strategy**
(Sense of Purpose & Belonging)
- **Work culture – feels positive and empowering**
(Making a Difference & Feels Valued)
- **Clear steps to success or advancement**
(Flexibility, Work-Life Balance, Benefits)
- **Work to be effective, fun, and engaging**
(Interactive, Dynamic, Personable)

Managing Millennials

- **Feedback**– early and often!
- **Collaboration**– play well with others, expectations and goals need to be clearly identified & communicated
- **Evaluations**– clear performance goals and measurement systems
- **Motivation**– organizational culture nurtured to be comfortable, flexible, family-oriented, and empower innovation

**Life stage
matters too!**

Millennials Life Stage:

- Getting married
- Buying houses
- Initially considering retirement and family benefits
- Having children
- Going on vacations
- Wanting Flexibility
- Starting to deal with aging parents

**Things that
we have or
are trying to
do better...**

Camping & Environmental Education Institute Bus Trip

- Non-traditional engagement
- Problem identification & solving
- Unifier through unstructured captive time
- Connected across geographical boundaries
- Greater understanding of Organization resulting in increased sense of belonging

Online Efforts

- Camp Counselor Applications
- Camp Registration
- Project Judging Sign-ups
- Volunteer Sign-ups
- Project Registration
- Social Media Efforts
- Project Central

Stat about retiring Baby Boomers

Alumni Engagement

- Ohio Statewide 4-H Alumni Outreach
- Alumni & Family Camps
- Alumni Days at Fair
- Alumni News Articles
- Alumni Service Projects

What Works?

- Accessible
- Attentive
- Responsive
- Feel Important
- Feedback

Adapted from:

Colorado State University Extension: Mark J. Platten's
Leveraging Generations in the Workplace