



# Creative Solutions FOR Thriving Communities

CENTRALINA COUNCIL OF GOVERNMENTS

**REGIONAL CONFERENCE**

## Innovation Café #2



GROWING Jobs and Our Economy | CONTROLLING Cost of Government | IMPROVING Quality of Life

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The Silver Tsunami and the Millennial Multiplication are Here: Preparing Your Community and Workforce



GROWING Jobs and Our Economy | CONTROLLING Cost of Government | IMPROVING Quality of Life



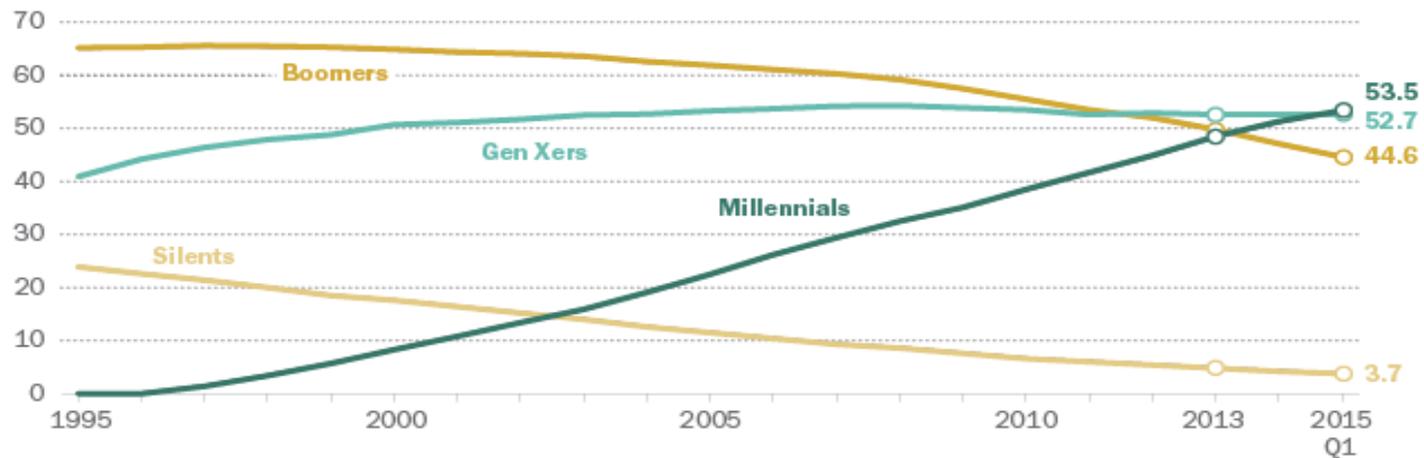
# Session Take-Aways

- Multiple Generations impact on the workplace/workspace
  - Hard & Soft Skills
  - Challenges
- Demographic shifts and the impact on community services
- Consumer resources via Centralina Council of Governments
  - WIOA & SCSEP
- Opportunities
  - Host Agency/OJT/NexGen Council

# Multiple Generations' impact on the Work Place/Space

**U.S. Labor Force by Generation, 1995-2015**

*In millions*



Note: Annual averages plotted 1995-2014. For 2015 the first quarter average of 2015 is shown. Due to data limitations, Silent generation is overestimated from 2008-2015.

Source: Pew Research Center tabulations of monthly 1995-2015 Current Population Surveys, Integrated Public Use Microdata Series (IPUMS)

PEW RESEARCH CENTER

# Multiple Generations' impact on the Work Place/Space

Millennials:

The majority in the workplace in 2015

Care more about the people they work with, good mentorship, and less about money

Prefer-require non-traditional work spaces (remote access, non-traditional hours)

Hard skills reign (over soft skills)

Instigate change

# Multiple Generations' impact on the Work Place/Space

## Millennials and the workplace in 2015

**Millennials will be the largest generation in the workforce in 2015...**

*-Bureau of Labor Statistics*

53%

of hiring managers say it's difficult to find & retain millennials. (Only 14% say easy, 33% say neither)

58%

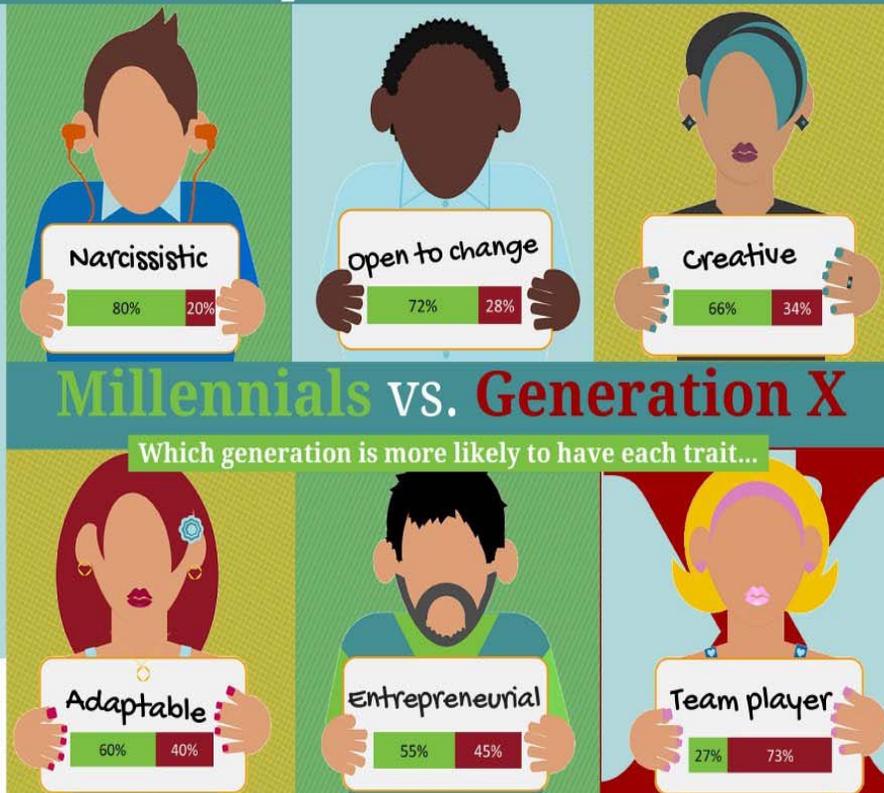
of millennials expect to leave their jobs in 3 years or less.

55%

of hiring managers prioritize hard skills over personality when hiring. (Only 21% say personality, 24% say neither)

**E lance | oDesk**

The 2015 Millennial Majority Workforce Study, commissioned by Millennial Branding and Elance-oDesk. For more information, see [www.elance-odesk.com/millennial-majority-workforce](http://www.elance-odesk.com/millennial-majority-workforce). Audience: Millennial Graduate; Hiring Managers.



## Millennials vs. Generation X

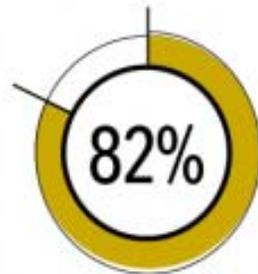
Which generation is more likely to have each trait...

# Multiple Generations' impact on the Work Place/Space

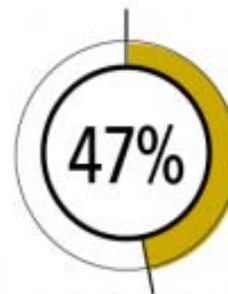
**MYTH** Millennials demand praise and a raise from day one.

**FACT**

Millennials want career growth, but they don't expect instant rewards.



felt that being in the same position at the same level for one to three years is reasonable.



expected their first merit raise or bonus after one to two years in their role.

# Multiple Generations' impact on the Work Place/Space

**MYTH** Millennials need hand-holding and directives on the job.

**FACT** Millennials want some control over their work.

Millennials want decision-making authority over:



And they want equal input on: ←



# Multiple Generations' impact on the Work Place/Space

*Takeaways for organizations seeking to better recruit, advance, and retain Millennials:*

## **Be an employer of choice among Millennials.**



Provide access to development opportunities, fair promotion requirements, and penalty-free flexible work arrangements.

## **Set clear expectations regarding career growth.**



Establish transparent paths and timelines for advancement, and connect Millennials with sponsors to help navigate opportunities.

## **Empower Millennials to achieve their aspirations.**

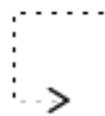


Encourage Millennials to make decisions related to their own work and career development, and clarify how different opportunities may impact advancement.

# Multiple Generations' impact on the Work Place/Space

*Takeaways for organizations seeking to better recruit, advance, and retain Millennials:*

**Make the road to advancement transparent.**



Connect junior employees with sponsors and high-visibility opportunities to help them achieve their goals.



**Avoid making assumptions about Millennials as a whole.**

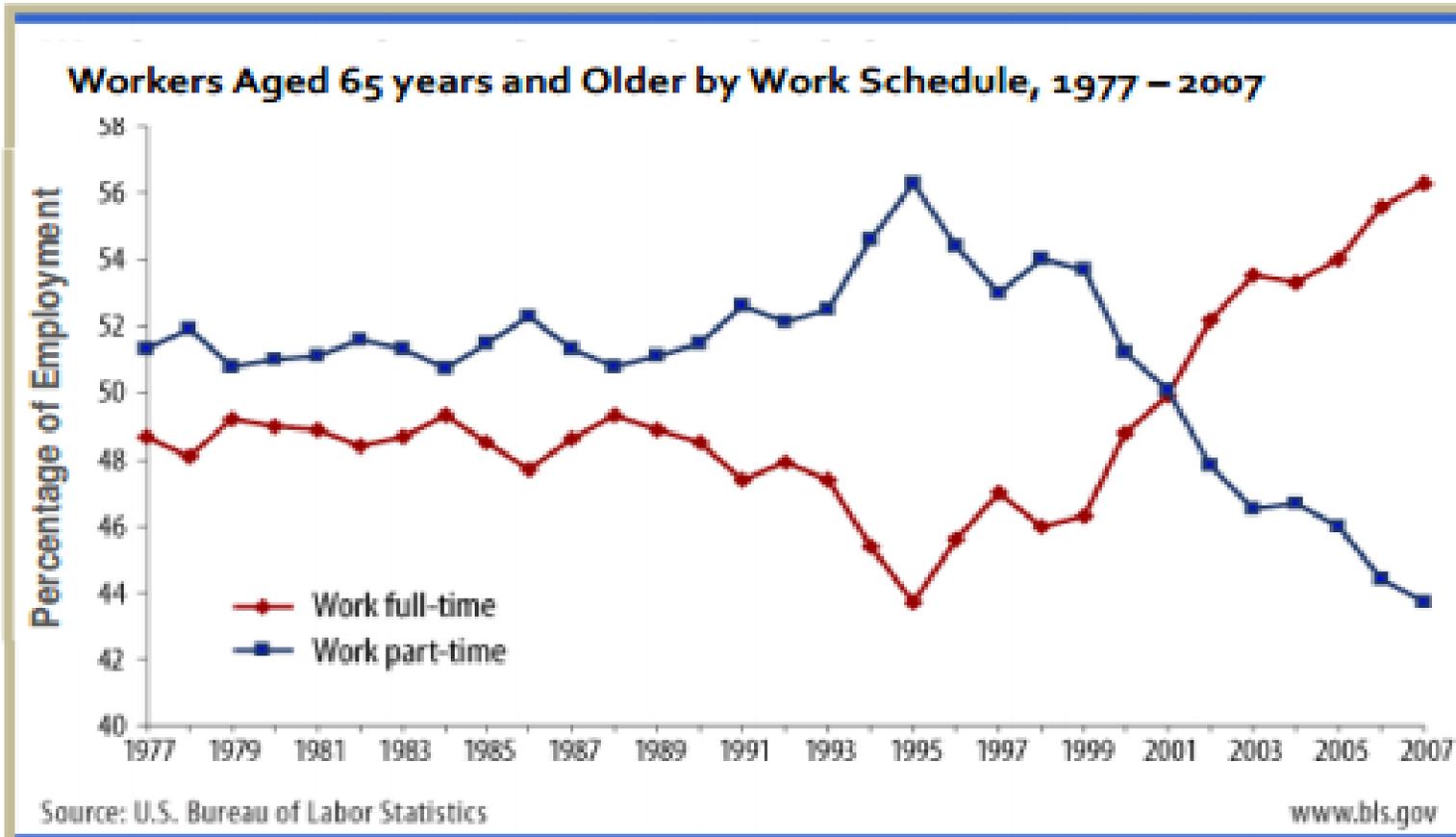
Listen to individual employee aspirations to better support all employees and retain the best talent.

**Recruit Millennials by providing flexible work arrangements.**

Allow employees to arrange their work and personal lives in ways that allow them to achieve family, personal, social, and career success.

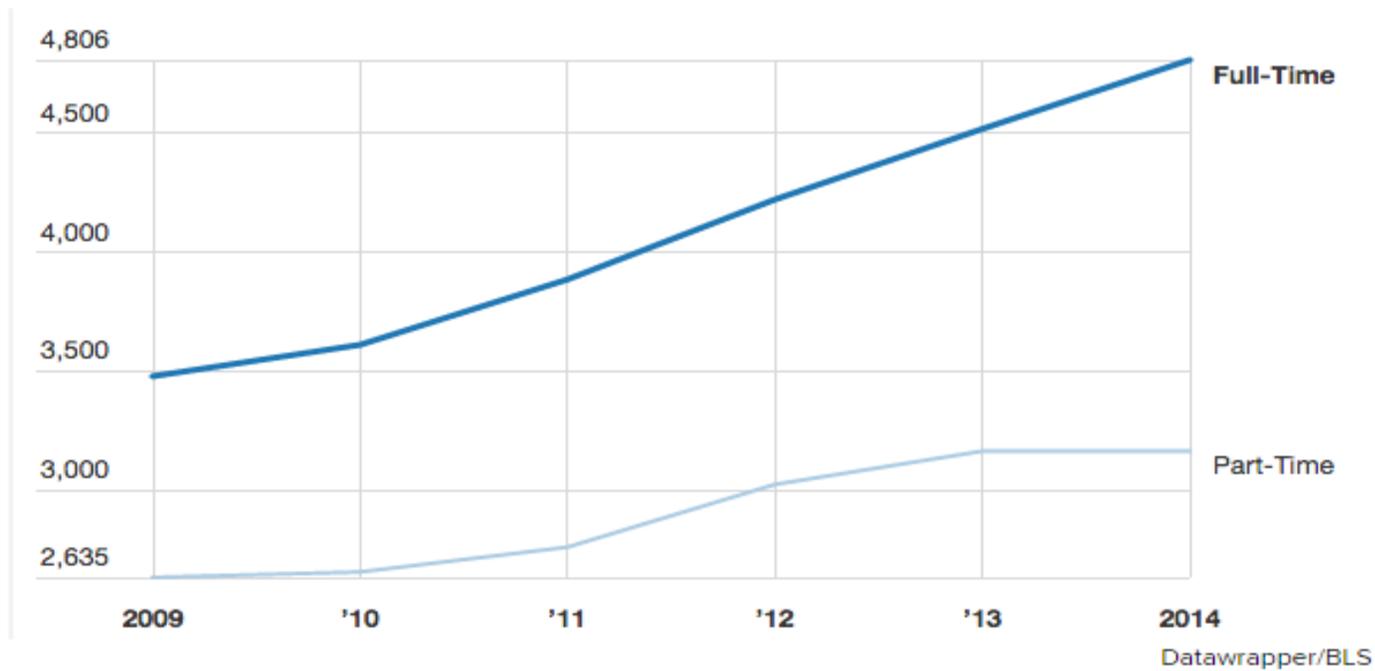


# Multiple Generations' impact on the Work Place/Space



# Multiple Generations' impact on the Work Place/Space

Workers 65 and Over, by Work Schedule (in thousands)



# Multiple Generations' impact on the Work Place/Space

## Commonalities

### 1. Challenges:

- Transportation
- Childcare
- Hard skills
- Soft skills
- Generational “clashes”

# Multiple Generations' impact on the Work Place/Space

## Commonalities

2. Work Conditions

3. Training

*“what if I invest in training and they (millennials) leave?”*

*What if you don't and they stay?*

3. Its not ONLY about the money!

# Demographic shifts and the impact on community services

Access to Parks and Open Space

Transportation Choices

Commuting Costs

Local Farms

Water & Air Quality

Housing (includes Aging in place)

Jobs Closer to Home

\*Health and Long Term Care

# Centralina COG Resources

## Employment & Training

### Senior Community Service Employment Program (SCSEP)

Low-Income, 55 and older

### Workforce Innovation and Opportunities Act (WIOA)

Youth, Adults, Dislocated Workers

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# Opportunities for involvement

**On the Job Training**

**NexGen Council**

**Volunteer Transportation Service**

# Comments and Questions?

# Innovation Café #2

## The Silver Tsunami and the Millennial Multiplication are Here

Disruptive Demographic Trends and the Implications for Your Community and Workforce

# Guiding Questions

1. What organizational adjustments are necessary to accommodate the four generations of workers that will staff your organizations in the foreseeable future?
2. What adjustments in your organization's culture will be required to successfully attract a more diverse workforce and respond to a more diverse customer base?
3. Given the Millennial generation's interest in technology and innovation, how might they change how our organizations do business as both employees and customers?
4. What plans are in place to successfully respond to the impending wave of retirements among your workforce of boomers and pre-boomers?
5. What recruitment strategies will you employ to recruit the next generation of workers?
6. Are specific changes in human resource policies, procedures, and practices necessary to address employee preferences for work environment, technology, and schedules?
7. What are barriers that you have encountered, or anticipate encountering, while trying to meet these challenges?