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The Generational Struggle Inside Our Two-Year Colleges

Black Hawk College

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Part One

What & Why it Matters


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Why It's Important

- 4 Generations are working side by side
- We recruit, serve and depend on multiple generations
- Different values, experiences, styles, and attitudes create
 - Misunderstandings
 - Frustrations

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Critical Issues

- First Time Three Generations are Managers in the Workplace
- First Time Four Generations Are in the Workplace
- Three Generations are attending college, side-by-side

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Personal Effects

- Frustration
- Anger
- Fighting
- Sense of Failure

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Organizational Effects

- Increasing Job Pressure
- Increasing Complaints
- Or Vote with your Feet Mentality

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Teaching Effects

- Disconnect Between what you Love and What Students Love
- Difficult getting them to embrace the Our "Tools" (which are the correct tools)
- Frustration with Students' preparation
- Frustration with Student's Values

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What it Feels Like

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Mindset List

Beloit College - Wisconsin

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Born After 1983?

- They are too young to remember the space shuttle blowing up on takeoff.
- Atari predates them, as do vinyl albums.
- They have likely never played Pac Man nor heard of Pong.
- They have always had cable.
- They were born the year that the Sony Walkman came out.
- Michael Jackson has always been white.
- They never heard: "Where's the beef?", "I'd walk a mile for a Camel," or "De plane, de plane!"
- Kansas, Chicago, Boston, America, and Alabama are places, not bands.
- There has always been MTV.

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Part Two

Who's Who

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The Generations

Traditionalists	Born 1925-1945 75 Million
Baby Boomers	Born 1946-1964 80 Million
Generation X	Born 1965-1980 46 Million
Millennial / Gen Y Echo Boom	Born 1980-2002 76 Million

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The Generations

Traditional 1925 - 1945 Ages 60+	Gen X 1965 - 1980 Ages 25 - 40
Baby Boomers 1946-1964 Ages 41 - 60	Gen Y 1981 - 2003 Ages 3 - 24

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Traditionalists

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Traditionalists

- Age 60+
- Senior Staff and Management
- GED
- Parents/Grandparents

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Traditionalists Icons



A collage of images related to traditionalist icons, including portraits of men, a book cover titled "GONE WITH THE WIND", a woman in a military-style uniform, and a book cover titled "THE LIBERAL WON'T RUN".

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What Shaped Them

- World Wars I, II and Korea
- Depression
- Radio

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Their Approach

- Partner with Organizations
- Stand Fast
- Symbols are Important

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Conflict Style

Go to the Top

Snap to it.

50% of the Men were in the Military



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How to Make them Mad...Fast

Be disrespectful or frivolous



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Expectations

Process & Protocol "Spelled Out"

Violate the process at your own risk


Violate Expectations and they will complain to your supervisor



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How Different?

- Traditionalist



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Traditional Iconic Sayings

“Do what’s Right”



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Baby Boomers



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Boomers

Ages 41 - 60

Senior Management & Staff

Older Returning Students

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Influential People

1968: The Vietnam War. The Vietnam War was a major conflict that shaped the lives of many Boomers. It was a time of social upheaval and protest.

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What Shaped Them

Vietnam War

Civil Rights Movement

Television

The Rebel Mentality

The World is Not Safe

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What They Experienced

Boomer
Rock and Roll
Television
Protests/Riots
Space Exploration
Vietnam War/Hippies
Racial Divides
Sexual Revolution
Yuppies
New Definition of 50

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Their Approach

- Compete and Stand Out
- Question Authority
- Make a Difference

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The Climate They Create

Boomer:

- Andy Hardy
- Superman
- You had better be working as hard as I do
- Look, I'm Changing the World

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Conflict Style

Pay Attention to Me

What Does it Take to Get What I want?

Do Something.... But do it now.

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Management Style

Pushing, Always Pushing

What Does it Take to Succeed?

Lead, Follow, or Get out of the Way

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Teaching Style

Anyone Can Succeed if the Try.

This stuff REALLLLLLLY Matters!

Buckle Down.

I can change your world.

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What Moves Them

- Nostalgia
- High Ideals
- Recognition - Money, Title, Acclaim



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How to Make them Mad...Fast



- Letter of the Law
- Don't Give them the "Big Picture"
- Imply they aren't Different (Unique)
- Not Offer to Help



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How Different?

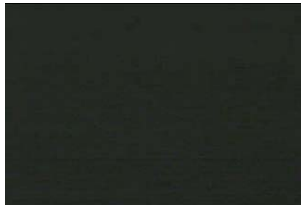

- Boomer

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How Different?

- The Tired Boomer

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Service Expectations

Go with the Flow but recognize how unique I am.

Respond to People and the situation

Rules are Hobgoblins of little minds

Violate my Expectations and I'll get verbal



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Motivating Boomers


- This will change the world
- Recognition
- A Title
- Still got it



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Boomer
Iconic Sayings

"I Made a Difference"



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Gen X




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Gen X

Ages 26 -41

Middle and Junior Management/Staff

Working Adults



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Influential People/Events

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What Shaped Them

- Chernobyl
- Lockerby
- Parent Layoffs
- Cable, Digital, Fax, Pagers, Palm Pilots
- My Family is Not Safe

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What They Experienced

Gen X
Disappointed Children of Divorce
Driven to Independence
AIDS Era Maturity
Crack/Gangs/ Violence
Downsized Parents
Pop Culture
Information Explosion
Latch-Key Kids

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Their Approach

- Take Care of #1
- Watch Which Way the Wind Blows
- Be Ready to Move On

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The Climate They Create

Gen X:

- This had better be useful
- This had better work
- You Save the World, I'm going to my kid's soccer game
- Often Removed from full engagement

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Conflict Style

- Anticipate my needs or I Will leave
- Do what I want, or leave me alone.
- Vote with my Feet


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Management Style

I Handle it.... You Handle It

What Does it Take to Be Left Alone?

Paperwork s**ks! Just do the Job.




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Gen X Teaching Style

Get it or Don't. Your Choice.

I'll Give you the Stuff. I'd learn it if I were you.

Yeah. Yeah. Yeah. I was a latchkey kid too. Get Over it.



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How to Make them Mad...Fast



- Misuse Authority
- Micromanage
- Waste Time (In general and in F2F)
- Be Inflexible
- Reject Change



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How Different?

- Gen X

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How Different?

- Gen X





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Service Expectations

Process that understands they have other priorities

Don't make me come talk to you F2F

Violate my expectations and I take my marbles and go



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Motivating Gen X

- Do it your own way
- Use these new powerful tools
- There are no rules here
- Flexibility
- In charge of your workload

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Gen X Iconic Sayings

“Show Me the Money”
“So Not Worth It”

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Gen Y/ Millennials

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Gen Y/ Millennials

Ages 3 - 26

New Kids on the Block :-)

Entry Level Staff

Traditional College Students



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Influential People/Events




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What Is Shaping Them


Columbine

9/11

The Internet

Boomer and Gen X Parents

I am not Safe



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What They Experienced

Millennial
Integration
Understand Multi-layered information
Brought up in the era of Brands
Unity
Optimistic
Reared in the era of Psychology
Birth of the Future
Recycling
They are Loved

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Their Approach

Stick Together

Talk it Over

Share

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The Climate

Gen Y:

My Parents want to talk with you

Helicopter Parents

We are all working equally hard

Engaged but Passive

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Conflict Style

I don't like conflict, let's work together

What Does it Take to Make It Work?

You help me. I'll help You.

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Management Style

Collaborate

What Does it Take to Make It Work?

You help me. I'll help You.

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Teaching Style

Study Groups

Cohorts

We can teach each other

Know where to look it up

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How to Make them Mad...Fast

- Be Close-Minded
- Not Delegate
- Not Show Them How (Train Them)
- Imply they are "Kids"
- Be Slow in Responding to Questions

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How Different?

- Gen Y versus Gen X

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How Different?

- Gen Y versus Boomer

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Service Expectations

Note that I am not a Kid

Fast... Fast...Fast...

Violate Expectations and they will leave and take their friends.

Digital is Good

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Motivating Gen Y

- You can work with anyone you want to
- You can write your own job
- Work with Others in a meaningful way
- Explore what interests you
- Apply it to the world
- You will have choices

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Gen Y Iconic Sayings

“Been There. Done That.
Got the T-Shirt”

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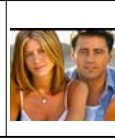




Side By Side

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Comparison Philosophy

Trads.	Boomer	Gen X	Gen Y
We	Us	I	All
			

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The On Campus Problem

Traditionalists & Boomers Think they Rule the World

Boomers Know Everyone Does Not think like them..... But Believes they will "WHEN THEY GROW UP"

Boomers Think All Messages Should Speak To Them

So Do Gen X'ers

Y'ers are "Baby Huey"

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References

GREAT BOOKS

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