

Understanding the Generational Gap of Dealing with Change: Workshop #504

Sunday, July 22, 2018
10:00-11:00am

Presented by
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NYS PTA Youth Members

Generations: *defined*



TRADITIONALISTS

Born 1900-1945

Great Depression
World War II
Disciplined
Workplace Loyalty
Move to the 'Burbs'
Vaccines



BOOMERS

Born 1946-1964

Vietnam, Moon Landing
Civil/Women's Rights
Experimental
Innovators
Hard Working
Personal Computer



GEN X

Born 1965-1976

Fall of Berlin Wall
Gulf War
Independent
Free Agents
Internet, MTV, AIDS
Mobile Phone



MILLENNIAL

Born 1977-1997

9/11 Attacks
Community Service
Immediacy
Confident, Diversity
Social Everything
Google, Facebook

Or Gen Y













GEN 2020

After 1997

Age 15 and Younger
Optimistic
High Expectations
Apps
Social Games
Tablet Devices

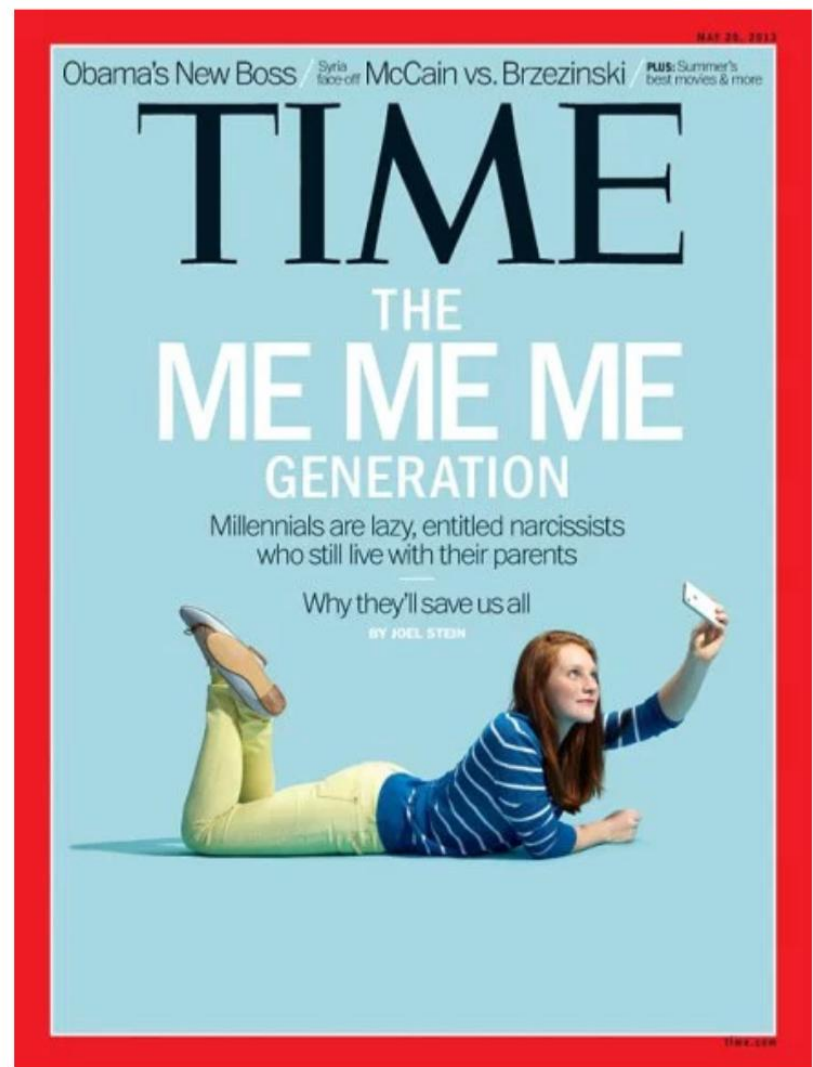
Or Gen Z

Generations: *understood*

Characteristics	Maturists (pre-1945)	Baby Boomers (1945-1960)	Generation X (1961-1980)	Generation Y (1981-1995)	Generation Z (Born after 1995)
Aspiration	Home ownership	Job security	Work-life balance	Freedom and flexibility	Security and stability
Attitude toward technology	Largely disengaged	Early information technology (IT) adapters	Digital immigrants	Digital natives	Technoholics
Attitude toward career	Jobs are for life	Organisational—careers are defined by employers	Early 'portfolio.' careers — loyal to profession, not necessarily to employer	Digital entrepreneurs — work "with" organizations not "for"	Career multitaskers
Signature product	Automobile 	Television 	Personal computer 	Smart phone 	Nano-computing, 3-D print, driveless cars 
Communication media	Formal letter 	Telephone 	E-mail and SMS 	SMS or Social media 	Hand-held communication devices 

“the average American 1-year-old has more images of himself than a 17th century French king”

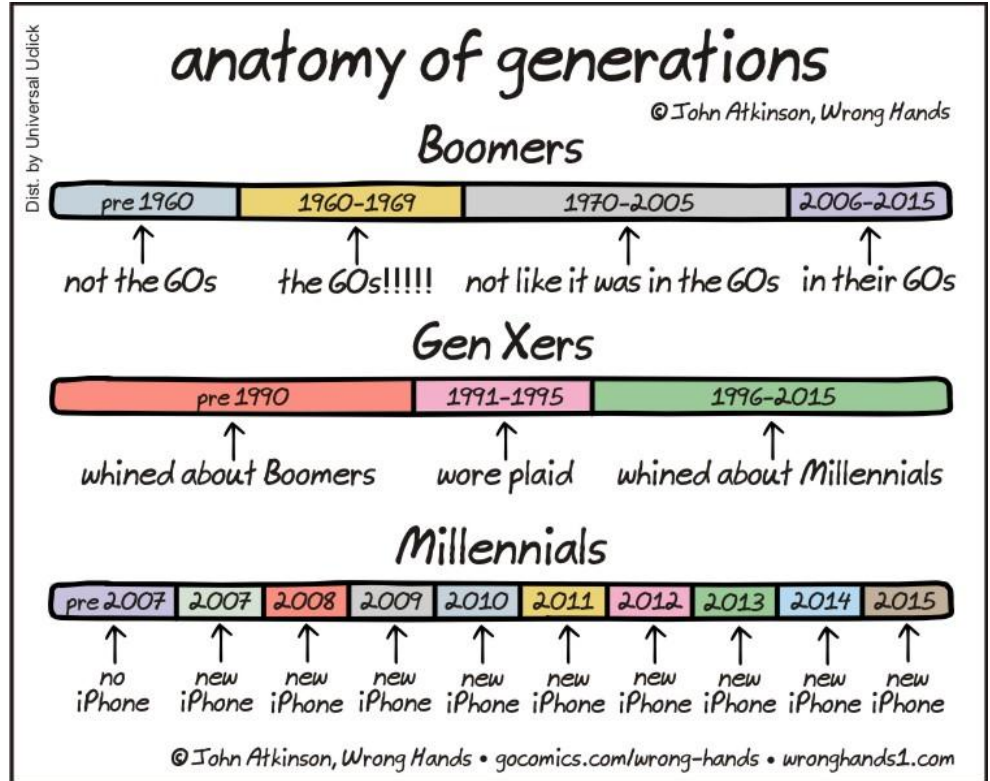
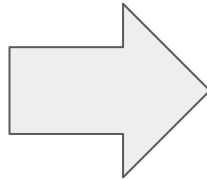
<http://time.com/247/millennials-the-me-me-me-generation/>



Dealing with change: *millennials & thereafter*

Millennials and Gen Z have grown up with constant changes in:

- Technology
 - Communication
 - Appliances
- Home
 - Family Situation
- Community
 - Moving around
 - School



Dealing with change: *millennials & thereafter*

“But if you need the ultimate proof that **millennials** could be a great force for positive change, know this: Tom Brokaw, champion of the Greatest Generation, loves millennials. He calls them the Wary Generation, and he thinks their cautiousness in life decisions is a smart response to their world. **“Their great mantra has been: Challenge convention. Find new and better ways of doing things.”**”

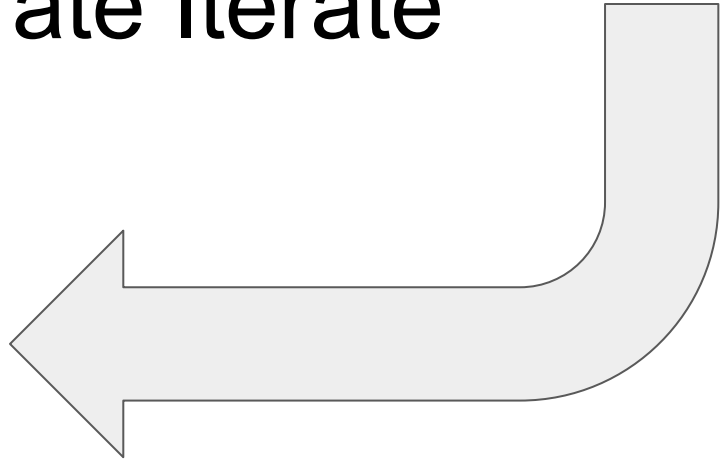


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<https://money.cnn.com/2018/04/27/media/tom-brokaw-letter-linda-vesters/index.html>



Iterate Iterate Iterate



Scenarios

Diversity

- What does Diversity look like for a Traditionalist or Baby Boomer?
- What about for a Gen X?
- And for Millennials or Gen Z?

- So what should Diversity look like for PTA today?

Communication

- What is the ideal means of Communication for a Traditionalist or Baby Boomer?
- What about for a Gen X?
- And for Millennials or Gen Z?

- So how should we be Communicating in PTA today?

Volunteering with PTA

- What are Volunteers willing to offer as a Traditionalist or Baby Boomer?
- What about for a Gen X?
- And for Millennials or Gen Z?

- So what will Volunteers be willing to offer for PTA today?

Questions?