

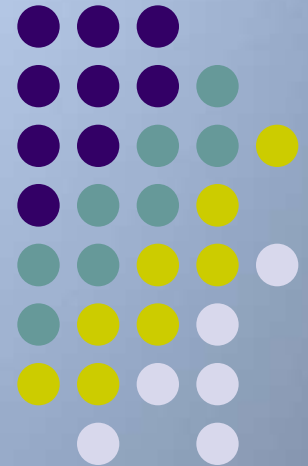
# Engaging Generation Y

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**Michael Garamoni**

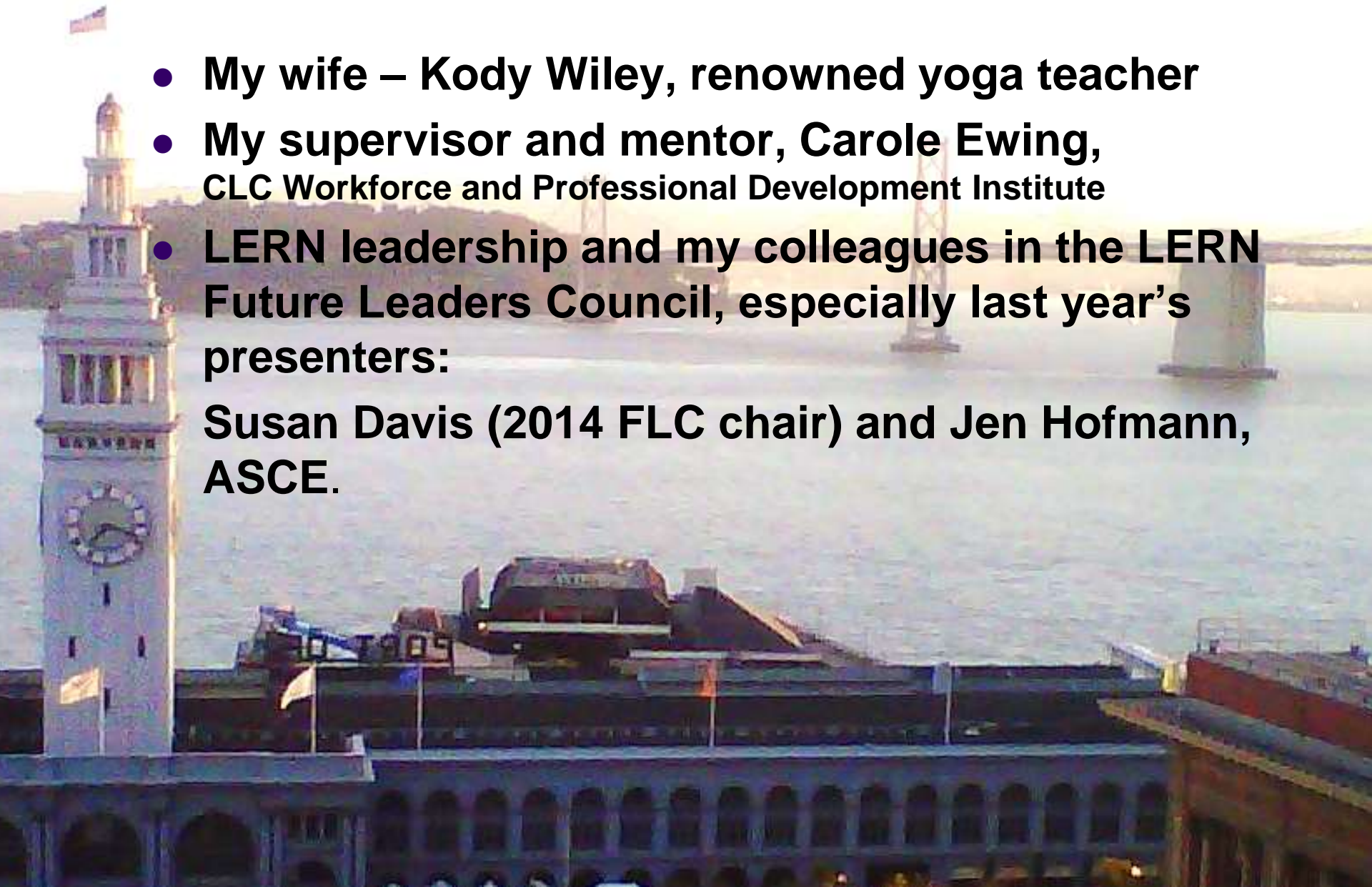
*College of Lake County*

*Grayslake, Waukegan, Vernon Hills,  
IL*



# Acknowledgements

- **My wife – Kody Wiley, renowned yoga teacher**
- **My supervisor and mentor, Carole Ewing, CLC Workforce and Professional Development Institute**
- **LERN leadership and my colleagues in the LERN Future Leaders Council, especially last year's presenters:  
Susan Davis (2014 FLC chair) and Jen Hofmann, ASCE.**



# Overview

- **Understanding Gen Y**
  - We're Complicated
  - Gen Y Myths
  - Important Issues
  - A holistic approach
- **How to Engage Gen Y**
  - What does this mean?
  - Strategies



# Gen Y - Definition

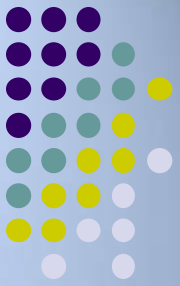
- Those born between 1980 and 1995 (approximately)
- Strongly impacted by events of the new millennium: “Millennials”
  - Grew up in a society placing emphasis on children - “the center of our parents universe” (Howe and Strauss, 2000)
  - Technology – Children of the Internet, TV, Video Games
  - September 11<sup>th</sup>
  - Economic Boom and Recession



# Gen Y - Important Issues

- **Values:** Family, Community, Environment  
more worldly, less nationalistic
- **Diversity:** Accepting of all peoples and cultures, decreased sense of “the other”
- **Politics:** Socially liberal, fiscally conservative
  - *Identifying less with major political parties*
- **Technology:**
  - Immersed in it since birth
  - Tech-savvy “The use of social media to market to Gen Y can be very effective, but it can also be very annoying. Make sure you aren’t bombarding us with ads and information when we don’t want it. If I am just scrolling my newsfeed on Facebook, I don’t necessarily pay any attention to the ads” ( Jen Hofmann, 2014, LERN Future Leaders Council).

# Gen Y Leaders – What do we stand for?



## Huffington Post

**Svante Myrick, Ithaca's Youngest-Ever Mayor, Converts Personal Parking Space Into Public Park**

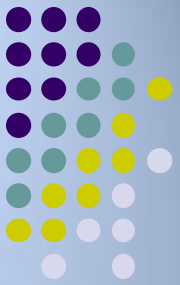


Svante Myrick/Facebook

# What Gen Y is Not: Dispelling Myths

- This portion of the presentation provided by LERN member Abraham Joven – *City of Lakewood, CA*
- Entitled
  - A generation raised on participation medals expects rewards regardless of performance.
- Lazy
  - Tech advances have created the expectation of immediacy in Gen Y.

# Research

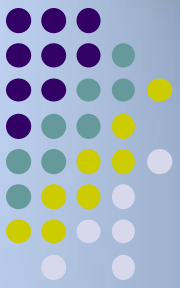


- Much of the research for this presentation comes from my Master's Thesis-

## ***INTEGRATING WELLNESS WITH CAREER DEVELOPMENT: A RESOURCE FOR PROFESSIONAL PRACTICE IN SERVING JOB SEEKERS***

*(Garamoni, 2014, Southern Illinois University- Carbondale)*

- Google Results:
  - “Baby Boomers” - About 1,780,000 results
  - “Generation X” - About 16,100,000 results
  - “Generation Y” - About 7,100,000 results
  - Lots of information, lots of theories, many differences of opinion!



# A Holistic Approach to Gen Y

- Wellness: More than preventive health, based on Maslow's Hierarchy of Needs to achieve *self actualization* (Arloski, 2009)
- Several dimensions to achieving personal and community wellness
  - Physical - *Moving*
  - Emotional - *Feeling*
  - Financial - *Spending*
  - Occupational - *Working*
  - Environmental - *Preserving*
  - Social - *Relating*
  - Intellectual - *Learning*
  - Nutritional - *Eating*
  - Protectoral - *Safeguarding*
  - Spiritual (Ardito, 2014)



# Gen Y: Physical Wellness

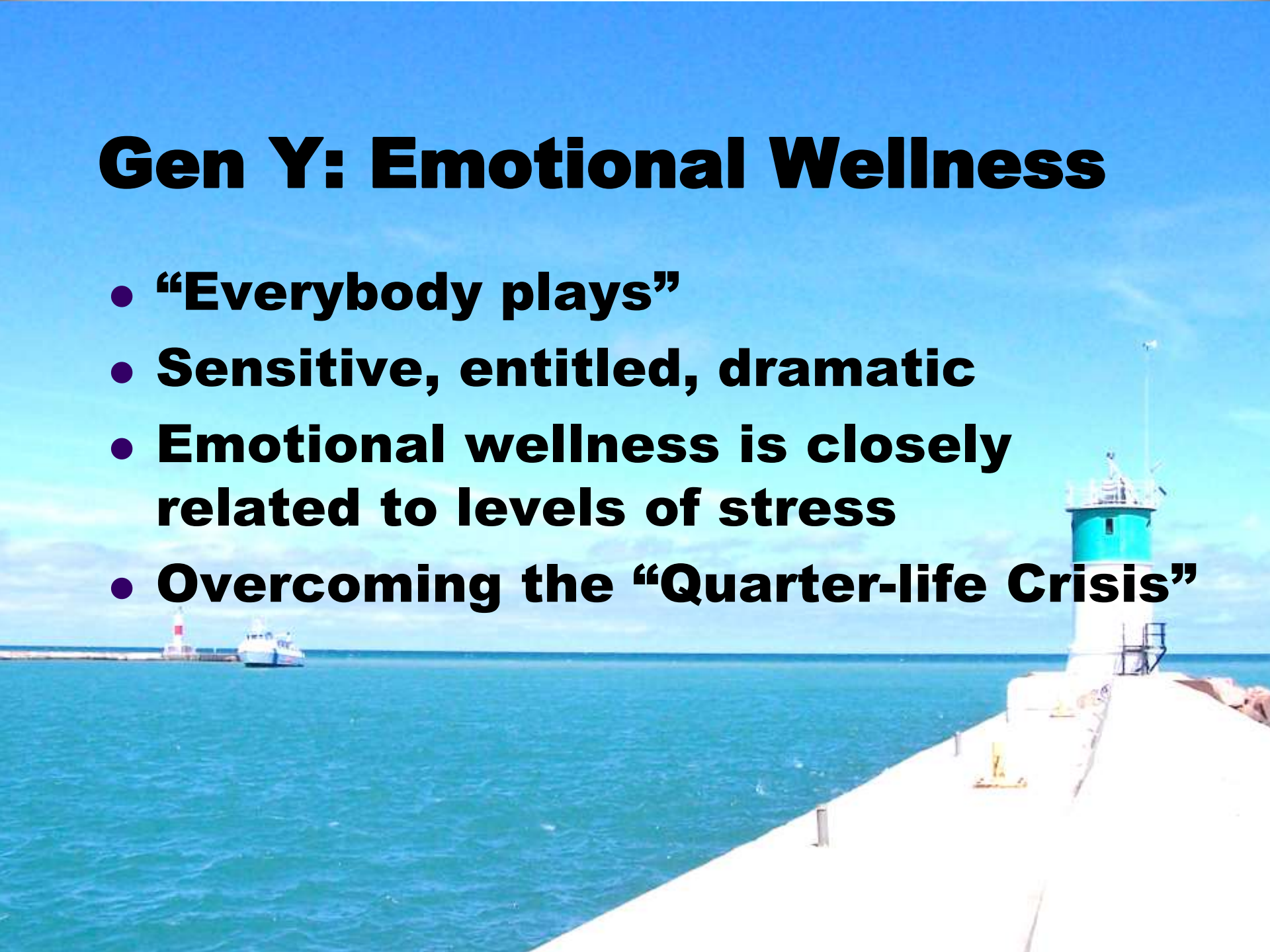
- **Health:** Rising healthcare costs, Knowledge economy=Sedentary work environments
- **Competition:** Team sports, personal benchmarks - marathons, benefit events, Crossfit
- **Confidence**

[http://www.youtube.com/results?search\\_query=subway+commercial+crop+fit](http://www.youtube.com/results?search_query=subway+commercial+crop+fit)



# **Gen Y: Emotional Wellness**

- **“Everybody plays”**
- **Sensitive, entitled, dramatic**
- **Emotional wellness is closely related to levels of stress**
- **Overcoming the “Quarter-life Crisis”**



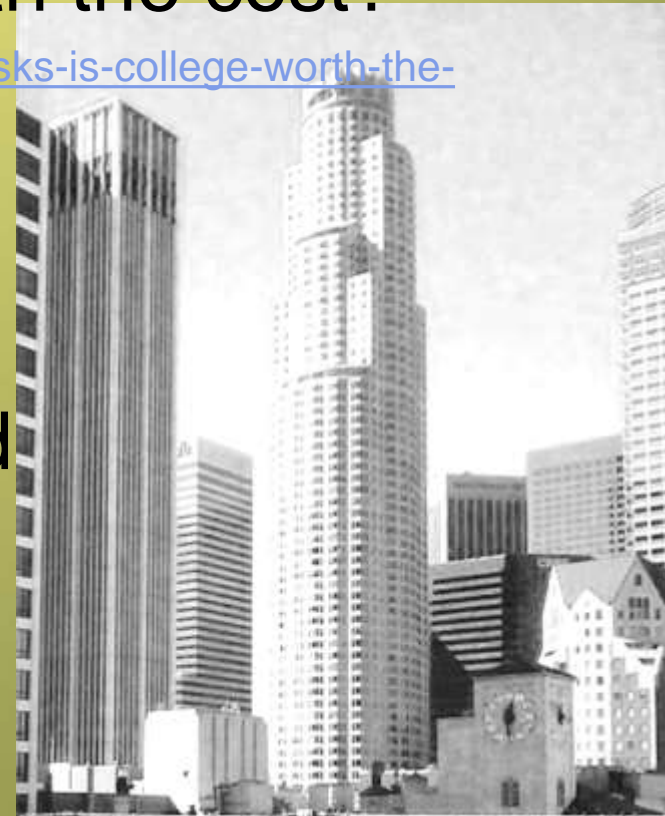
# Gen Y: Financial Wellness



- The recession of 2008-09 still impacting Generation Y
- Student loans – Is college worth the cost?

<http://cnnpressroom.blogs.cnn.com/2014/11/07/ivory-tower-asks-is-college-worth-the-cost/>

- Millennials = ‘smart-shoppers’
- Products and services marketed toward Gen Y should be fiscally appealing



# Gen Y: Occupational Wellness

- **Gen Y College grads faced with worst unemployment and lowest wages in history**
- **Seeking opportunities to enhance resume, build qualified experiences**
- **Applying skills and knowledge**
- **Service learning**

# Gen Y: Environmental Wellness



- **Sustainability Triple Bottom Line –  
People, Planet, Profit**
- **Perhaps the most environmentally aware generation – demand for sustainable goods and services**
- **“Nature-deficient”??**

# Gen Y: Social Wellness

- **Are millennials social geniuses or slouches?**
- **Technology and social media**
- **Interpersonal communications and relationships**
- **Reaching Gen Y socially**

# **Gen Y: Intellectual Wellness**

- **The most educated generation**
- **Comfortable learning in institutional environments**
- **As adults, preference for of alternative options in lifelong learning, web-based, hybrid, blended**
- **Books – Cherished as an art form, not as reference**

**“The (lifelong learning) industry is seeking more bite-sized learning available 24/7...**

**Smaller chunks of learning allow more pathways”**

**(Susan Davis, 2014, LERN Future Leaders Council)**



# **Gen Y: Nutritional Wellness**

- **What do we put in our bodies?**
- **Locavores: Organic, grass-fed, non-GMO**
- **Trend diets: Veg, Paleo, Gluten-free**
- **What opportunities can nutritional wellness present for continuing education?**




# Gen Y: Protectoral Wellness



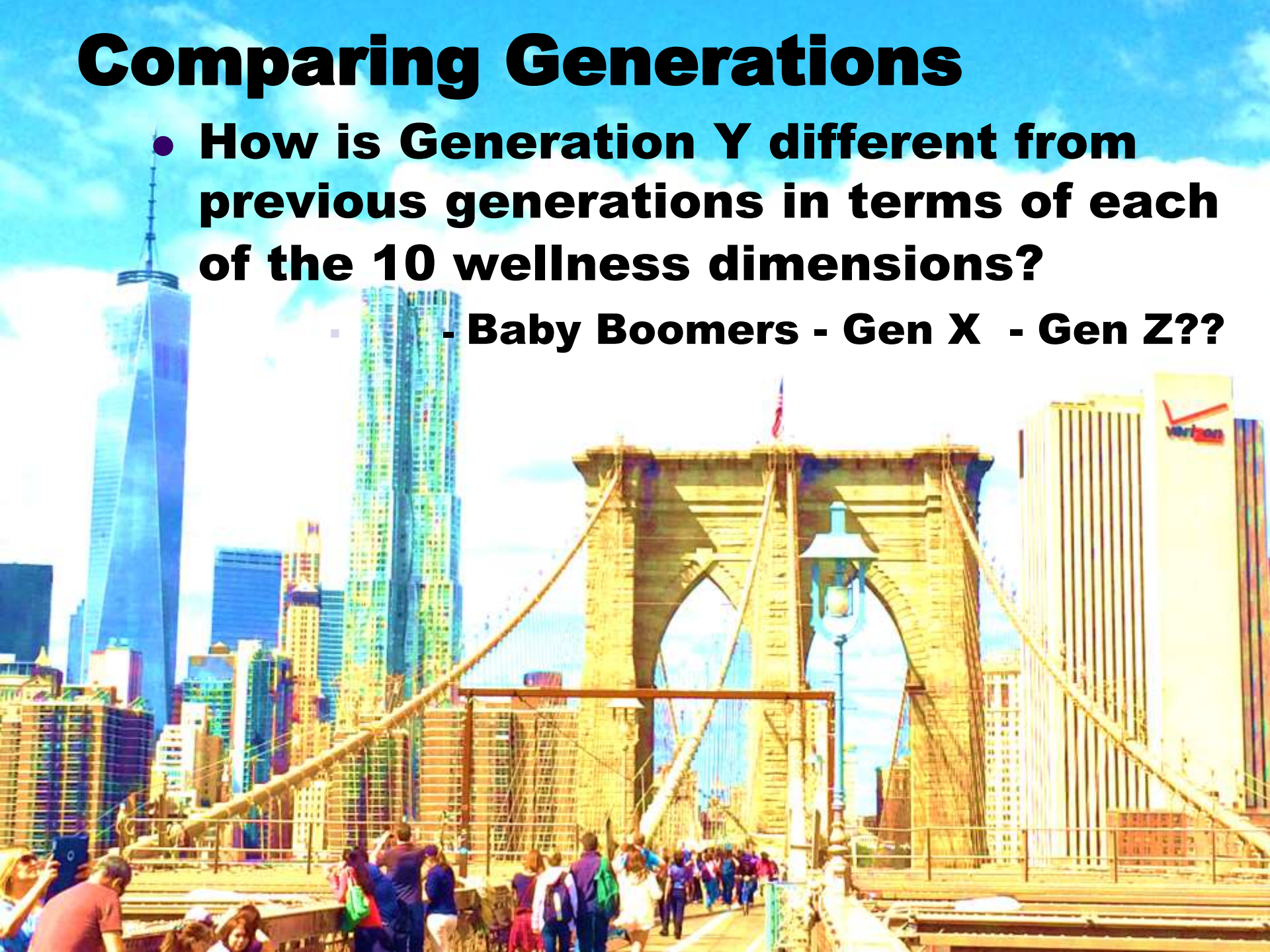
- **Safety and protection of ourselves, our loved ones and our possessions**
- **Financial security**
- **Millennials are flocking to, and raising children in urban areas- what does this mean for protectoral wellness?**

# Gen Y: Spirituality

- **Strength or deficiency?**
- **How is Generation Y impacting organized religion?**  
 Francis: A Pope That Millennials Can Love
- **What other ways is Gen Y seeking spiritual fulfillment?**

# Comparing Generations

- **How is Generation Y different from previous generations in terms of each of the 10 wellness dimensions?**
  - **- Baby Boomers - Gen X - Gen Z??**



# Strategies to Engage Gen Y in Continuing Education

## And Corresponding Wellness Dimension

- **Mentorship** *(Social, Occupational, Protectoral)*
- **Leadership Opportunities** *(Intellectual, Emotional, Social, Occupational)*
- **Innovative Programming** *(Intellectual, Environmental, Occupational)*
- **Effective Use of Technology – Blended and Flipped classrooms** *(Intellectual, Financial, Social, Occupational)*
- **Experiential Learning/ Service Learning** *(Social, Emotional, Physical, Intellectual, Spiritual)*
- **Authenticity/No Gimmicks** *(Intellectual, Financial, Protectoral)*
- **Shared Experiences: Family/Friends/Community** *(Intellectual, Occupational, Environmental, Social, Emotional, Protectoral, Spiritual)*
- **Good Deals** *(Financial, Protectoral)*
- **Quality programming** *(Intellectual, Financial, Nutritional)*

# **QUESTIONS?**

## **Thank you for joining me!**

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