November 2018

Five Generations: Preparing Multiple Generations of Learners for a Multi-Generational Workforce

Olimpia Leite-Trambly
*University of Nebraska at Kearney, leitetrambod@unk.edu*

Sharon N. Obasi
*University of Nebraska - Lincoln, obasis2@unk.edu*

Follow this and additional works at: [http://digitalcommons.unl.edu/ipts](http://digitalcommons.unl.edu/ipts)

Part of the *Curriculum and Instruction Commons, Educational Methods Commons, Higher Education Commons, Instructional Media Design Commons, and the Online and Distance Education Commons*


[http://digitalcommons.unl.edu/ipts/7](http://digitalcommons.unl.edu/ipts/7)
Overview

• Employees, Students, and Generations
• Engagement
  – Interpersonal Communication
• Learning
Five generations in the workforce

• What is the age of the youngest student you have worked with?

• What is the age of the oldest student you have worked with?

• What were the issues?
Texting Bride

https://www.youtube.com/watch?v=47EDdvSqn7Y
• CELL PHONE?

• Sleep with it?
• Gen Y, Z = 70% sleep with phone near
• Text-walk, 50%
• Other place?

• Millennials and Gen Z; Inc., 2017
150 times / day

Students check their mobile devices on average of 150 times per day

3 hours / day

On average students spend 3 hours using their mobile device

Flurry Insights (Yahoo) 2014

Kleiner Perkins 2014
QUIZ

- ATM
- BRB
- BTW
- B4N
- L8R
- IDC
- CUL8R
- AFAIK
- GR8
- ILY
- IMHO
- BTDT
- LMK
- LOL

Site: https://www.techlicious.com/blog/take-this-texting-acronym-quiz
QUIZ

• ATM – Automated Teller Machine, At the moment
• BRB – Be right back
• BTW – By the way
  B4N – Bye for now
  L8R – Later
• IDC – I don’t care
  CUL8R – See you later
  AFAIK - As far as I know
  GR8 – Great
  ILY – I love you
• IMHO – In my humble opinion
  BTDT – Been there done that
  LMK – Let me know
• LOL – Laugh out loud

• Site: https://www.techlicious.com/blog/take-this-texting-acronym-quiz
• How and where did Kennedy die?

• Assassination in Dallas, TX – Traditionalist, Baby Boomer

• Plane crash near Martha’s Vineyard, MA – Gen X

• Kennedy who? – Gen Y, Gen Z
WHO IS IN THE WORK FORCE?
• Traditionalists (1922-1945)
• Baby Boomers (1946-1964)
• Generation X (1965-1980)
• Generation Z, Gen 2020, iGen, Post-millennials (2001-present)
Generations: 2020 Projection

2020: National Projection

- 50%
- 22%
- 20%
- 7%
- 1%

Source: Future Workplace Survey; Mentoring Millennials (Meister & Willyerd, 2010)
Generations: 2020 Projection

2020: National Projection

Source: Future Workplace Survey; Mentoring Millennials (Meister & Willyerd, 2010)
5 generations in the workforce (Shah, 2015)

- **Traditionalists/Silent Veterans**: 1922-1945
- **Baby Boomers**: 1946-1964
- **Generation X**: 1965-1980
- **Generation Y/Millennials**: 1981-2000
- **Generation Z/iGen/Post-millennials**: 2001-present
Generations

- Research indicates that people communicate based on their generational backgrounds.

- Each generation has distinct attitudes, behaviors, expectations, habits and motivational buttons. Learning how to communicate with the different generations can eliminate many major confrontations and misunderstandings in the workplace and the world of business.
Generational differences can affect:

- recruiting
- building teams
- dealing with change
- motivating
- managing
- maintaining and increasing productivity
- communication misunderstandings
- high employee turnover
- difficulty in attracting employees
- gaining employee commitment
• An Interview

https://www.youtube.com/watch?v=Uo0KjdDJr1c
TRAITS

• Traditionalists (1922-1945)
• Baby Boomers (1946-1964)
• Generation X (1965-1980)
• Generation Z, Gen 2020, iGen, Post-millennials (2001-present)
Keys to Success in Multigenerational Classrooms

- Open recognition of the value of each generation.
- Establish an even playing field
- Encourage collaboration to develop critical thinking skills.
Work Environment

- This employee likes to work alone; own office space; own projects; competitive

- Traditionalists (1922-1945)
- Baby Boomers (1946-1964)
- Generation X (1965-1980)
- Generation Z, Gen 2020, iGen, Post-millennials (2001-present)
Work Environment

• This employee likes to work alone; own office space; own projects; competitive

• Generation Z, Gen 2020, iGen, Post-millennials (2001-present)
Commitment to Work

• This employee expresses workplace loyalty; work is a duty; work is priority

• Traditionalists (1922-1945)
• Baby Boomers (1946-1964)
• Generation X (1965-1980)
• Generation Z, Gen 2020, iGen, Post-millennials (2001-present)
Commitment to Work

- This employee expresses workplace loyalty; work is a duty; work is priority

- Traditionalists (1922-1945)
Technology

• This employee is a TRUE digital native; technology is easy to use; instinctive use; adaptive to platforms, technology

• Traditionalists (1922-1945)
• Baby Boomers (1946-1964)
• Generation X (1965-1980)
• Generation Z, Gen 2020, iGen, Post-millennials (2001-present)
Technology

- This employee is a TRUE digital native; technology is easy to use; instinctive use; adaptive to platforms, technology

- Generation Z, Gen 2020, iGen, Post-millennials (2001-present)
Communication

• This employee/student likes to communicate face-to-face; relies less on technology for communication; prefers in-person meetings

• Traditionalists (1922-1945)
• Baby Boomers (1946-1964)
• Generation X (1965-1980)
• Generation Z, Gen 2020, iGen, Post-millennials (2001-present)
Communication

• This employee / student likes to communicate face-to-face; relies less on technology for communication; prefers in-person meetings

• Traditionalists (1922-1945)
• Baby Boomers (1946-1964)
• Generation Z, Gen 2020, iGen, Post-millennials (2001-present)
Technology-free or Technology-friendly?

• How do you use technology, cell phones in class?
Pew, 2018

- 95% all American adults use cell phones (77% smart phones)

- **Racial/ Ethnic**

<table>
<thead>
<tr>
<th></th>
<th>All phones</th>
<th>Smart</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>94%</td>
<td>77%</td>
<td>17%</td>
</tr>
<tr>
<td>Black</td>
<td>98%</td>
<td>75%</td>
<td>23%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>97%</td>
<td>77%</td>
<td>20%</td>
</tr>
</tbody>
</table>
GENERATIONAL OVERVIEWS
Similarities

• Financial Conservatives
• Traditionalists (1922-1945); Generation X (1965-1980); Gen Z (2001 – present)

• Digital First to Digital ONLY; using the internet to make purchases, less brick and mortar stores (Generation Y, Millennials (1981-2000); Generation Z, Gen 2020, iGen, Post-millennials (2001-present)
<table>
<thead>
<tr>
<th>WORKPLACE</th>
<th>Traditional</th>
<th>Baby Boomers</th>
<th>Gen X</th>
<th>Gen Y</th>
<th>Gen Z</th>
</tr>
</thead>
<tbody>
<tr>
<td>Work ethics</td>
<td>Hard working</td>
<td>Workaholic</td>
<td>Work only as hard as needed</td>
<td>Work, change the world</td>
<td>Secure, money</td>
</tr>
<tr>
<td>Workplace success</td>
<td>Deadlines 84% Along 81%</td>
<td>Deadlines 77% Along 78%</td>
<td>Deadlines 75% Along 71%</td>
<td>Deadlines 62% Multi-tasking 59%</td>
<td></td>
</tr>
<tr>
<td>Supervision</td>
<td>Some feedback</td>
<td>Some feedback</td>
<td>Immediate, continuous</td>
<td>Immediate, continuous</td>
<td></td>
</tr>
<tr>
<td>Work/Life</td>
<td>Family secondary</td>
<td>Work first</td>
<td>Value Balance</td>
<td>Value Balance</td>
<td>Likely Balance</td>
</tr>
</tbody>
</table>
LEARNING AND LEARNERS
There is no Single Student Profile

- Different interests
- Backgrounds
- Talents
- Motivations
- Goals
- Different relationship with technology
“Students do not need a teacher, they have ‘google’”
What do Students need?

• Validate students’ diversity
• Encourage students’ strengths
• Motivate students’ needs
• Nurture a sense of community
What do faculty need?

• Flexibility
  – Different Pedagogy
  – Learning Strategies
• Support team
  – Other instructors – support team
  – eCampus / Instructional Designers
  – Help Desk
• Resources
What do faculty need?

• Partnerships
  – Graduate Programs
  – Certification
  – Employers
  – Professional Associations
• Credentialing
  – Documented learning
  – Competencies
Multi-modal learning strategies

- Visual
- Aural
- Read/Write
- Kinesthetic
Identify one person in each generation

- Traditionalists/Silent Veterans (1922-1945)
- Baby Boomers (1946-1964)
- Generation X (1965-1980)
- Generation Z (2001-present)
- Post-millenials
Assignment across generations

Traditionalists
Silent Veterans
1922-1945

Baby Boomers
1946-1964

Generation X
1965-1980

Generation Y
Millennials
1981-2000

Generation Z
Gen 2020
iGen
Post-millennials
2001-present
Overview

• Employees (Instructors), Students, and Generations
• Engagement
  – Interpersonal Communication
• Learning

• There is little research on FIVE generations of workers and even less on five generations of learners
THANK YOU!

• Contact:
  • leitetrambod@unk.edu
  • obasis2@unk.edu
  • hilltl@unk.edu
Selected References


Selected References

