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Talkin' bout My Generation

Traditionalists to Generation Z: Today's Adult Education Classroom
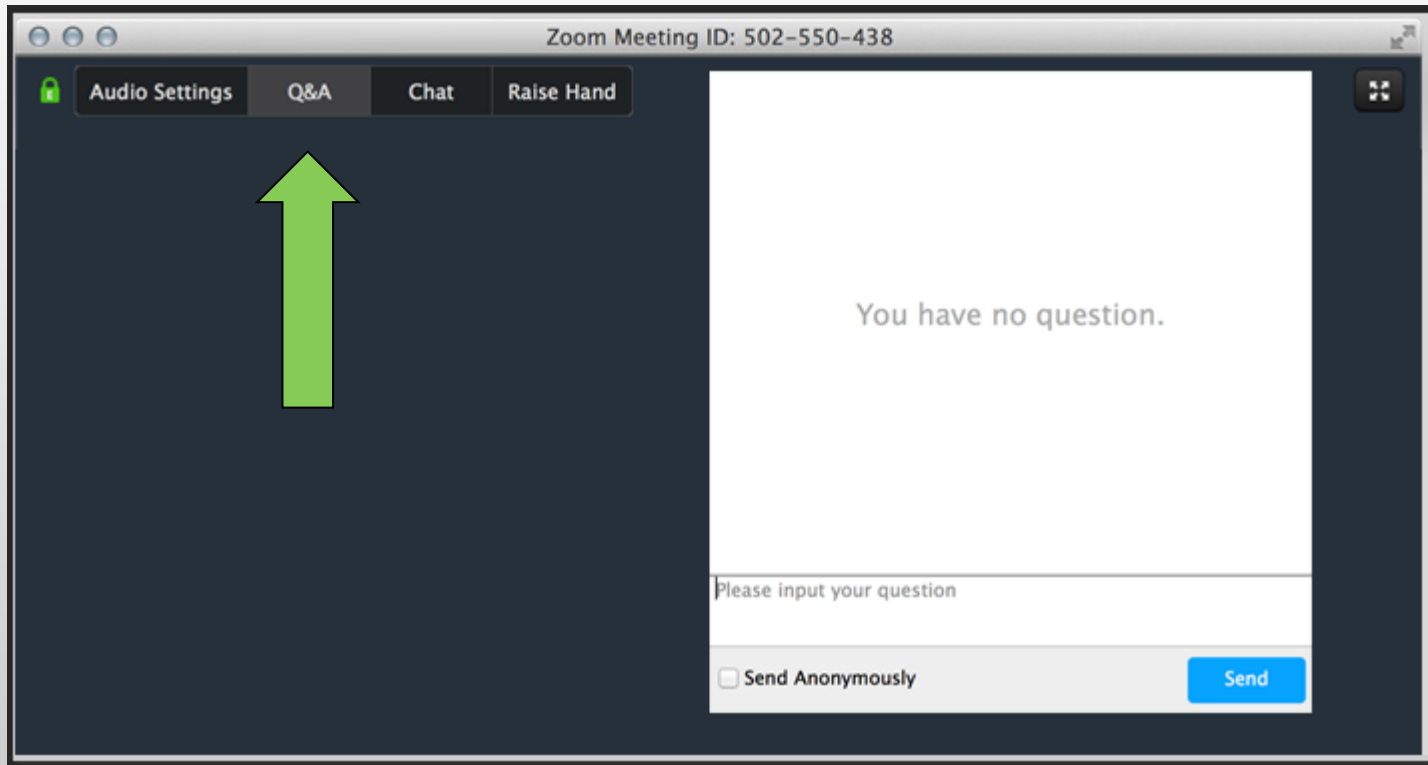
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- If you have a question, please type it into the **Q&A** option.

- Attendee microphones will be muted. You will be in **listen only** mode.
- Today's presentation is being **recorded**. It will be archived and available on the IPDAE website within 48 hours.

What Is This Webinar About?

The Generations
Who are they?
What are they like?
How do they learn best?

The Generations
How do we engage them? Explore how different generations affect learning & teaching strategies

The Generations
Consider how *differences* can be a source of strength—for instructors and students—rather than frustration

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"Each generation has distinct attitudes, behaviors, expectations, habits, and motivational buttons."

Greg Hammill

Traditionalists

Traditionalists are motivated by money, but also want to be respected.

Preferred recognition style: subtle, personalized recognition and feedback.
Welcomed benefits: long-term care insurance, catch-up retirement funding.

Baby Boomers

Baby Boomers prefer monetary rewards, but also value flexible retirement planning and peer recognition.

Preferred recognition style: acknowledgement of their input and expertise; prestigious job titles, parking places and office size are measures of success.
Welcomed benefits: 401(k) matching funds, sabbaticals, catch-up retirement funding.

Generation X

Generation X values bonuses and stock as monetary rewards and workplace flexibility as a non-monetary reward.

Preferred recognition style: informal, rapid and publicly communicated.
Welcomed benefits: telecommuting and tuition reimbursement.

Generation Y

Generation Y wants stock options as a monetary reward and values feedback as a non-monetary reward.

Preferred recognition style: regular, informal communication through company chat or social networks.
Welcomed benefits: flexible schedules, continued learning.
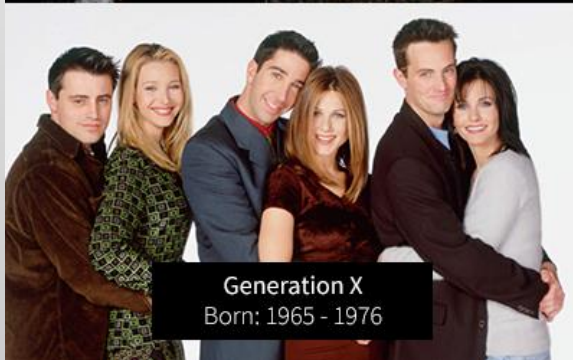
Generation Z

Generation Z is more interested in social rewards (mentorship and constant feedback) than money, but also is motivated by meaningful work and being given responsibility.

Preferred recognition style: regular in-person public praise.
Welcomed benefits: online training and certification programs.

- People born within an approximately 20-year time period share a common set of characteristics
  - Historical experiences
  - Economic and social considerations
  - Technology
  - Other societal changes

What's your generation?

Greatest Generation
Born: 1901 - 1924

Silent Generation
Born: 1924 - 1945

Baby Boomers
Born: 1946 - 1964

Generation X
Born: 1965 - 1976

Millenials / Gen Y
Born: 1977 - 1995

Generation Z
Born: 1996 →

- Were you born before, during, or a few years after World War I?
- Did you grow up during World War II or the Korean War and remember American Bandstand?
- Do you remember the JFK and Martin Luther King assassinations or the Beatles breaking up (as a child or young adult)?
- Do you remember the Watergate scandal, the Challenger disaster, or MTV launching as a child or young adult?
- Do you remember 9/11 occurring as a child or young adult?
- Did you grow up during the 2000s?
- Do you ever remember a time where there was not a global war ?
- Do you NOT remember 9/11 happening?

When you think about the Traditionalists in your classroom, what word(s) come to mind?

(Born: 1928-45)

- Loyal/Hardworking – Work within the System
- Cautious – Practical – Conservative
- Respect for Authority
- "Chain of Command"

Back in Time
- The Lone Ranger
- In the Mood/Why Do Fools Fall in Love/ Hound Dog/Good Golly Miss Molly

Their world view was shaped by . . .

- WWII (Pearl Harbor)
- The Great Depression
- The Korean War
- Radio

- Like structure, schedules, and procedures
- Prefer lectures and printed materials
- Feel rote memorization is important
- Informational learners
- Dislike being called on without notice
- Appreciate recognition of hard work and paying their dues

- Provide consistency and structure in activities, a step-by-step approach
- Organize materials in bullet/outline form
- Use at least 12 point type
- Encourage periodic movement
- Allow extra time for both input and responses
- Provide alternatives to technology (but don't assume all are techno phobic)

When you think about the Baby Boomers in your classroom, what word(s) come to mind?

(Born: 1946-64)

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Baby Boomers (born 1946-64)
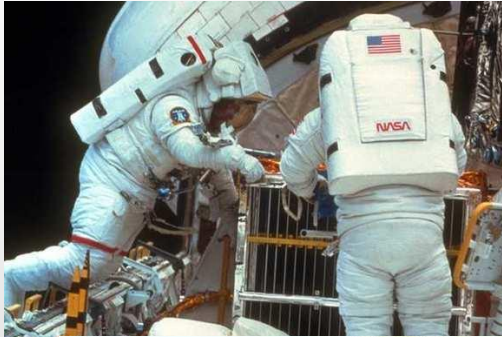
- Team Oriented (Enjoy personal sharing)
- "Question Authority" (Turn on, Tune in, Drop out)
- Workaholics (Long hours = self worth)
- Idealistic/Optimistic/Forever Young
- "Change of Command"

Back in Time

- Barbie/Peace Sign/Laugh In/Ed Sullivan Show
- A Hard Days Night/Satisfaction/Proud Mary/ House of the Rising Sun/Blowin' in the Wind

Their world view
was shaped by . . .

- Vietnam
- Civil Rights Movement
- Assassinations of MLK, JFK, RFK
- Woodstock
- Moon Landing
- First Nuclear Power Plant
- Television

- Want things to fit into the "big picture"
- Want recognition for doing well
- Team oriented, work well in groups
- Like to explore, analyze, look at different views
- Enjoy sharing personal experiences
- Follow instructions well
- Good with content
- Like printed material

BOOM!

- Give plenty of time for Boomers to practice new skills
- Plan your role play exercises carefully
  - Make them authentic
- Do not always let them lead team projects
  - Let them practice other skills periodically
- Organize materials with headings and relevant information underneath

When you think about the Gen Xers in your classroom, what word(s) come to mind?

(Born: 1965-80)

- "Latch Key" Kids
- Self-Reliant/Self-Assured
- Skeptical/Pragmatic/Cynical
- Seek Work/Life Balance
- Technologically Inclined
- "Self Command" Loyalty

Back in Time

- Sesame Street/Pet Rocks/Disco/The Simpsons/Platform Shoes/ET/MTV
- Stayin' Alive/I Will Survive/Beat It /We're Not Going to Take It /Bohemian Rhapsody

Their world view
was shaped by . . .

- MTV
- Watergate Scandal
- Challenger
- Fall of Berlin Wall
- Intel's First Chip Invented
- John Lennon Assassination
- Valdez Oil Spill

- Task oriented
- Self-paced, independent learning
- Want control of self, time, and future
- Like to learn new skills

- Focus on outcomes versus techniques
- Informal learning environments
- Believe rewards should be based on productivity not hours worked

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- Remember-school/life balance
- Allow individual work
- Tap into technology strengths
- Ask for their opinion on items
- Use most exciting material in short lecture (10-15 min.)
  - Use activities for rest of material
  - Use bullet points when giving information
  - Use plenty of graphics and white space
- Remind students of why what they are learning is important

When you think about the Millennials in your classroom, what word(s) come to mind?
(Born: 1981-97?)

- "Peter Pan" Generation (sheltered & entitled)
- Multitaskers
- Digital Natives - Plugged in since infancy
- Function in International World
- Self Expressive
- Master Negotiators
- Love Immediate Feedback

Back in Time

- Reality TV/Selfies/Ipods/Ipads/Facebook/ Twitter/Texting
- Fallin/Viva La Vida/Lose Yourself/ Hot in Here/How You Remind Me/Complicated

Their world view
was shaped by . . .

- 9-11
- World Wide Web Opens to Public
- Columbine
- Dot Com Boom
- War in Iraq

- Technology is viewed as essential life tool
- Culturally diverse
- Idealistic - won't accept "that's the way it has always been done" – will push for change
- Instant gratification/frequent rewards (everyone gets a trophy)
- Master negotiators
- Take ownership of their classrooms
- Seek innovative engaging strategies (not memorization)

- Connect to learners through social media
- Include ways that learners can customize the course . . . but provide a structured environment
- Provide objectives of classroom activities and projects – activities need to be meaningful
- Provide opportunities for group work
- Give Them "Shelter"
- Provide image-rich vs. only text
- Offer chances to multi-task

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The First Generation of the 21st Century Has Arrived!

PREPARING FOR GENERATION Z

When you think about the newest generation coming to your classroom, Generation Z, what word(s) come to mind?

(Born: 1996-97 to ?)

- Technoholics – 24/7 rapid access
- Low/no tolerance for non-digital resources
- Inclusive – respect based on equality; everyone is equal
- Value their privacy
- Optimistic about the future
- Hyper aware of man's impact on planet
- Entrepreneurial and frugal
- Outnumber previous generations (27% in 2018)

Their world view
Is being shaped by . . .

- Children of Generation X
- Terrorism/Ongoing Conflicts
- 24/7 Technology at their Fingertips
- Fast Access Globally
- Social Media
- Cyber Bullying
- Debt of Previous Generation

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- They are the first class born in the new millennium, escaping the dreaded label of "Millennial," though their new designation— iGen, GenZ, Homelanders, etc. — has not yet been agreed upon by them.

- Outer space has never been without human habitation.

- People loudly conversing with themselves in public are no longer thought to be talking to imaginary friends.

- Donny and Marie who?

- "You've got mail" would sound as ancient to them as "number, please" would have sounded to their parents.

- When filling out forms, they are not surprised to find more than two gender categories to choose from.

- They've grown up with stories about where their grandparents were on 11/22/63 and where their parents were on 9/11.

http://themindsetlist.com/2018/08/beloit-college-mindset-list-class-2022/
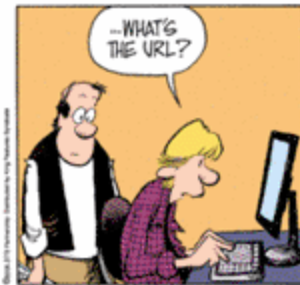
Learning Style

- High utilization of technology
- Visual learners
- *Dependent* thinkers
- Hands-on and hand-held

Social media is **no longer** a distraction

Learning Preferences

- Google It!
- Snapchat
- Twitter
- The latest . . .

- Experiential, hands-on learners, prefer to learn by doing, rather than being told what to do or by reading text
- Fast delivery of content, data, and graphics Prefer random access and choice on how they learn
- Learn more effectively when left to solve problems and find solutions by trial and error
- Listening to a lecture is Gen Z torture!
- Like learning in small bites
- Learning is not a spectator sport!

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- Become a learning guide – think about how you communicate
- Break it up - make information graphical and digestible
- Inject variety and pace into lessons
- Think digitally – use e-texts, images, and social media (SnapChat/Instagram) (most students already carry technology in their backpack; let them use it)
- Speed of access matters! (students read 20% of text and spend 4.4 seconds for every 100 words on a page)
- Create new challenges to keep them stimulated
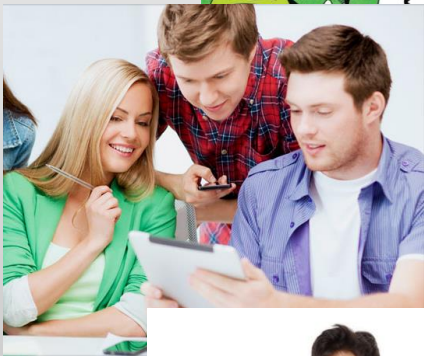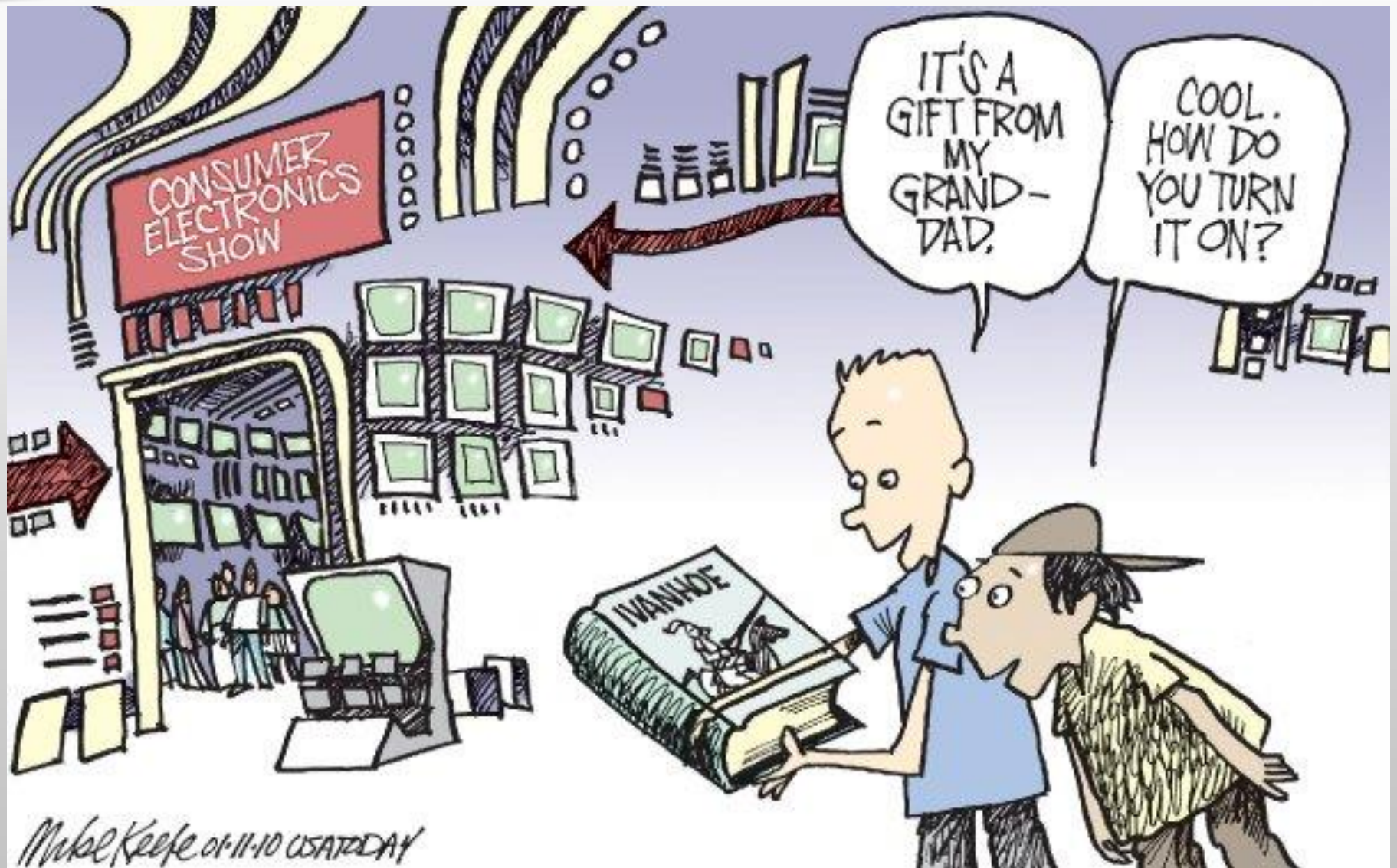
- **Generation Z was born to share**

  Strategy: Listen and fast response to them, encourage them to share

- **Generation Z will research everything**

  Strategy: Let them do research and share

- **Zs need high-octane engagement**

  Strategy: Consider bringing "game mechanics" into the classroom

- **Zs are visual creatures**

  Strategy: Build lessons with more visual content, encouraging them to submit projects with pictures and videos

From Traditionalists to Generation Z

BRINGING IT ALL TOGETHER

Bridging the Generational Divide

Types of Learners

- ✓ Traditional classroom, structured
- ✓ Facilitated, interaction and talk time
- ✓ Independent and alternative learning activities, feedback
- ✓ Collaborative and networked, 2-way learning experience
- ✓ Pocket mobile – internet based, visual

Tips for bringing out the best of <u>all</u> generations

- Recognize and celebrate differences
- Find ways to create shared values and common ground
- Focus on productivity, teamwork, and relationships
- Challenge assumptions and raise awareness

Don't . . .

- Stereotype (don't assume every member of a generation thinks or believes alike)
- Judge capabilities by attire and work hours
- Miss opportunities to improve communication and strengthen relationships even times of conflict
- Make offensive remarks (dinosaur, slacker, kid)

- Match teaching style to learning and generational styles of your students
- Change activities often
  - Type adult attention span is 10-15 minutes
  - Rotate group and individual activities
  - Make class sessions interactive
- Integrate technology with non-technology activities
- Require participation in some form each class period
- Provide the "why" of what is being learned and focus on real-world application in "today's world"
- Be to open to continuous change in the classroom and in "what works"

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Talkin' bout My Generation

From Traditionalists through Generation Z

	Traditionalists	Boomers	Gen Xers	Millennials	Generation Z
Instructional Activities	• Organize materials in bullet/outline form • Don't provide too much information • Use at least 12 point type • Take your time through the important points • Don't assume that all are technophobic	• Give plenty of time for Boomers to practice new skills alone • Use at least 12 point type for aging boomers • Have a tendency to "know" things but not be able to do them • Do not generally like role-play exercises • Enjoy most team projects, serve as group leaders, appealing to their focus, organize materials with headings/put details on a separate sheet	• School/life balance is important • Will resist group work outside of class • Use pop-culture examples if possible • Give lots of individual attention • Use most exciting material in short lecture (15-20 min) • Use bullet points when giving information • Use plenty of graphics and white space/visual appeal is key • Explain why assignments	• Provide relevance in what is being taught • Prefer less formal learning environment • Require rationale for policies and assignments • Create multimedia environment • Include ways learners can customize • Provide clear objectives and standards • Give lots of activities with several steps • Use the most up-to-date technology and references available • Get creative or allow them to be creative with presentations, etc	• Integrate more technology-enhanced learning opportunities into the classroom • Use visually enhanced methods of teaching • Need for immediate response • Fast delivery of content with complex graphics • Multitasking has given them a shorter attention span – learning needs to be delivered in smaller bites • Provide problem solving trial and error activities • Minimize amount of data provided at a time - break it up
Preference/Style	• Like the "traditional" classroom structure • Will not generally contradict or disagree with instructor in front of others • Does not enjoy being singled out in group discussions or for questions • Likes to practice alone, not in groups • Not likely to ask questions during discussions	• Enjoy working in creative manner • Sensitive to criticism • Often possess significant professional experiences • Require significant interaction and "talk" time • Enjoy icebreaker and introduction activities • Prefer a spirit of collegiality in classroom • May have problems with authoritarian instructors	• Self-reliant • Require regular, if not constant, feedback • May lack interpersonal skills • Can be cynical • Require relevance in assignments and courses • Often impatient • Consider themselves technologically capable • Are adaptable and informal	• Accustomed to group work • Comfortable with active learning • Short attention span • Sheltered (by their helicopter parents and politically correct world) • Highly visual learners • Opinionated • Multi-task with ease • Technological experts • Goal and achievement oriented • Require more structure and mentoring • Learn from failure • Motivated by money and earning potential	• Enjoy working solo – self-0learners • Like hands-on learning • Digital curriculum experts - learn from the internet • Prefer flexibility and working at their own pace • independent, flexible working style • Driven by graphics and visuals • Tendency to think in non-linear fashion, and prefer to construct rather than be instructed • Propensity to be generalists vs. specialists

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One Final Word

In case you're worried about what's going to become of the younger generation, it's going to grow up and start worrying about the younger generation.

- Roger Allen

Please complete this quick survey.