



Nichols College

Millennial Workforce Readiness and
10 Steps to Millennial Engagement

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Discussion Items

- Millennials defined, compared to other generations
- Stories from the trenches
- Local soft skill development programs
 - Worcester Regional Chamber of Commerce
 - Nichols College
- 10 employer tips for millennial engagement



Generations in the U.S.*

Generation	Born	U.S. Population	Age in 2015
The Silents	1928-1945	50 million	70-87
Baby Boomers	1946-1964	76 million	51-69
Generation X	1965-1981	46 million	35-50
Generation Y Millennials	1982-2000	80 million	18-34

*Source: Pew Research Center analysis of U.S. Census Bureau data

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The Life of Millennials



Diversity & Cultural Awareness



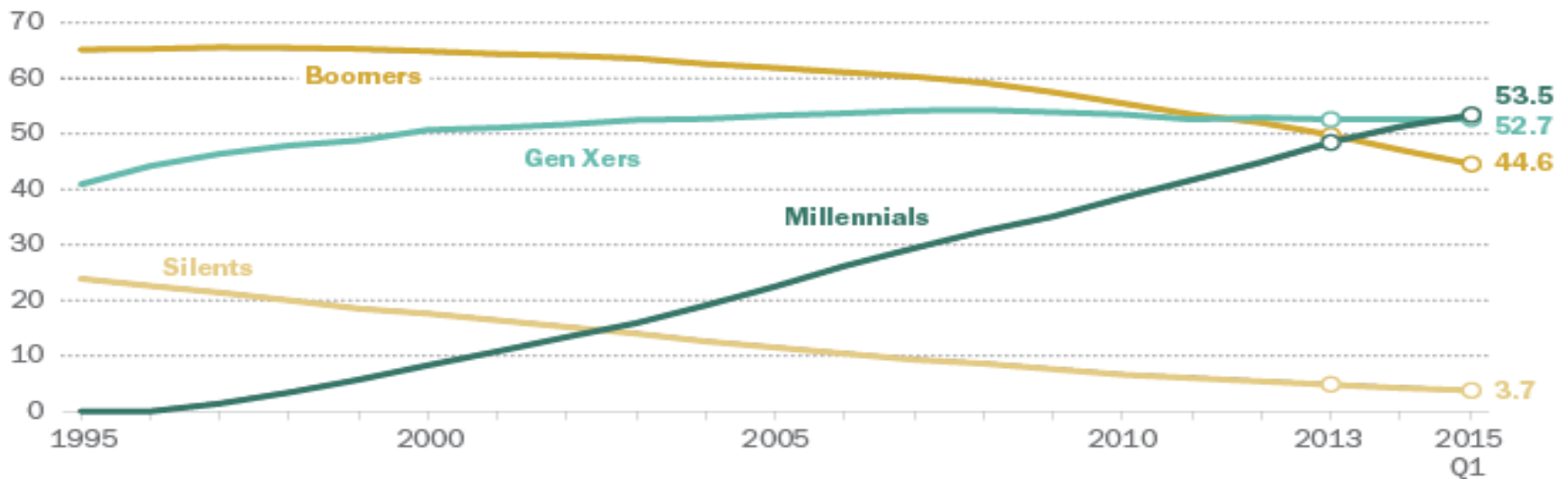
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The Changing Workforce

U.S. Labor Force by Generation, 1995-2015

In millions



Note: Annual averages plotted 1995-2014. For 2015 the first quarter average of 2015 is shown. Due to data limitations, Silent generation is overestimated from 2008-2015.

Source: Pew Research Center tabulations of monthly 1995-2015 Current Population Surveys, Integrated Public Use Microdata Series (IPUMS)

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What Characterizes Millennials?

THE BIG TAKEAWAYS

1

"Idk" about texting. **51%** of millennials say they would rather communicate with a colleague in person.

2

The typical 9 to 5 schedule doesn't work for all millennials. **77%** say flexible hours would make the workplace more productive for people their age.

3

Millennials may be more responsible than we think. When choosing between two otherwise equal jobs, **96%** say great healthcare benefits would be the most important factor in their decision.

4

Some corporations hesitate to invest in employee development because they think millennials lack loyalty and won't stay long. But **80%** of millennials believe they'll work for four or fewer companies in their career.

5

Millennials are mixed on "doing well by doing good." While saying it's important to work for a company they deem ethical, particularly in the clients it takes on, they still have a strong desire for regular salary increases. **79%** expect a pay raise every year.

6

Millennials view career success differently than their parents do. Rather than striving for the CEO spot, **66%** of millennials would like to start their own business and 37% want to work on their own.

7

Millennials are reinforcing their own stereotype. **50%** of millennials say the main reason people their age are unprepared for their first job is a poor work ethic.



Nichols College: Comments from Key Employer Partners on Millennials

Strengths

- “They think outside the box with problem solving, love new technology and always seek new ways of completing a task. The work smarter, not harder, mentality is common with this generation.”
- “Collaboration – they can get things done as a group and know how to ‘crowd source’ ideas.”
- “Flexibility – able to adapt to a changing environment.”
- “Innovation/Process improvement – they constantly question processes to ask why something is being done to look for a way to improve it.”



Nichols College: Comments from Key Employer Partners on Millennials

Opportunities for Improvement

- “Face to face communication and ability to articulate their thoughts has been a challenge.”
- “Constant feedback – they want to be praised for doing their job and want performance evaluations all the time.”
- “Technology – they want the latest and greatest technology and can’t work on anything less.”
- “Exposure to Senior Leadership – feel entitled that they should be able to connect with the top of the house.”



HIRE ED: Worcester Regional Chamber of Commerce

Six week series designed to enhance soft skills and connect local interns with hiring managers.

- July 8: Critical Thinking/Problem Solving, National Grid
- July 15: Professionalism/Positive Attitude, Seven Hills
- July 22: Integrity/Trustworthiness, Webster Five
- July 29: Business Communication, Unum
- August 5: How to be a Team Player, ten24
- August 12: Work Ethic, UMass Memorial

<http://www.worcesterchamber.org/programs/higher-education-business-partnership/get-hire-ed/>

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Nichols College Skill Development Initiatives

- Professional Development Seminar Program (PDS) and Career Services
- Lead 101: Introduction to Leadership
- Emerging Leaders Program



10 Tips for Millennial Recruitment, Engagement and Retention

1. Take a coaching approach
2. Invest in training and development
3. Accept that parents are part of the equation
4. Provide choice/options for career path
5. Integrate technology into everything
6. Be aware of the need for speed
7. Provide regular feedback
8. Consider rotational programs
9. Offer unique/personal development experiences
10. Provide access to organizational vision and senior leaders



More on Millennials

Books

- The Bigs, Ben Carpenter
- Becoming The Boss: New Rules For The Next Generation of Leaders, Lindsey Pollak

Web

- Lindsey Pollak blog:
<http://www.lindseypollak.com/blog/>
- Bentley University, the PreparedU Project:
<http://www.bentley.edu/prepared/millennials>



Questions / Comments?