

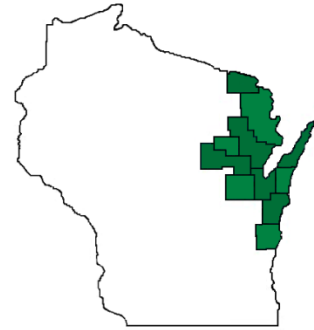
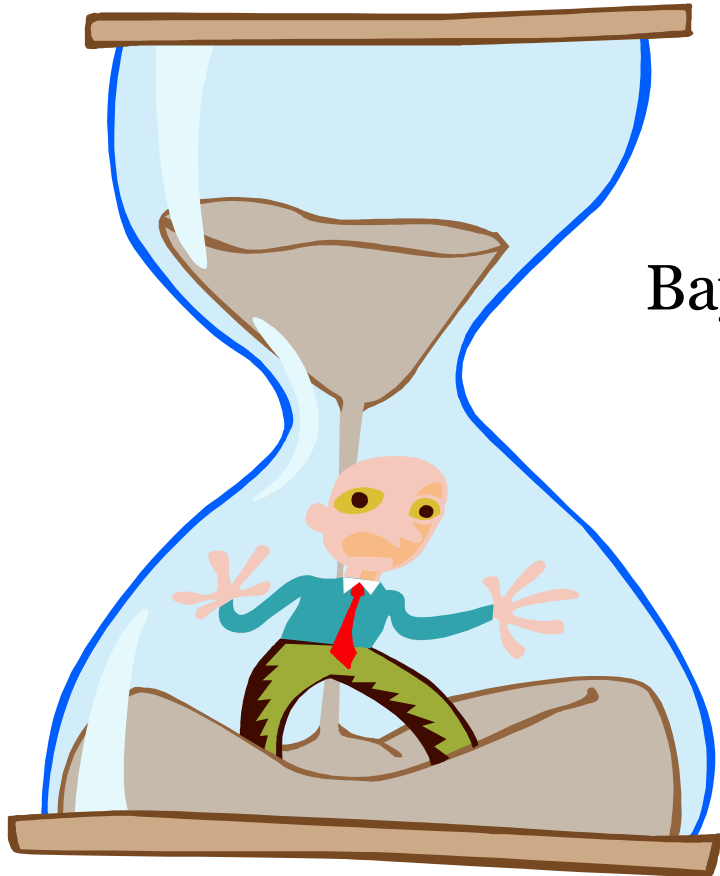
Getting Old Draws Moisture!

Generational Shifts in the Workforce

James M. Golembeski

Executive Director

Bay Area Workforce Development Board



First:

A little Perspective...

“The world today is passing through troubled times. The young people of today think of nothing but themselves. They have no reverence for parents or old age. They are impatient of all restraint. They talk as if they knew everything, and what passes for wisdom with us is foolishness with them. As for the girls, they are forward, immodest and unladylike in speech, behavior and dress.”

Peter the Hermit, A.D. 1271

“I see no hope for the future of our people if they are dependent on the frivolous youth of today, for certainly all youth are reckless beyond words. When I was a boy, we were taught to be discrete and respectful of elders, but today’s youth are exceedingly wise and impatient of restraint.”

- Hesiod, Ancient Babylon, 8th Century B.C.

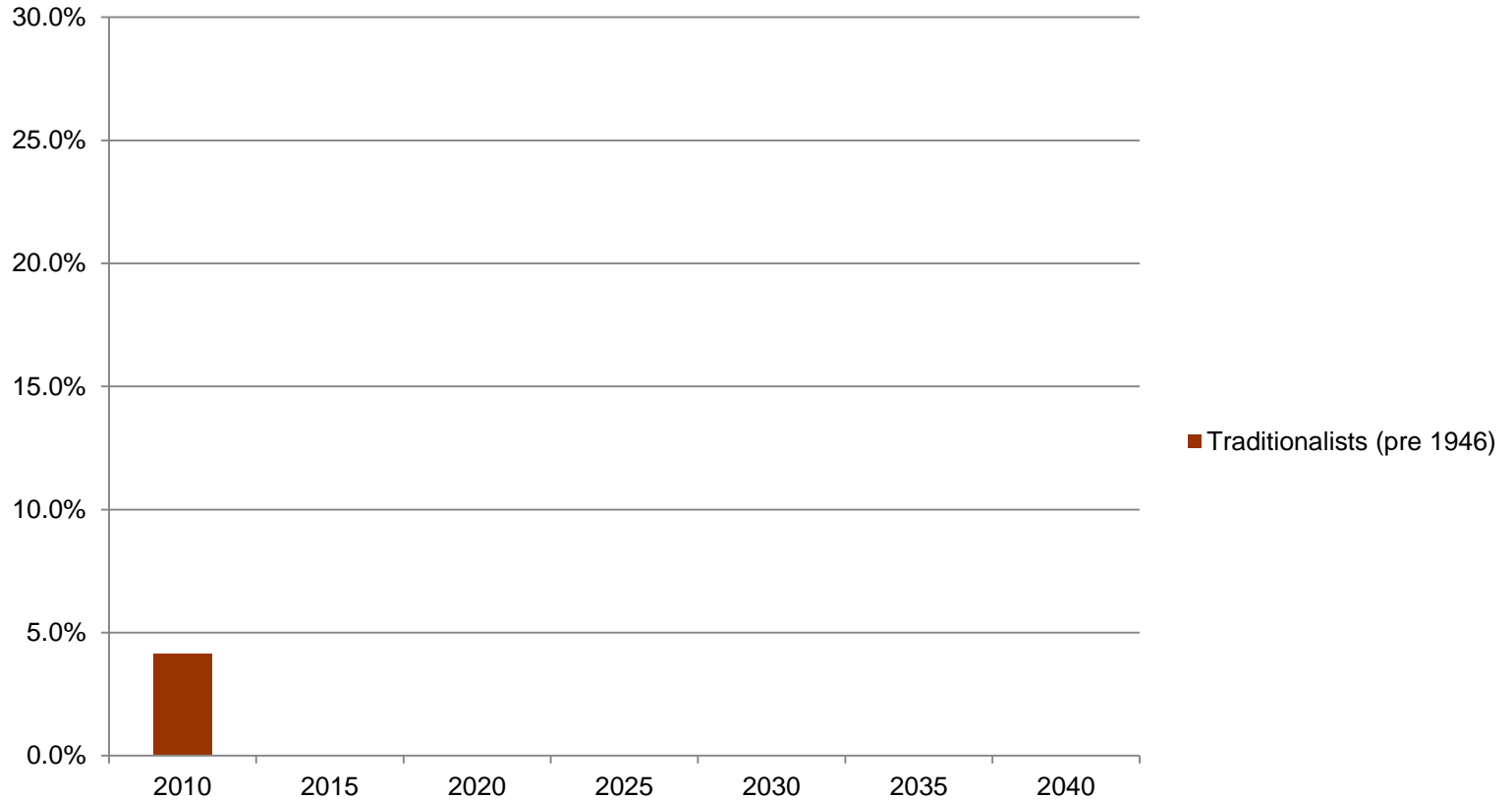
“Every generation believes that it is the first to discover sex, and the first to read the Bible.”

Jim Golembeski, 2005

Northeast Wisconsin Workforce

Bay Area WI Workforce by Generation 2010-2040

Traditionalists (pre 1946)

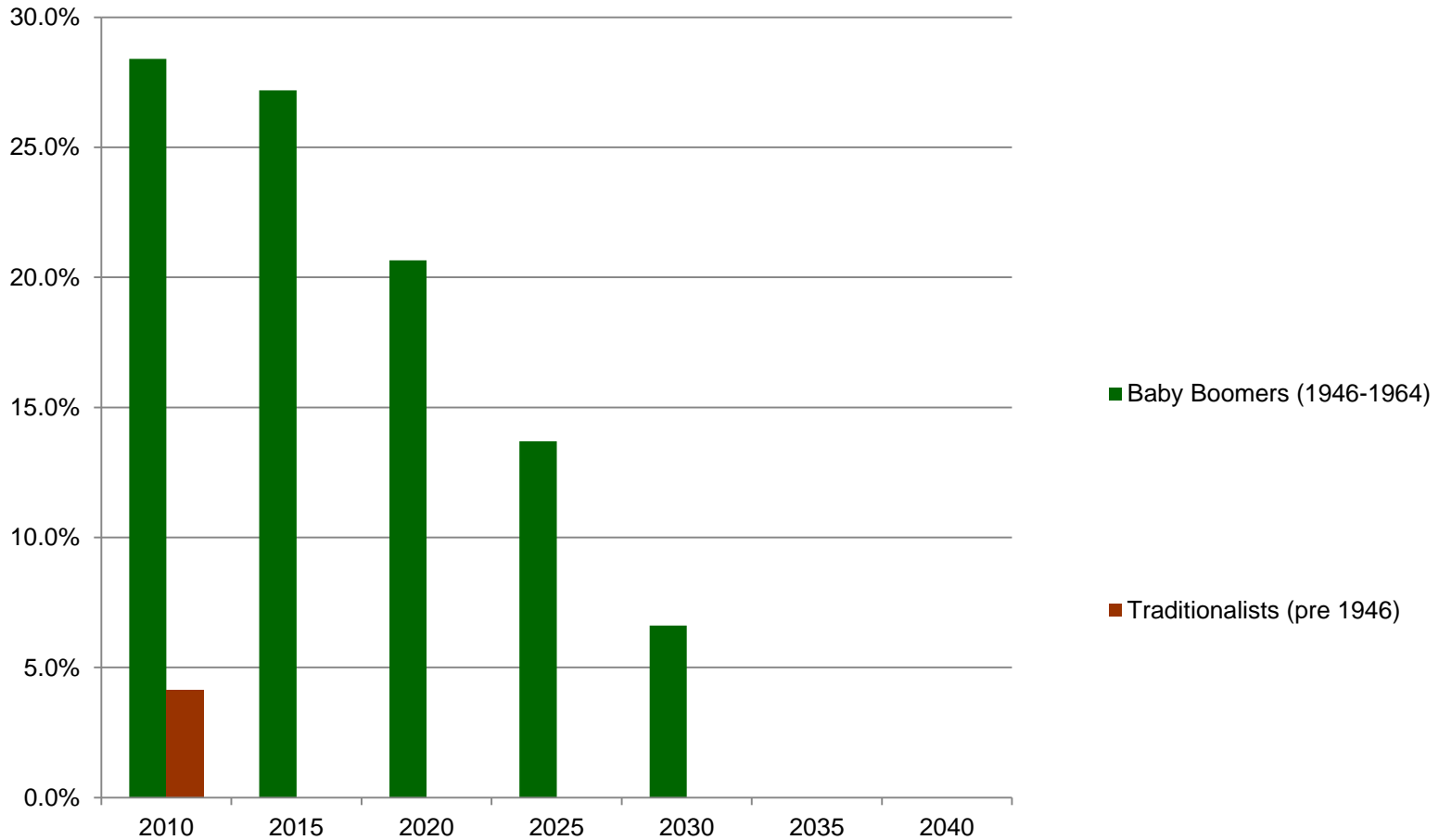


Percent of Bay Area WI Working Population (Ages 16-65) by Generation 2010-2040

Thanks to Jeff Sachse, DWD Labor Market Analyst

Northeast Wisconsin Workforce

Bay Area WI Workforce by Generation 2010-2040

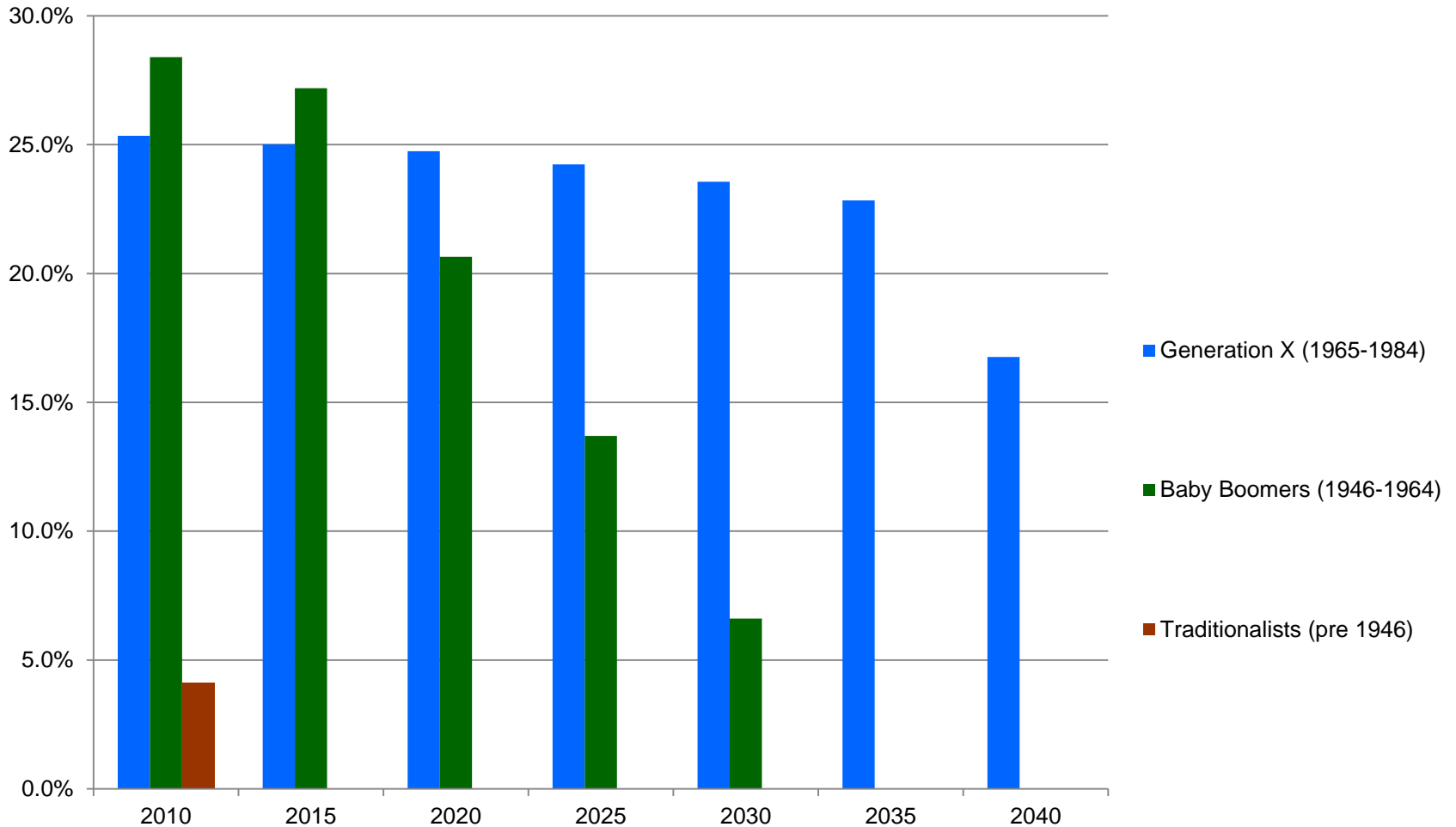


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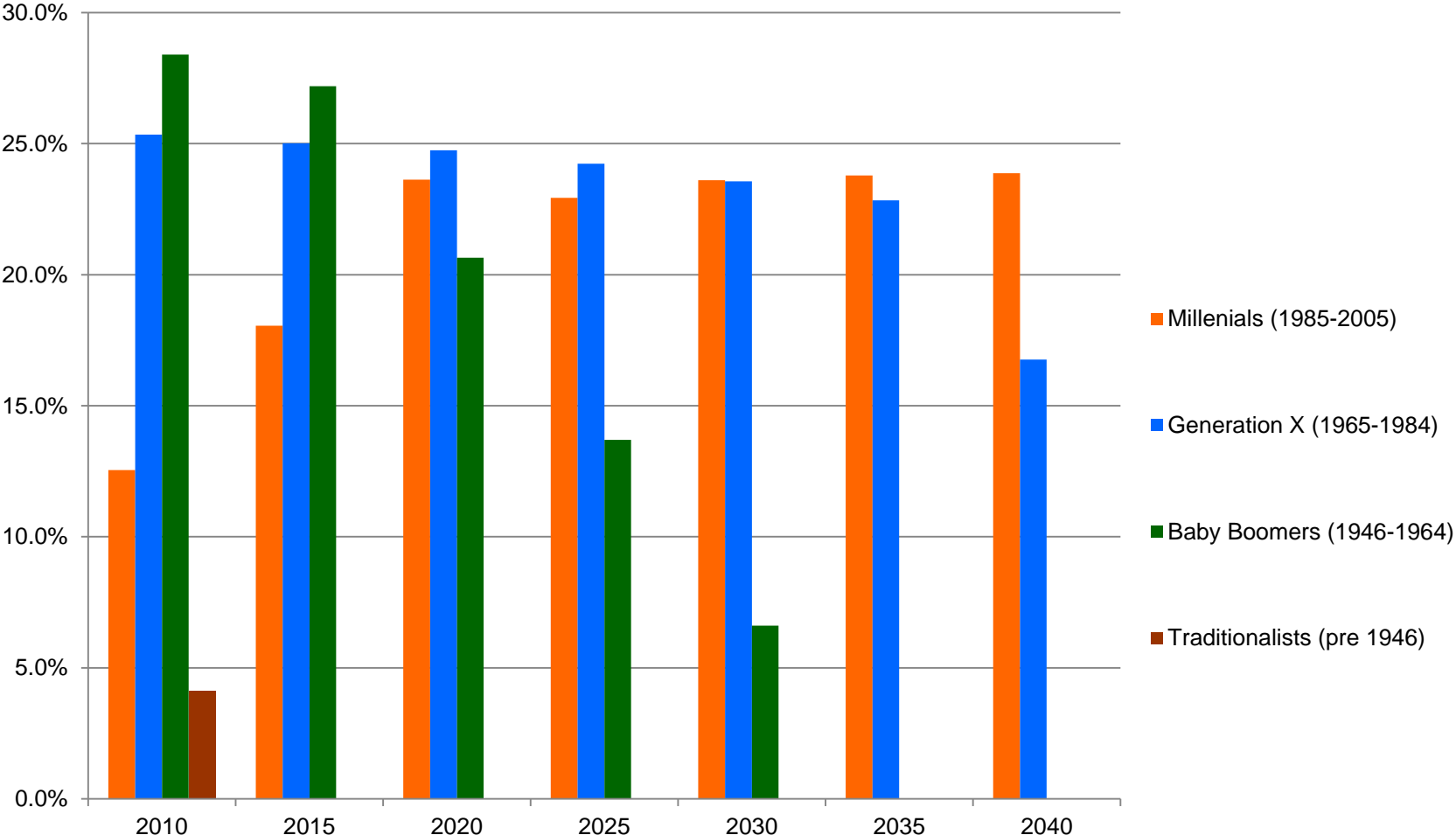


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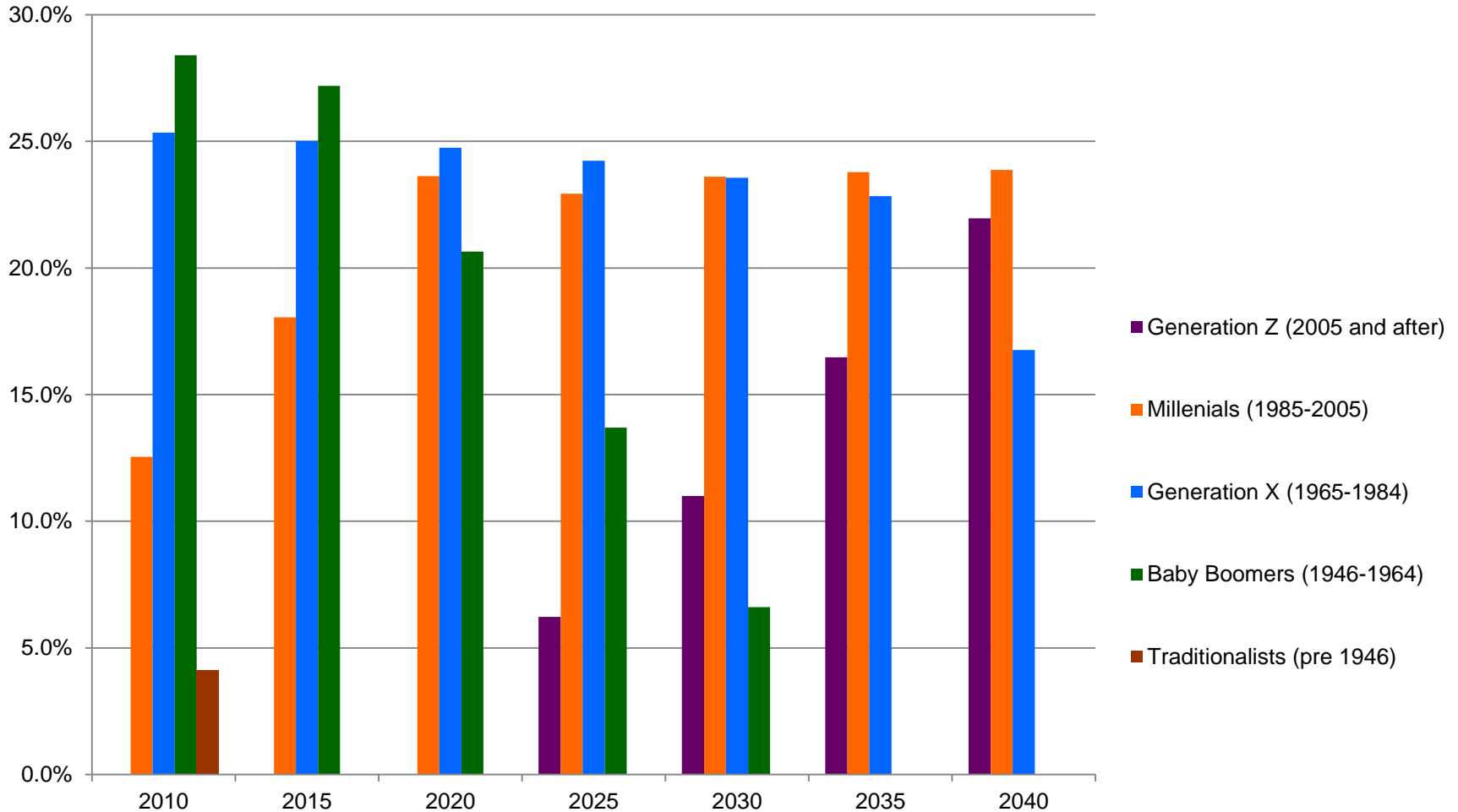


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Northeast Wisconsin Workforce

Bay Area WI Workforce by Generation 2010-2040



Percent of Bay Area WI Working Population (Ages 16-65) by Generation 2010-2040

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Generations in the Workforce

- Veterans (1920 – 1945)
- Baby Boomer (1945 – 1964)
- Generation X (1964 – 1980)
- Generation Y (1980 – 2000)
- The Cloud (2001- ?)



Veterans

Birth years: 1920 - 1945

- This is the generation that experienced the Great Depression as children.
- They fought WWII and Korea.
- Immigrants and farmers
- They were integrated into the Industrial Age by social and economic structures.



Veteran's Qualities

- Values: Dedication, Sacrifice, Respect for Authority, Duty/Honor
- Assets: Loyal, Hard Working, Stable, Detail Oriented
- Liabilities: Resistant to Change, Conformist, Passive toward Authority



"Look at those dang fool teenagers, wearin'
their pants hangin' down low
like a coupla idiots!"

Baby Boomers

Birth Years: 1945-1964

- This generation was born as the US emerged as a world power in the post-WWII economic boom.
- Appliances, television, home ownership
- Space exploration were new and held great promise for the future.



Baby Boomer Qualities

- Values: Optimism, Teamwork, Personal Gratification, Work
- Assets: Driven, Service-Oriented, Relationships, Want to Please
- Liabilities: Self-Centered, Peer-Oriented, Judgmental
- Uncomfortable with Conflict, Materialistic



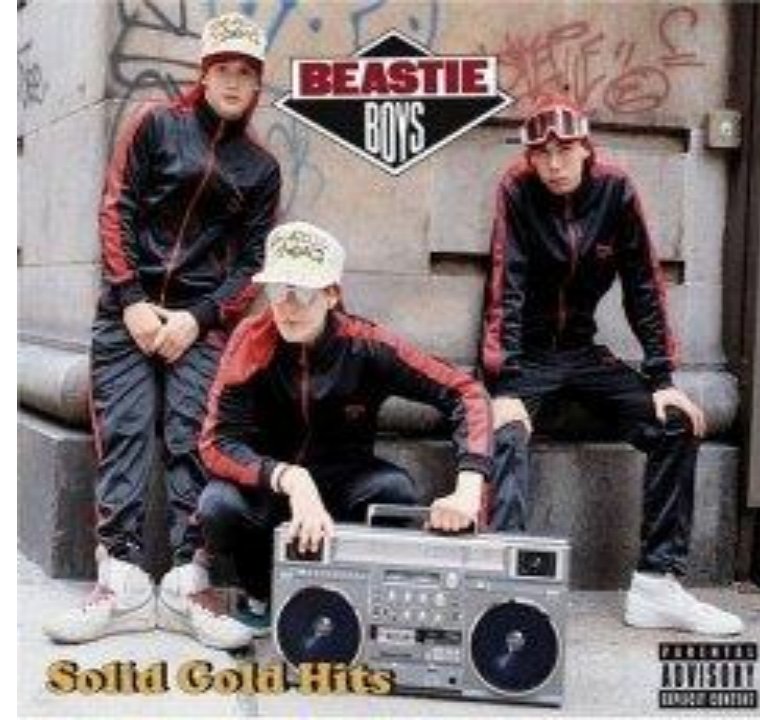
Baby Boomer meets Gen Y

Generation X

Birth Years 1964 - 1980

- Grew up in turbulent, changing times.
- Divorce rates increased and made “latch-key kids” out of many.
- The Vietnam War divided the country and undermined governmental authority as did the Watergate scandal.
- The first oil crisis (1974) undermined assumptions about American prosperity.
- The Challenger blew up as students watched “the first teacher in outer space.”





Anybody remember Boom Boxes?
(The I Pods of the 80's)

Generation X Qualities

- Values: Self-Reliance, Balance, Diversity, Technoliteracy
- Assets: Independent, Adaptable, Pragmatic, Creative
- Unintimidated by Authority
- Liabilities: Cynical, Impatient, Poor People Skills

Generation Y

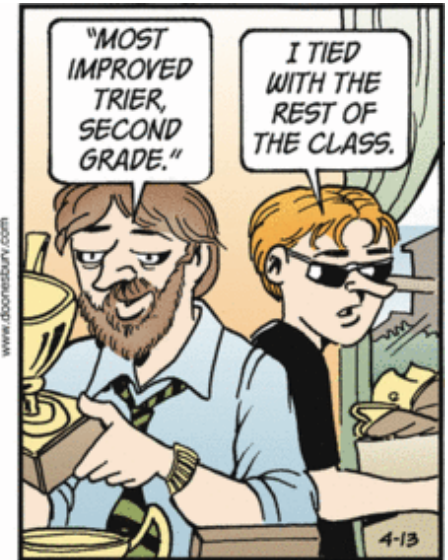
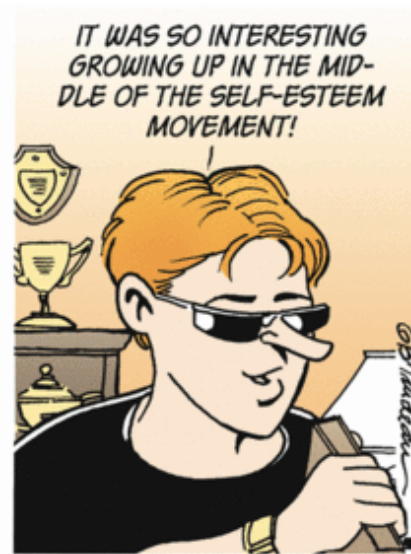
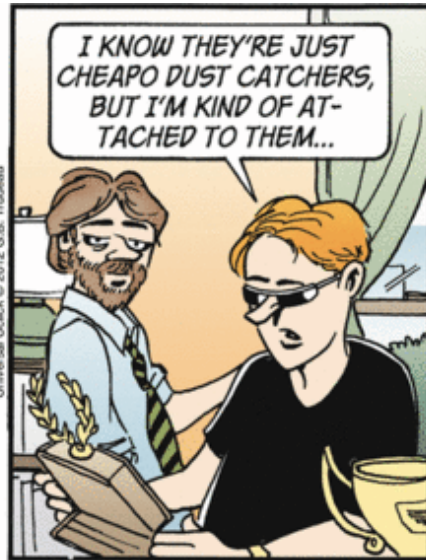
Birth Years: 1980 – 2000

- Planned pregnancies, kids whose arrivals were anticipated and prepared for.
- “Soccer Moms” took the children, boys and girls, to organized sports leagues and bought them name brand equipment.
- Experienced the economic boom of the 1990s
- Have not known a world without the Internet.
- Grew up on computer games



Generation Y Qualities

- Values: Optimism, Diversity, Civic Duty, Confidence, Morality
- Assets: Social Skills, Teamwork, Multitasking, Techno-savvy
- Liabilities: Need Supervision/Structure, Inexperience, Handling Difficult People and Win/Lose Situations



Millennials

An Intergenerational Project!

Boomer: Tell me exactly how you want it done.
I will check with the union to be sure it is okay.
Is there any overtime?

Gen X: Just tell me
what you want done and
leave me alone! I'll
get it done.

Gen Y: Oh Good!
What will my team's
name be?



A Different Intergenerational Project!

Boomer: I've been freed up to spend some extra time with our younger workers. Let me mentor you. I'll show you why we do what we do. You can show me how to make it better.

Gen X: I appreciate the flexibility to approach this job on my terms. Your coaching has taught me a lot.

Gen Y: Thanks for making this fun and teaching me how I fit in here.

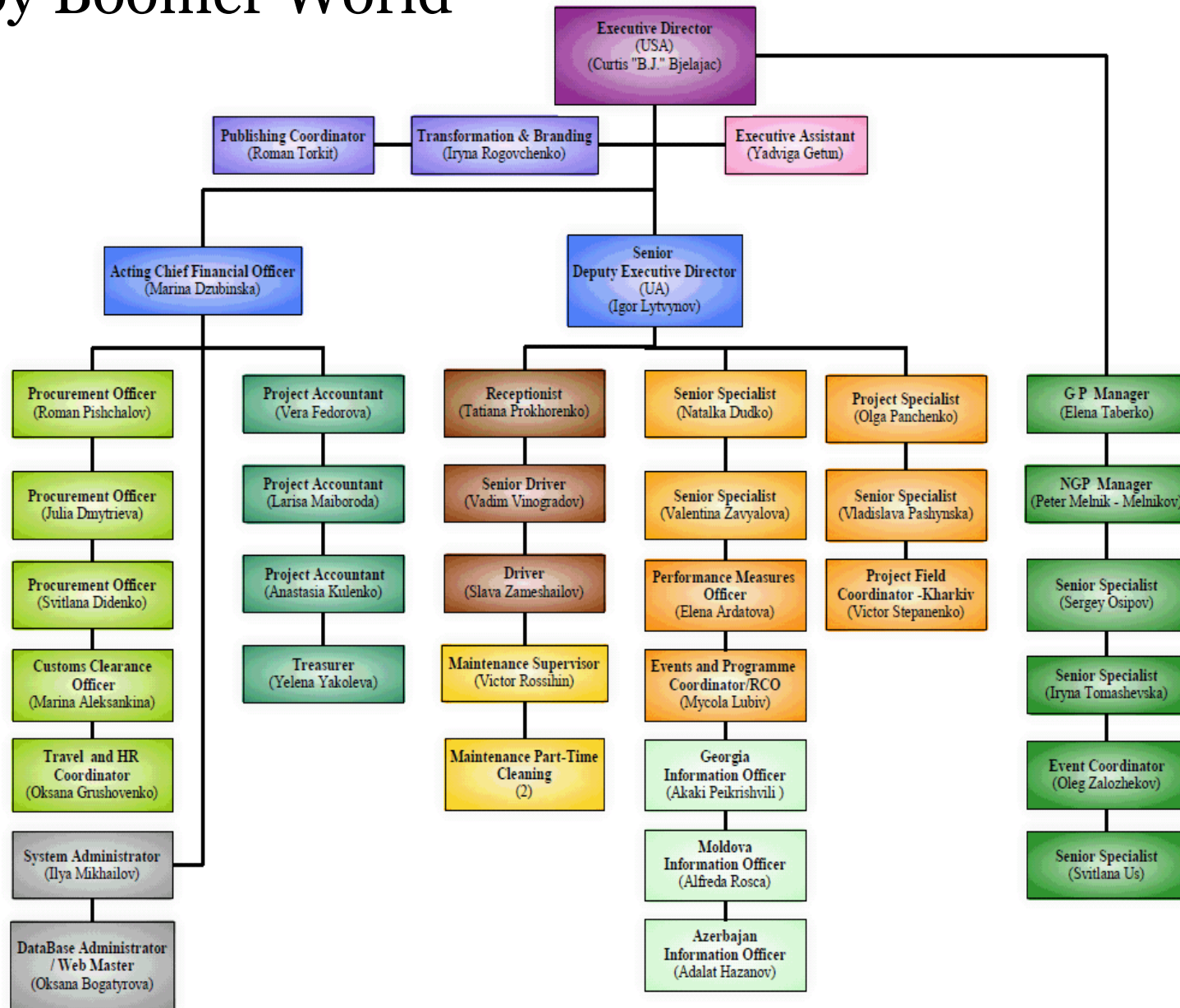


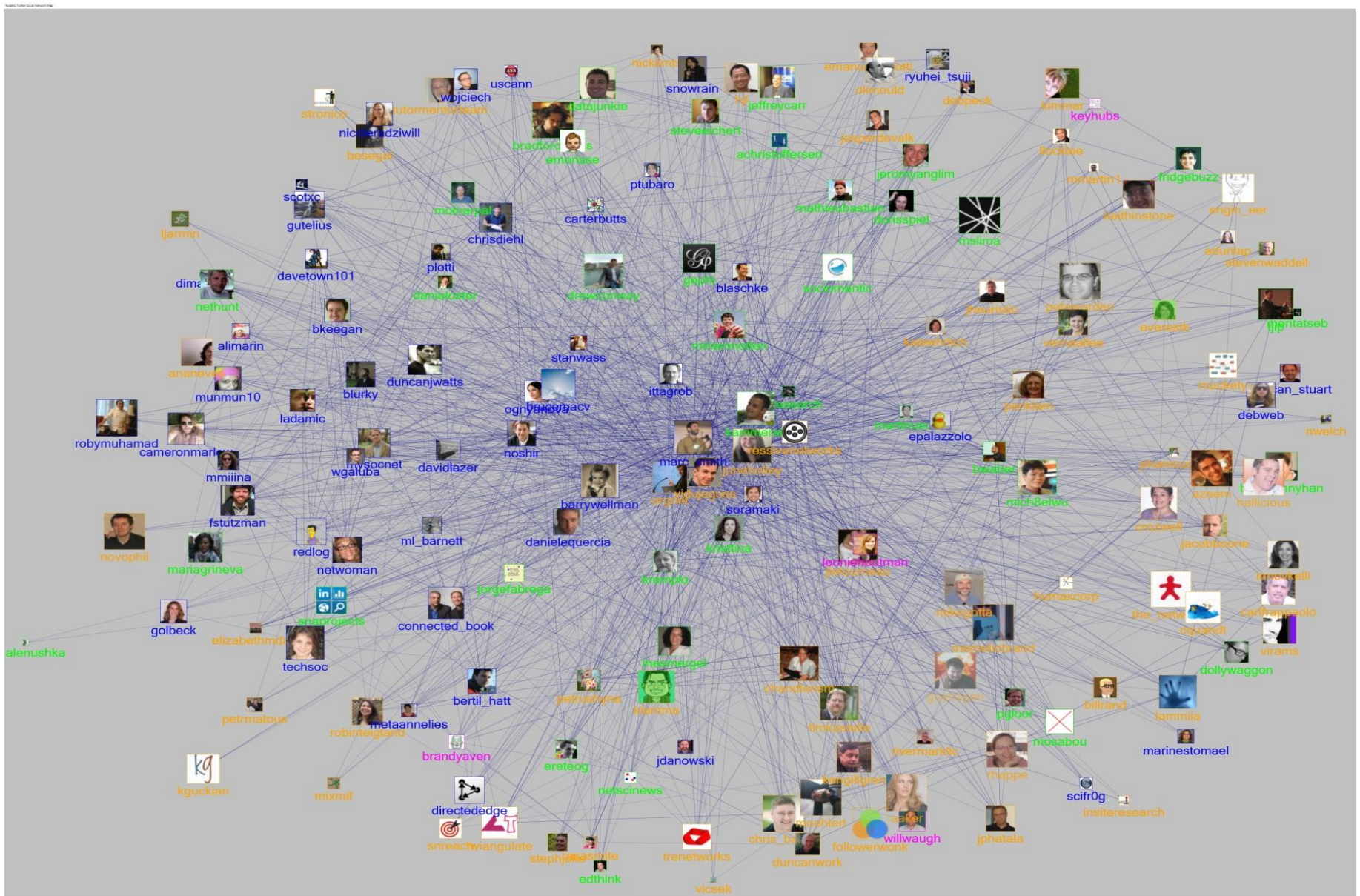
Today's Workforce: Millennials Up Close



Baby Boomer World

July 1, 2014

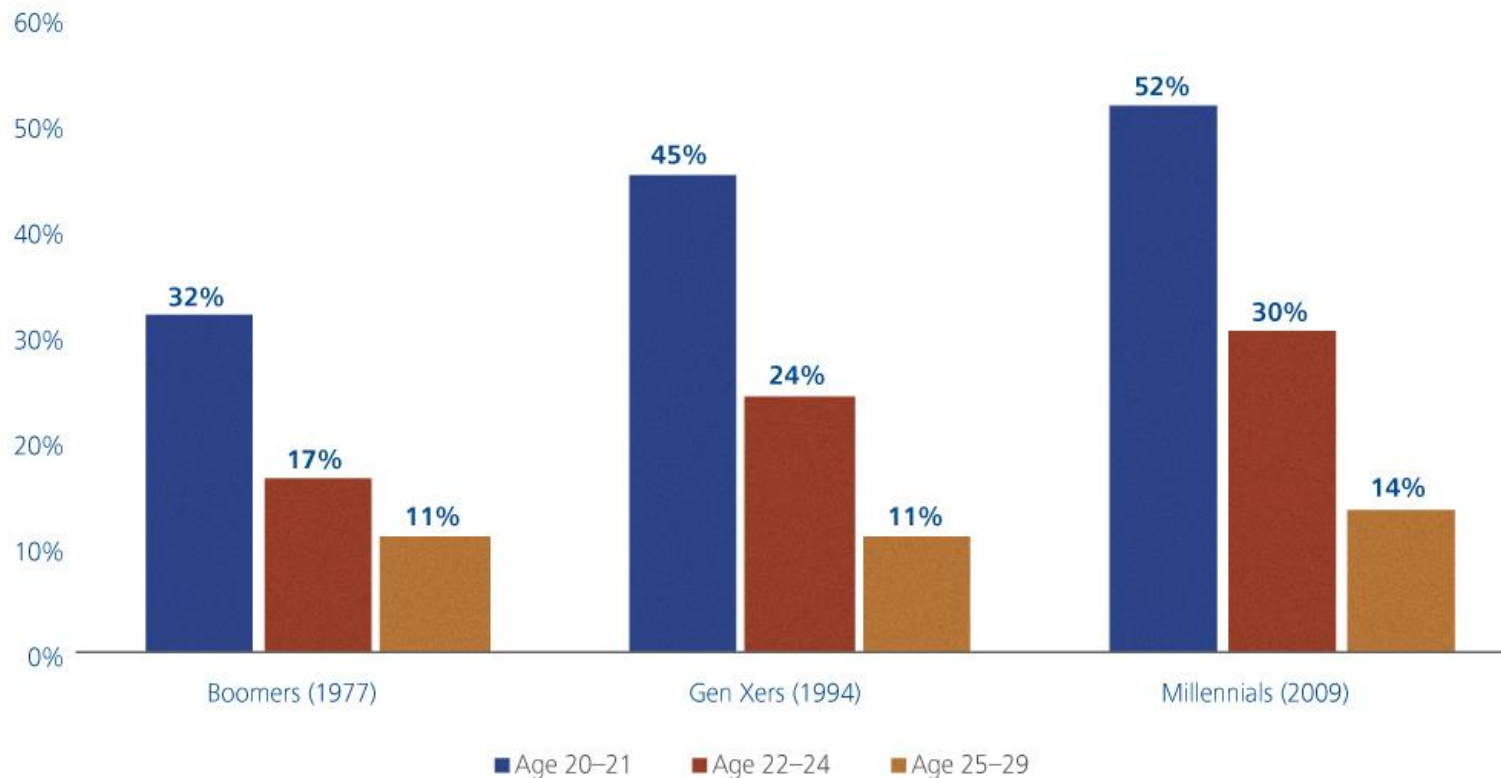




Millennial World

Millennials are more highly educated than earlier generations

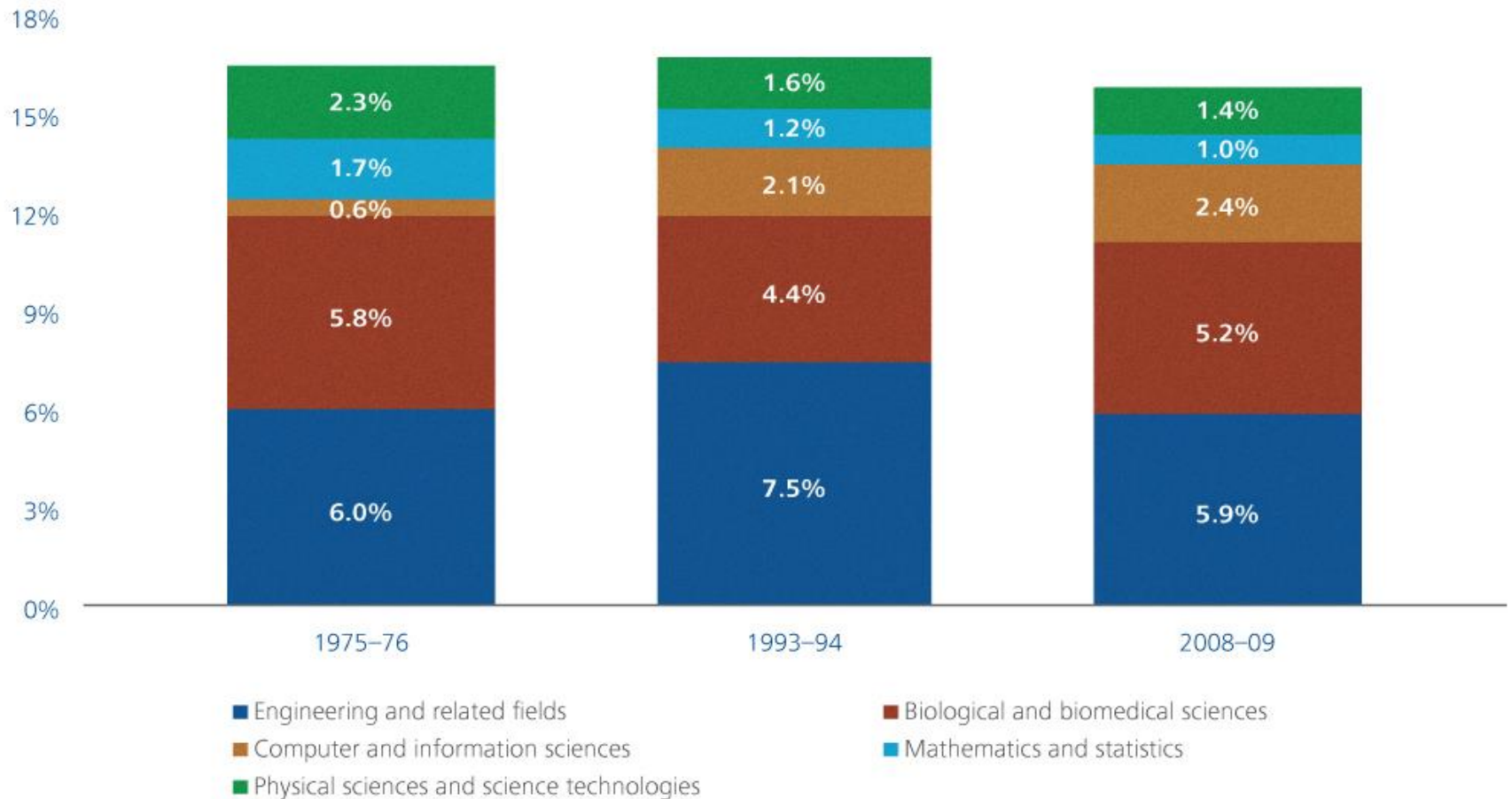
Figure 2. College attendance by generation



Source: Deloitte analysis of data from US Census Bureau, *CPS historical time series tables on school enrollment: Table A-2. Percentage of the population 3 years old and over enrolled in school, by age, sex, race, and hispanic origin: October 1947 to 2013*, <http://www.census.gov/hhes/school/data/cps/historical/TableA-2.xls>. The bars show the percentage of each age group attending college.

But their education was not aligned well with STEM occupations

Figure 3. Selected STEM majors by cohort

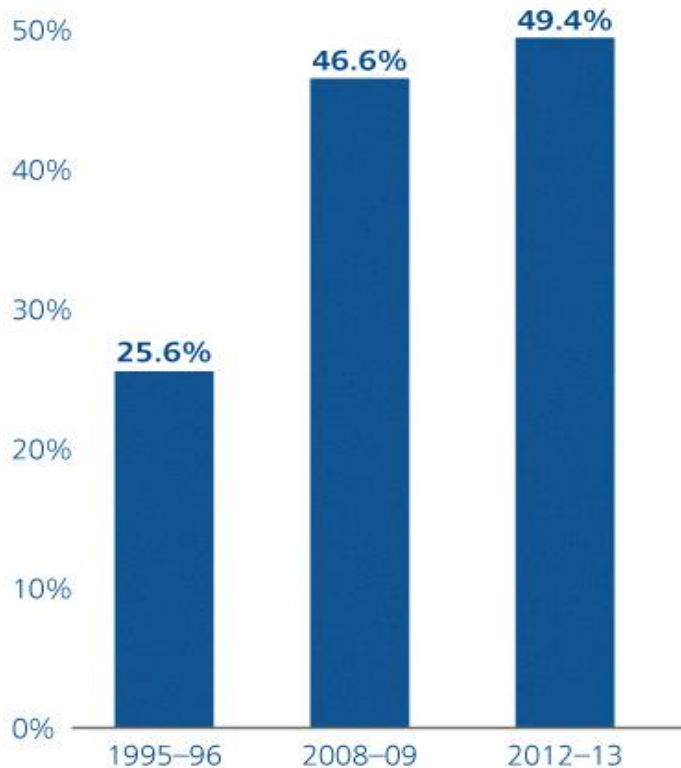


Source: Deloitte analysis of data from National Center for Education Statistics, *Digest of Education Statistics*, 2014, table 322.10.

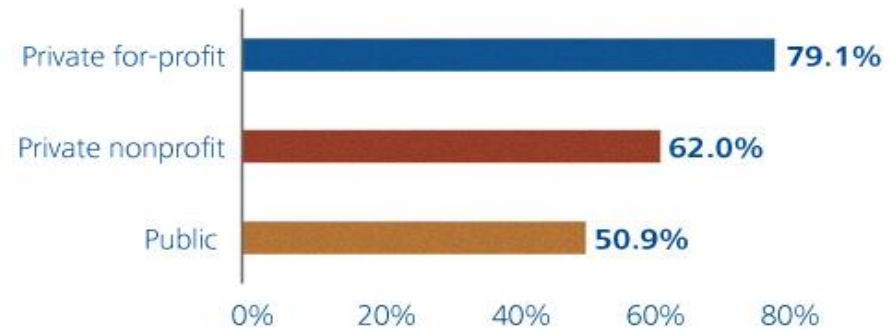
The explosion in student debt defines this generation

Figure 4. The burden of student loans on Millennials

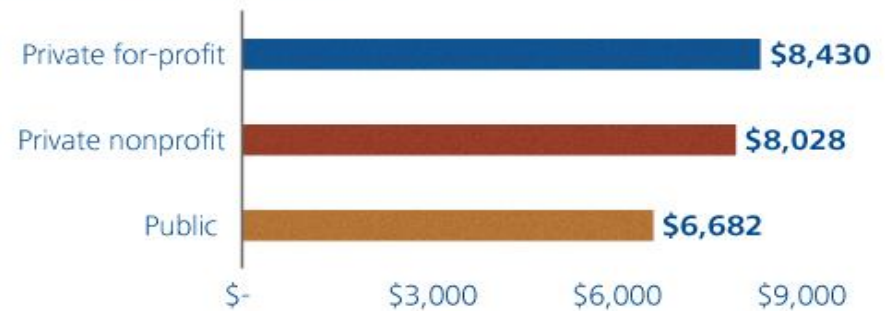
Share of students (percent) having college loans (two- and four-year colleges)



Share of students (percent) having loans in four-year colleges in 2012-13



Average real loan size (USD) for first-time degree seekers in four-year colleges in 2012-13



Source: Deloitte analysis of data from National Center for Education Statistics, *Digest of Education Statistics*, 2014, Table 331.20.

Millennials have been significantly impacted by the Great Recession

- More students taking out school loans
- Larger school loans
- Less likely to take on auto loans or mortgages
- Poor job prospects have limited their earnings
- Higher unemployment/underemployment rates
- 18-24 year olds living w/parents = 54.9% (2014)



The Cloud Generation

2001 - ???





The “Cloud Generation” following the Millennials is already reaching Middle School!

What are we doing to better prepare them for the workforce?

Baby Boomer vs. Gen X Parenting

Protecting through involvement

What's best for the group of children?

Giving children what they need to be successful

Aspirations – You can do anything

Everyone wins



Protecting through surveillance

What's best for MY child?

Teaching children how how to be successful

Realistic – Do what you are good at

Only the best win



Characteristics of the Cloud Generation

Solid Family Structure – Stay at Home Parents

Values Structure and Predictability

Digital Natives – Social Media Relationships

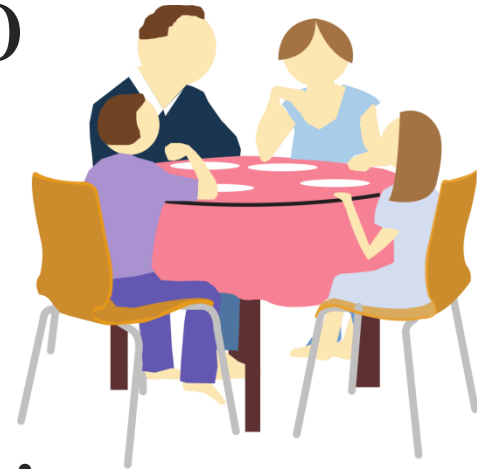
Numerically Smaller Cohort (?)

STEM Savvy

Technology-Based Learning

Focus on Job and Financial Security

Entrepreneurial





The Cloud Generation 2001 - ?



I Pods (2001)

I Tunes (2001)

3G Network (2001)

Skype (2003)

Facebook (2004) has 1 billion active users in 2013

You Tube (2005) with no way to track the number of videos

Twitter (2006) has more than 500 million users in 2013

Mobile Apps (2007)

I Phones (2007)

4G Network (2008)

I Pads (2010)

Cloud Computing (2011)

Apple Pay (2015)

Pokemon Go (2016)





What will they need to be prepared for the world of work in 2020?



BE BOLD 2

Growing Wisconsin's Talent Pool



- A Competitive Wisconsin
- **BE BOLD** initiative

Report prepared by:








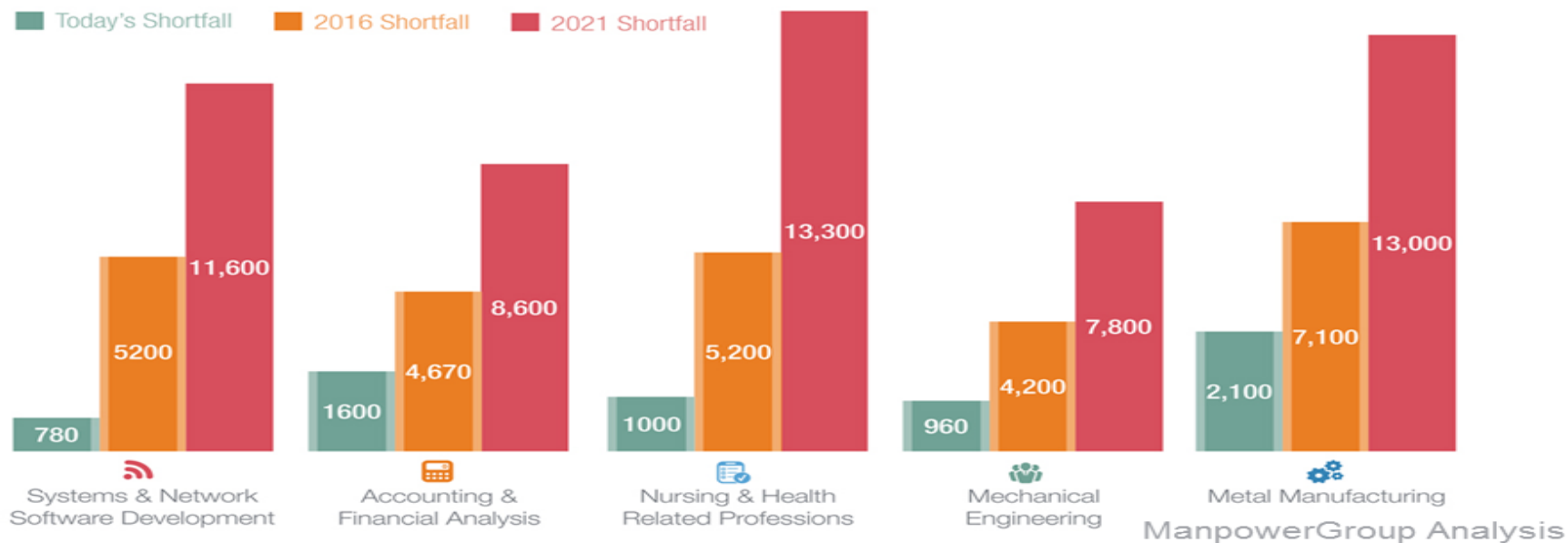
ManpowerGroup Right Management

The BE BOLD 2 Supply/Demand Study

October 2012

PROJECTION OVERVIEW

Skill Cluster	Industry Sector					
	Agriculture, Dairy & Food Processing	Financial Services, Insurance & Real Estate	Healthcare	Manufacturing	Transportation	Water & Water Research
Systems & Network Software Development						
Accounting & Financial Analysis						
Nursing & Health Related Professions						
Mechanical Engineering						
Metal Manufacturing						



Occupational Category	View Jobs
Architecture and Engineering Occupations	473
Arts, Design, Entertainment, Sports, and Media Occupations	137
Building and Grounds Cleaning and Maintenance Occupations	447
Business and Financial Operations Occupations	539
Community and Social Services Occupations	199
Computer and Mathematical Occupations	311
Construction and Extraction Occupations	571
Education, Training, and Library Occupations	142
Farming, Fishing, and Forestry Occupations	37
Food Preparation and Serving Related Occupations	1036
Healthcare Practitioners and Technical Occupations	954
Healthcare Support Occupations	422
Installation, Maintenance, and Repair Occupations	561
Legal Occupations	12
Life, Physical, and Social Science Occupations	99
Management Occupations	644
Military Specific Occupations	5
Office and Administrative Support Occupations	1552
Personal Care and Service Occupations	384
Production Occupations	1917
Protective Service Occupations	179
Sales and Related Occupations	1423
Transportation and Material Moving Occupations	1053

Available Jobs in Northeast Wisconsin

as of August 18, 2016

Selected Counties:

Brown, Calumet, Door,
Florence, Fond du Lac, Forest,
Green Lake, Kewaunee,
Langlade, Lincoln, Manitowoc,
Marathon, Marinette,
Marquette, Menominee,
Oconto, Oneida, Outagamie,
Portage, Shawano,
Sheboygan, Vilas, Waupaca,
Waushara, Winnebago

Demand

(Driver Industries)

Manufacturing

- Food Processing
- Metal Fabrication
- Paper
- Plastics
- Packaging

Engineering

- Industrial
- Mechanical
- Electrical

Healthcare

Construction

Transportation/Logistics

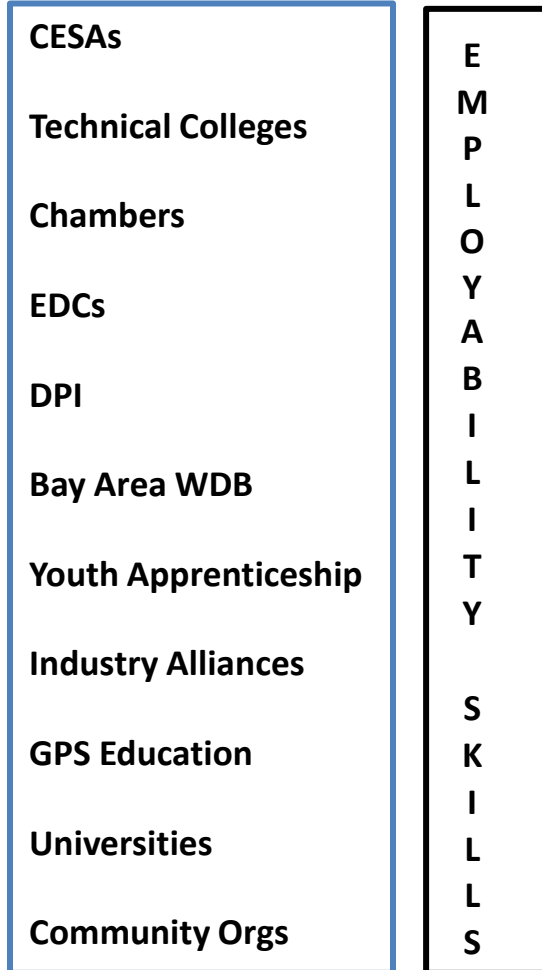
Agriculture

Insurance/Finance

Information Technology

Sales

Career Pathways



Supply

(20/10/70 Rule)

- | | |
|-------------------------|------------------------|
| Algoma | Appleton |
| Ashwaubenon | Beecher/Dunbar/Pembine |
| Bonduel | Bowler |
| Cedar Grove/Belgium | Coleman |
| Crivitz | De Pere |
| Denmark | Florence |
| Elkhart Lake/Glenbeulah | Freedom |
| Gibraltar | Gillett |
| Goodman/Armstrong Creek | Green Bay |
| Gresham | Hortonville |
| Howards Grove | Howard-Suamico |
| Kaukauna | Kewaunee |
| Kiel | Kimberly |
| Kohler | Lena |
| Little Chute | Luxemburg-Casco |
| Manitowoc | Marinette |
| Menominee Indian | Menominee Tribal |
| Niagara | Mishicot |
| Oconto Falls | Oconto |
| Oostburg | Oneida Nation |
| Plymouth | Peshtigo |
| Random Lake | Pulaski |
| Sevastopol | Reedville |
| Shawano | Seymour |
| Sheboygan Falls | Sheboygan |
| Southern Door | Shiocton |
| Tigerton | Sturgeon Bay |
| Suring | Two Rivers |
| Valders | Washington Island |
| Wausaukee | West De Pere |
| Wittenberg-Birnamwood | Wrightstown |

Future Work Skills 2020

While all six drivers are important in shaping the landscape in which each skill emerges, the color-coding and placement here indicate which drivers have particular relevance to the development of each of the skills.

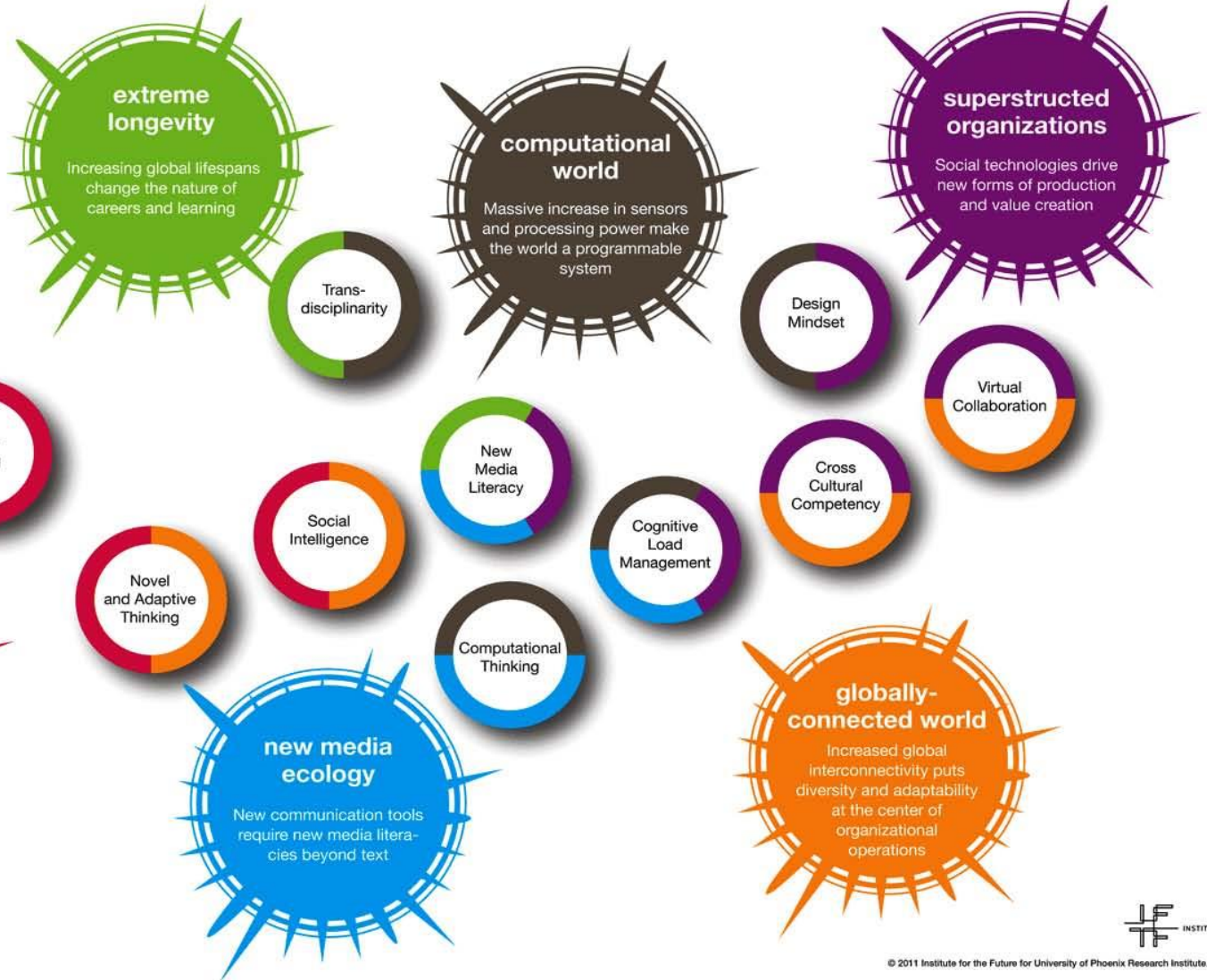
KEY



Drivers—disruptive shifts that will reshape the workforce landscape



Key skill needed in the future workforce

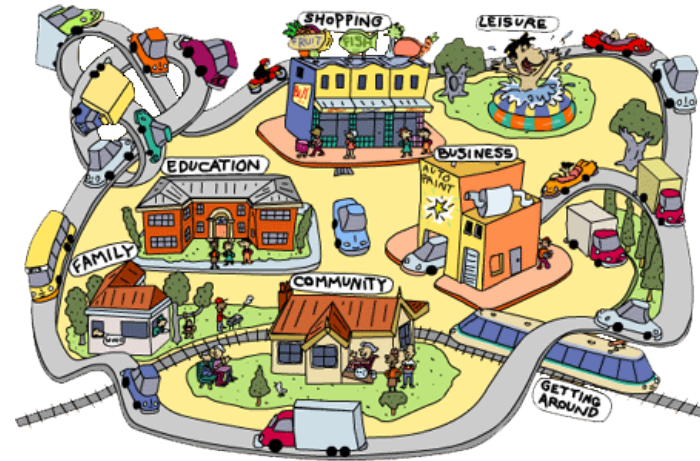


Jim's Theory (for what it's worth!)

1966

EDUCATION

2016



Comments and Questions

