Looking Into The Next Generation

Scott Walker, Quinnipiac University
Learning Outcomes

- Gain insight on the new generation of students
- How to effectively manage and communicate with Gen Y students
- Students understand that their supervisors are expecting certain things out of their student workers
Getting to know Generation Y

- Generation Y was born between 1980 – 2000
- There are approximately 80 million Gen Yers
- 75% have a profile on a social network
- Over 50% of YouTube’s users are under 20 years old
About 60% of younger workers say it is not very likely or not likely at all they will stay with their current employers for the remainder of their working life. (In contrast, 62% of Gen X workers say it’s likely they will never leave their current employer, while 84% of Baby Boomers expect to remain with their current employer for the rest of their working life)
Generation Y on 60 Minutes
For this generation of entering college students, born in 1994, Kurt Cobain, Jacqueline Kennedy Onassis, Richard Nixon and John Wayne Gacy have always been dead.

They should keep their eyes open for Justin Bieber or Dakota Fanning at freshman orientation.

Having grown up with MP3s and iPods, they never listen to music on the car radio and really have no use for radio at all.
They can’t picture people actually carrying luggage through airports rather than rolling it.

If they miss *The Daily Show*, they can always get their news on YouTube.

Exposed bra straps have always been a fashion statement, not a wardrobe malfunction to be corrected quietly by well-meaning friends.

They were too young to enjoy the 1994 World Series, but then no one else got to enjoy it either.
Myths about Gen Y

- **Myth 1:** Gen Yers are disloyal and unwilling to make real commitments to their employers
- **Myth 2:** They won’t do the grunt work
- **Myth 3:** They don’t know very much and have short attention spans
- **Myth 4:** They need work to be fun
Myth 5: They want their managers to do their work for them

Myth 6: Money is the only thing that matters to them

Myth 7: They want to be left alone
Activity

- Split between supervisors and students
- 2 groups of students, 2 groups of supervisors
- Draw your perfect student worker
- Draw your perfect boss/supervisor
- Include object descriptors. Ex. A ruler in hand could mean they are strict
What Supervisors Need to Understand About Gen Y

Hiring

Select questions that pertain to your current situation or what you expect to achieve during the course of the year.

Practice behavioral interviewing: Simply means have the applicant tell you a story and then listen to that story.
Sample behavioral interview questions:

**Performance:**
- Please tell me a specific instance when you...
  - Identified a specific type of problem; solved that problem
  - Accomplished a particular task set in front of you
- What was successful/unnecessary about your approach?
- What did you learn?
- What would you do differently?
- If you worked for us you would have to do X. How would you approach the challenge?
Hiring

 Skill:

 Please tell me about a specific instance when you used [fill in the blank appropriate skill].

 What was successful/unsuccessful about your approach?

 In the specific instance you described, what related skill did you use other than the skill I asked about?
Hiring

Job Description

- Have a clearly outlined job description of what it is the applicant will be doing, do not embellish to attract the student more.

Work Study

- If you hire only work study students explain early in the interview that it is a job while you attend school and not to get paid to do homework.
Training/Supervision

- **In Loco Parentis Management**
- 4 concepts of *In Loco Parentis*:
  1. Show them you care
  2. Give them boundaries and structure
  3. Help them keep score
  4. Negotiate special rewards in very small increments
Show Them You Care

- You do not need to relate to their deep inside thoughts, feelings or spirit, just enough to help the person succeed at work.
- Get to know them
  - Not their personal lives, unless they invite you
  - Year, major, what they did over the summer
  - Use their name, A LOT!
  - Spend one-on-one time with them
Show Them You Care cont’d.

- Invest the right amount of time with each Gen Yer
- Don’t Pretend
Give Them Structure and Boundaries

- They want some freedom to maneuver at work and in their schedules, but since they were young they have been hyperscheduled by overbearing adults.

- To give them the freedom at work they are looking for, you need to set clear boundaries and give them structure to function. Examples:
  - Assignments – include them in as many as you possibly can
  - Discipline policies – lets them know what they can and cannot get away with
  - Lists – They love lists because it clearly defines what they need to do/obtain.
Help Them Keep Score

- They want to compete against themselves and each other (in a safe environment where they can try over and over while no one gets hurt)

- Posters – Visuals of progress/success is huge in their eyes. It is a tangible object they can see their accomplishments from day to day. Ex. BRAVO Board

- Break your staff into groups – This is a simple way to establish teams for competitions so they can improve themselves and the facility/program you are working for or with.
Help Them Keep Score

- **The Point System** – Either a poster, jar full of objects or any other idea you can come up with to keep score.

- **Keep Track Informally** – Let them know you are keeping score of their accomplishments and show them with a reward.
Negotiate Special Rewards in Very Small Increments

- Everyone loves rewards and ever since they were young, Gen Yers have received rewards.

- Short term goals with small rewards work well.

- Long term goals can work well, remember to keep track.
Set Clear Ground Rules
Up Front

1. The Job Description
2. Training (Start of the semester/throughout the year)
3. Stick to your guns
What Students Should Know About Their Supervisors

Hiring

At the interview most employers look to see if you are prompt, well dressed and a personable individual.

The questions asked are meant to find out your personality and what you might do in situations based on prior experience. Don’t BS or talk about your party habits!
Understand Job Description

- Read through the job description to see exactly what your duties may include.
- Ask current employees what it is they do.
- If it is a work study position, don’t expect to study all the time at work.
- Down time
Relationship with Supervisor

- Professional supervisor vs. Student supervisor
- Criticism
- They are your boss and not your best friend
Recap

- We learned who Gen Y is and what some of their priorities are in life.
- Supervisors have a better understanding of how to manage Gen Y.
- Gen Y has an idea of what their superiors want and are looking for in the work place.
Work Cited


Questions?