



The Multigenerational Community College

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The Presenter

Pamela Cox-Otto, Ph.D.

22 years in two-year college marketing

12 years in television news years in
California

8 years in California Community Colleges



The Company

Two-Year College Marketing, Research,
Web, Multimedia, and Training

Every employee has two year experience

Agency for Wisconsin, Virginia,
Washington, Mississippi



Why It's Important

- 4 Generations are working side by side
- We recruit, serve and depend on multiple generations
- Different values, experiences, styles, and attitudes create
 - Misunderstandings
 - Frustrations





Critical Issues

First Time Three Generations are
Managers in the Workplace

First Time Four Generations Are in
the Workplace

Personal Effects



Frustration

Anger

Fighting

Sense of Failure



Outreach Effects

Colleges Market to Boomers when their
Audiences are X and Y'ers

Boomers Market their Values

Disconnect with Both X and Y

Tend to do better with Y than X



Organizational Effects

Increasing Turnover

Increasing Complaints

Dysfunctional Teams

Functional Disconnects



Teaching Effects

Disconnect Between what you Love and
What Students Love

Difficult getting them to embrace the
Our "Tools" (which are the correct tools)

Frustration with Students' preparation

Frustration with Student's Values



Who's Who



The Generations

Traditional

1925 - 1945

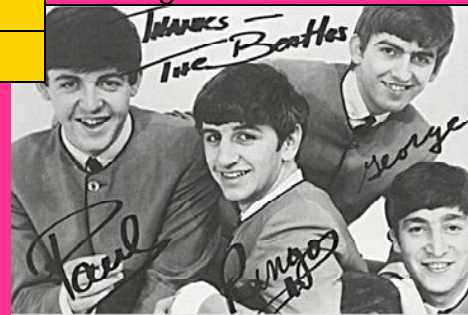
Age 60+



Baby Boomers

1946-1964

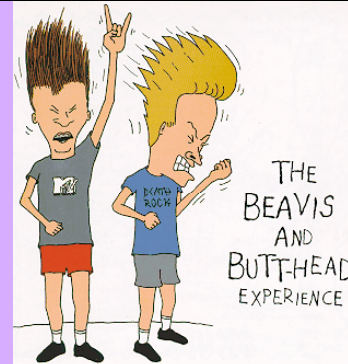
Ages 41 - 60



Gen X

1965 - 1980

Ages 25 - 40



Gen Y

1981 - 2003

Ages 3 - 24



Influential People



Bob Jordan, Jack Ruby Shooting for Henry Oswald Dallas
November 24, 1963

© 1963 Bob Jordan



How Different?

- Boomer



What Shaped Them



Vietnam War

Civil Rights Movement

Television

My World is Not Safe



Their Approach

Compete and Stand Out

Question Authority

Make a Difference



Management Style

Pushing, Always Pushing

What Does it Take to Succeed?

Lead, Follow, or Get out of the Way



Teaching Style

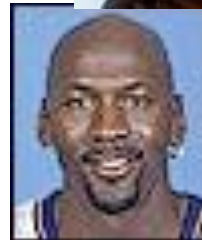
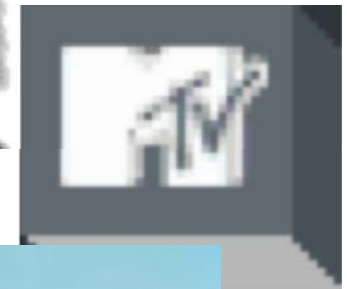
Anyone Can Succeed if the Try.

This stuff REALLLLLLLY Matters!

Buckle Down.



Influential People/Events



What Shaped Them



Chernobyl

Lockerby

Cable, Digital, Fax, Pagers, Palm Pilots

My Family is Not Safe



Their Approach

Take Care of #1

Watch Which Way the Wind Blows

Be Ready to Move On



Management Style

I Handle it.... You Handle It

What Does it Take to Be Left Alone?

Paperwork s**ks! Just do the Job.



Teaching Style

Get it or Don't. Your Choice.

I'll Give you the Stuff. I'd learn it if I were you.

Yeah. Yeah. Yeah. I was a latchkey kid too. Get Over it.



Gen Y/ Millennials



Influential People/Events



What Is Shaping Them



Columbine

9/11

The Internet

I am not Safe



Their Approach



Stick Together

Talk it Over

Share



Management Style

Collaborate

What Does it Take to Make It Work?

You help me. I'll help You.



Teaching Style

Study Groups

Cohorts

We can teach each other.



Comparison Experience



Boomer	Gen X	Gen Y
Rock & Roll Television Protests/Riots Space Exploration Vietnam Free Love New Definition of 50	Punk Electronics Divorce Fall of USSR First Iraq War Downsized Parents Aids Family (Me) First	Rap Internet Unity/Love 9/11 Columbine Both Iraq Wars Age of Psychology Diversity All of Us



Traditional	Boomer	Gen X	Gen Y
Loyalty	Optimism	Skepticism	Realism
Waste Not- Want Not	Who Dies with the Most Toys	Show me the Money	Whatever
Technophobe	Late Adopt	Early Adopt	Technophile
Marriage	Freelove	Safe Sex	Oral Sex
Three Copies	1 Copy & Highlighter	Original	Electronic

Public Message Points



	Traditionals	Boomers	X	Y
Defining Idea	Duty	Individuality	Unique	Diverse
Style	Team Player	Driven	Entrepreneur	Team Projects
Rewards	You've Earned it	You Deserve it	You Need It	You Want It
Work is	Obligation	A Chance to Excel	A Challenge	An Opportunity
Money	Save	Spend	Invest	Hedge/Spend

Iconic Sayings

- Traditional - "Do what's Right"
- Boomer - "I Made a Difference"
- X'er - "Show Me the Money"
"So Not Worth It"
- Y'er - "Been There. Done That.
Got the T-Shirt"



Keeping them Involved



	Trads.	Boomers	X	Y
College Recruiting	Keep me interested	Make Myself Better	Let me Move on	Give me Choices
Environment	Comfortable	Payoffs	Business-like	Fun & Relaxed
Classroom	Relaxed	Competitive	Individual Experience	Group Projects
Employees	Manageable	A Challenge	Flexibility	Opportunity

Watch for “Big Impacts”



Organizational - Getting Along

Recruiting - Multi-messaging

Gen X Choice - Me or my Child

Rise of the Boomer Avocational Class

Hover Parents

Leadership - The Hammock Effect



Most Importantly

Pay Attention:
Management/Classroom/Personally

Boomers: Lighten up & Get Flexible

Gen X: Rule of 40

Gen Y: Be Gentle with Us





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www.interactcom.com

Whitepaper on Teaching
[See Heidi](#)

Thank You

Pamela Cox-Otto, Ph.D.