

# What Generations can Tell us About the Growing Demand for Career Pathways

June 12, 2013

- 1. Intro to today's living generations*
- 2. Understanding the Millennial Generation*
- 3. Why career pathways makes sense today*



Richard K. Delano,  
Co-founder & Marketing Director  
publications, CDs, background at  
[www.lifecourse.com](http://www.lifecourse.com)

"A provocative, erudite, and engaging analysis of the rhythms of American life"  
—*Newsweek*

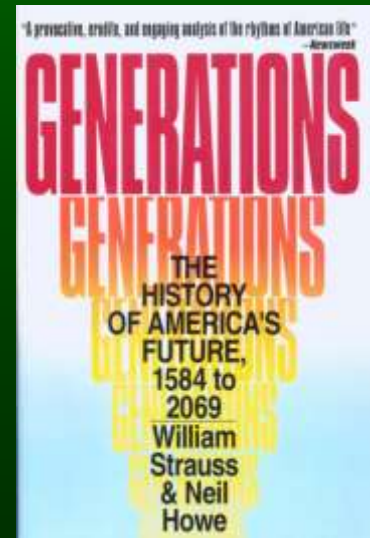
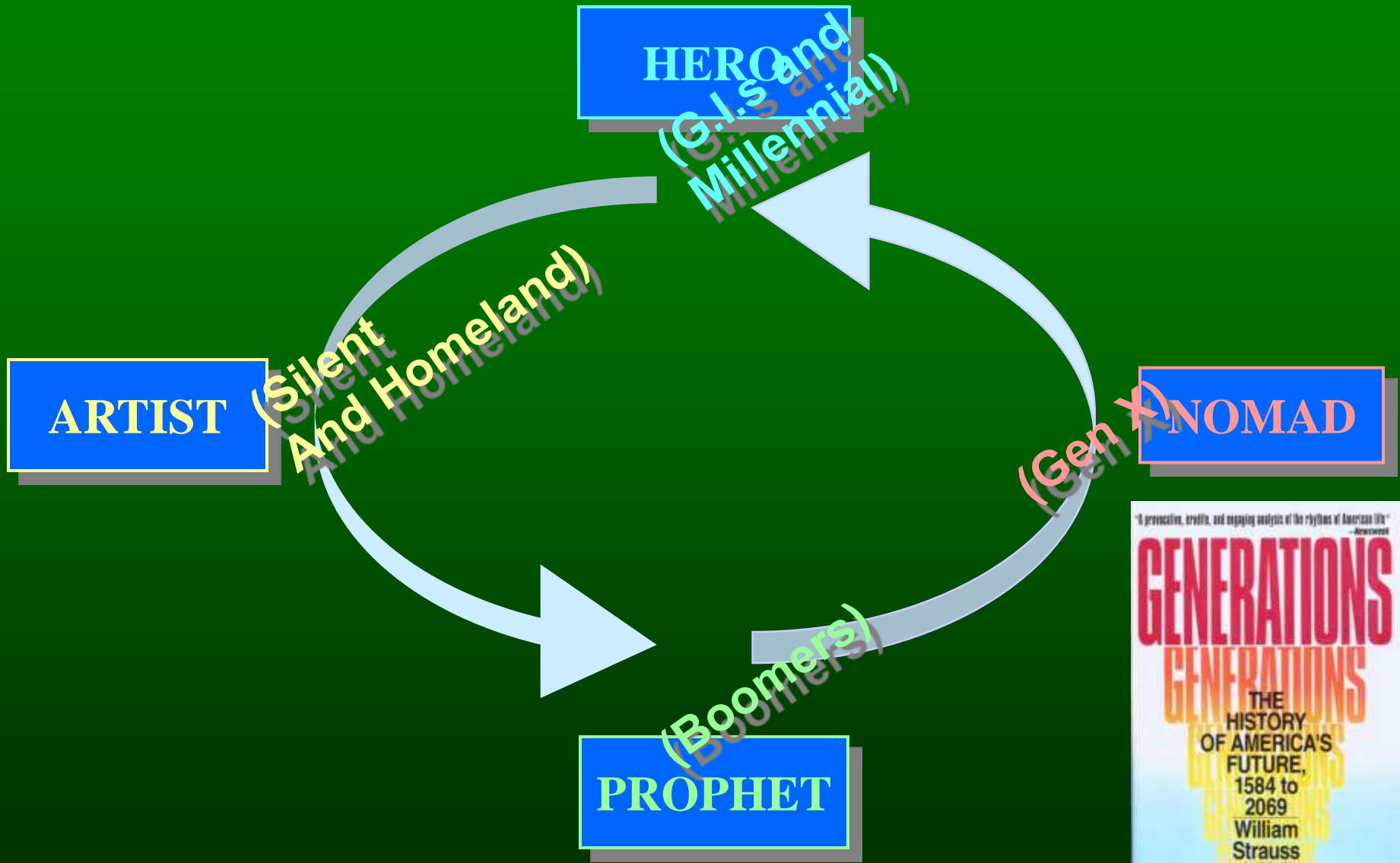
# GENERATIONS

GENERATIONS

THE  
HISTORY  
OF AMERICA'S  
FUTURE,  
1584 to  
2069

William  
Strauss  
& Neil  
Howe

# Generations: The Cycle of Four Archetypes





**13<sup>TH</sup> GEN**

**ABORT, RETRY, IGNORE, FAIL?**



AN AMERICAN  
PROPHECY

# The Fourth Turning

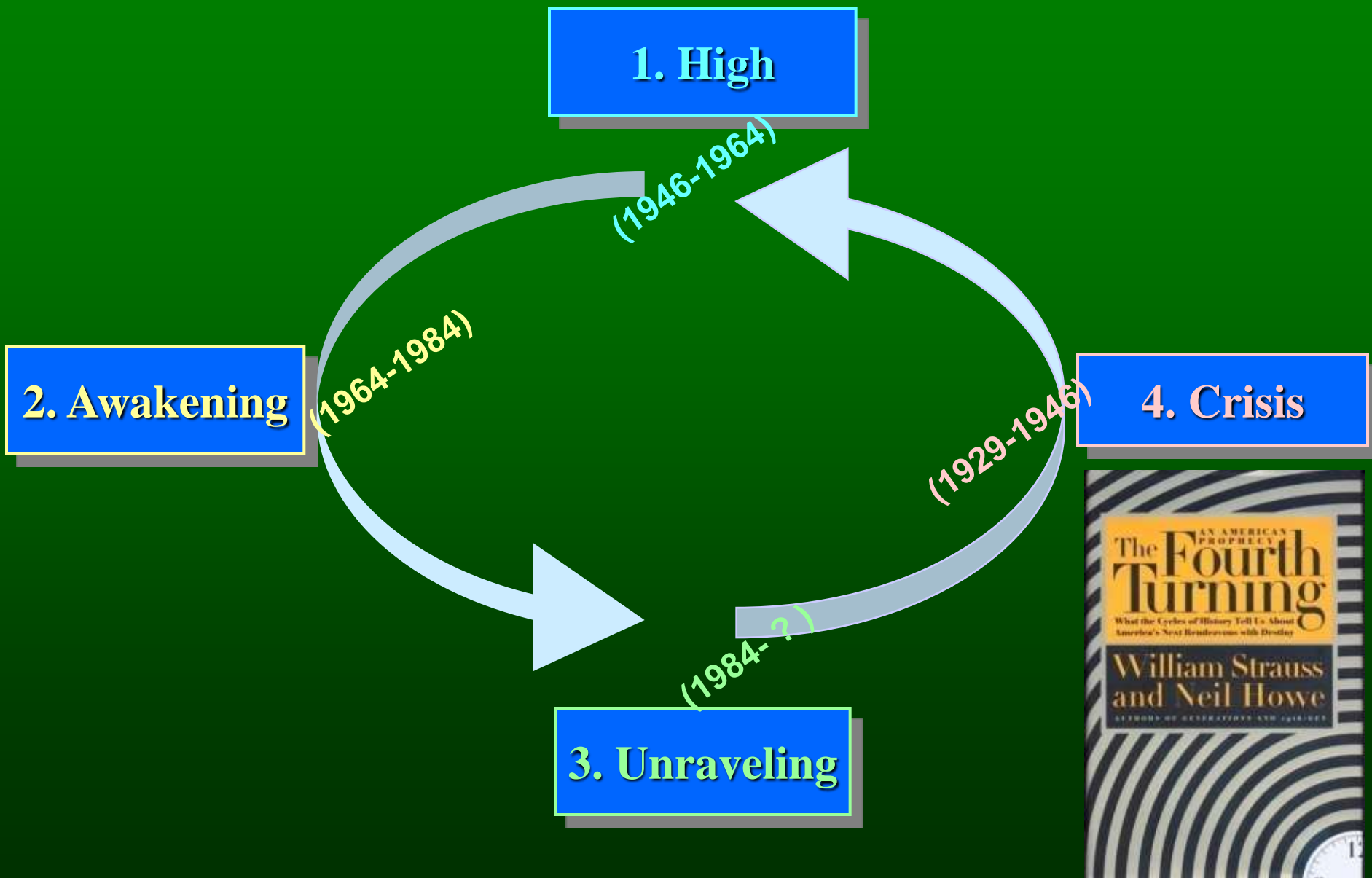
What the Cycles of History Tell Us About  
America's Next Rendezvous with Destiny

William Strauss  
and Neil Howe

AUTHORS OF *GENERATIONS* AND *13th-GEN*



# Social Moods: The Cycle of Four Turnings

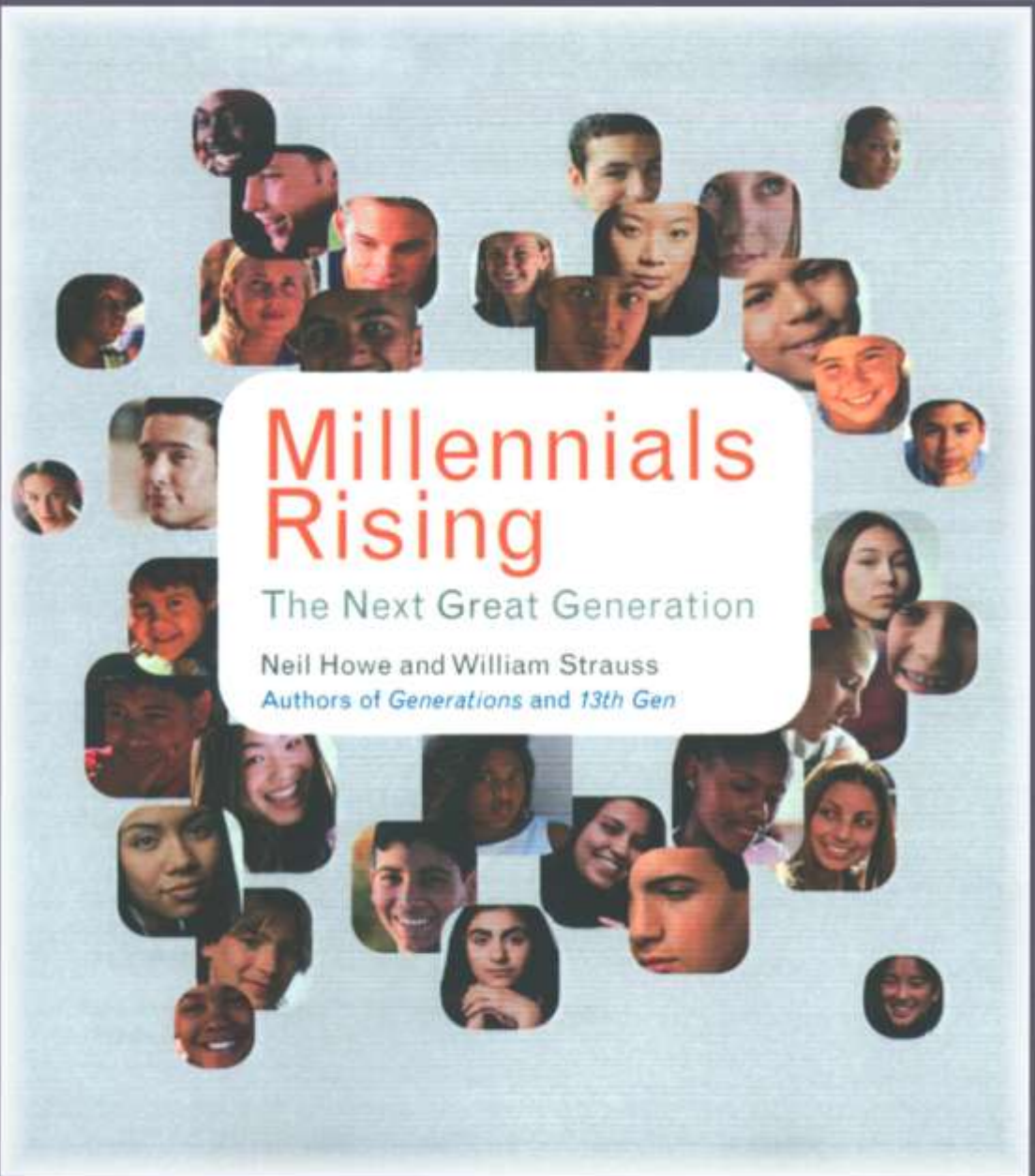


***Turnings Creates Generations***

*... because younger people  
are shaped by events*

***Generations Create Turnings***

*... because older people  
direct the course of events*



# Millennials Rising

The Next Great Generation

Neil Howe and William Strauss  
Authors of *Generations* and *13th Gen*



2

SECOND  
EDITION

# Millennials Go to College

By Neil Howe & William Strauss

STRATEGIES FOR A NEW GENERATION ON CAMPUS:  
RECRUITING AND ADMISSION, CAMPUS LIFE, AND THE CLASSROOM

# Millennials

&



**K-12 SCHOOLS**

EDUCATIONAL STRATEGIES

FOR A NEW GENERATION

Neil Howe &  
William Strauss

# Millennials

Neil Howe

WITH REENA NADLER



## IN THE **WORKPLACE**

HUMAN RESOURCE STRATEGIES FOR A NEW GENERATION

IMPLICATIONS FOR EDUCATORS,  
EMPLOYERS, AND POLICYMAKERS

# HIGH SCHOOL SWEETHEARTS IN "THE BIG STEP"

LET'S GET  
MARRIED FIRST



LET'S GET  
STONED FIRST



LET'S GET  
TESTED FIRST



AIDS  
CLINIC

1950

1970

1990

# A “generation” is a cohort group...

□ *whose length approximates the span from birth to adulthood,*

□ *and which shares*

*(1) a common age location in history*

*(2) common attitude and behavior traits*

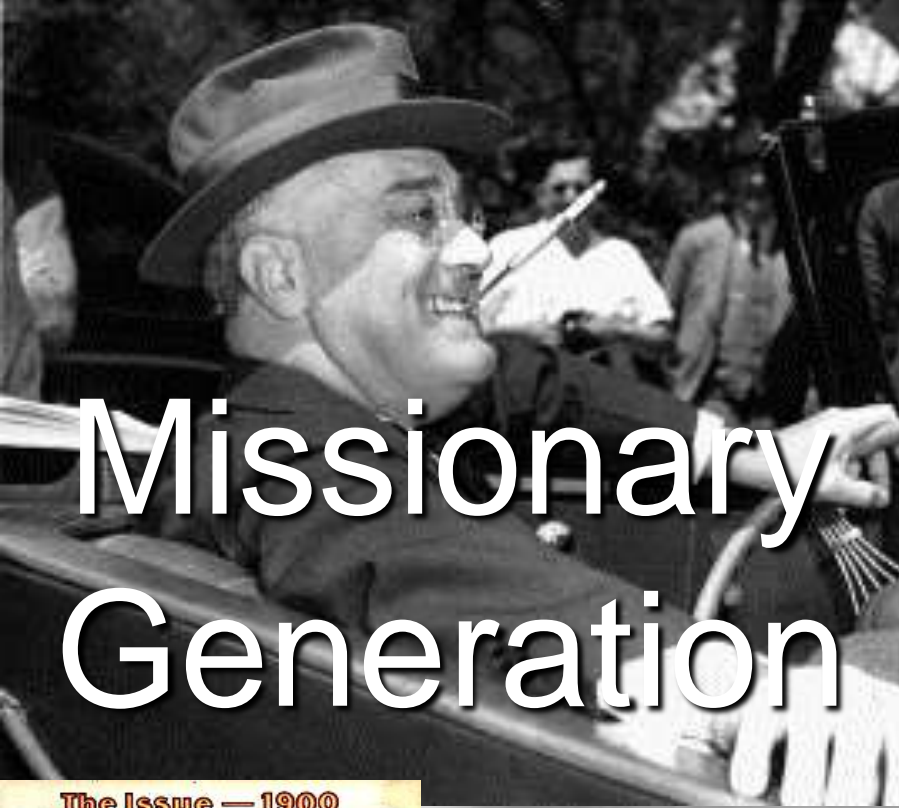
*(3) a common collective identity*

# GENERATIONS & HISTORY

	<u>Born</u>	<u>Childhood Era</u>	<u>Coming-of-Age Era</u>
<u>G.I.</u>	(1901-1924)	World War I Roaring '20s	Great Depression World War II
<u>SILENT</u>	(1925-1942)	Great Depression World War II	American High
<u>BOOM</u>	(1943-1960)	American High	Consciousness Revolution
<u>GEN X</u>	(1961-1981)	Consciousness Revolution	Culture Wars High-Tech Boom
<u>MILLENNIAL</u>	(1982 - 2005)	Culture Wars High-Tech Boom	War on Terror
<u>HOMELAND</u>	(2006 – 202?)	War on Terror	Post-War on Terror

# Educational “Endowments”

<u>GENERATION</u>	<u>Birthyears</u>	<u>Endowment</u>
Awakening	1701-1723	elite education in colonies
Liberty	1724-1741	education of “national children”
Republican	1742-1766	public elementary schools
Compromise	1767-1791	elementary education for girls
Transcendental	1792-1821	land-grant state universities
Gilded	1822-1842	black and women’s colleges
Progressive	1843-1859	first PhD-level university faculties
Missionary	1860-1882	high school construction, women teachers
Lost	1883-1900	vocational education, school funding
G.I.	1901-1924	top-tier women teachers, integrated schools
Silent	1925-1942	affirmative action, multiculturalism
Boomer	1943-1960	standards, accountability, church schools
Generation X	1961-1981	charter schools, home schools

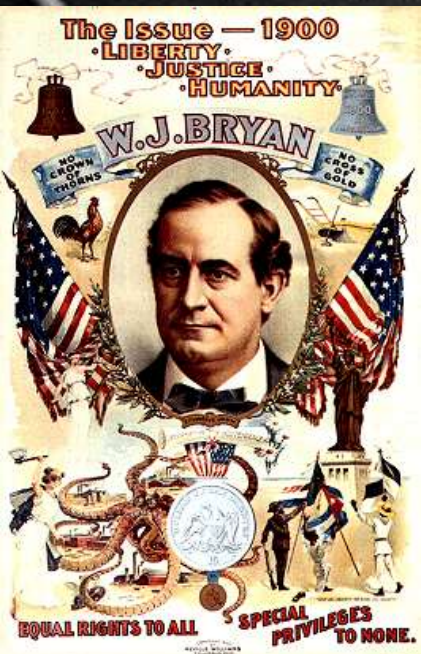


# Missionary Generation

**Born 1860-1882**

**SAMPLE MEMBERS:**

**Franklin D. Roosevelt  
Emma Goldman  
W.E.B. DuBois  
William Jennings Bryan  
Jane Addams  
Douglas Macarthur**





# **Historic purposes of educating *Missionaries:***

**Teach children not to become  
people who could cause  
another national tragedy.**

**Educate women, blacks.**

**Educational endowments by**  
***Missionaries:***

**“High School Movement”**

**Women teachers**

**Equalizing gender education**



# LOST Generation

*Born 1883-1900*

**SAMPLE MEMBERS:**

**Harry S. Truman**  
**Dwight Eisenhower**  
**Marcus Garvey**  
**Mae West**  
**Dorothy Parker**  
**Ernest Hemingway**



**Historic purpose of educating**  
*Lost:*

**Advance the “social gospel”  
and “progressive” movements.**

**Educational endowments by**  
***Lost:***

**Standardized testing**

**Vocational education**

**First married women teachers**



# G.I. Generation

***Born 1901-1924***

***Today age 88 to 111***

**SAMPLE MEMBERS:**

**John Kennedy**

**Ronald Reagan**

**Thurgood Marshall**

**Walt Disney**

**Judy Garland**

**John Wayne**

**Fulgenico Batista**

**From first birthyear to last,  
G.I.s were a generation of  
*improving* youth trends.**

**Historic purpose of educating  
*G.I. 's:***

**Protect youth from corrupting  
social forces (1920s).**

**Serve civic goals (1930s).**



**The median education rose  
from 8.3 to 11.3 years.**

**The percentage of 9<sup>th</sup> graders  
who graduated in four years  
rose from 15% to 50%.**

**Women nearly equaled men,  
in high school and college.**



# SILENT Generation

***Born 1925-1942***

***Today age 71 to 88***

**SAMPLE MEMBERS:**

**Colin Powell**

**Alan Greenspan**

**Elvis Presley**

**Martin Luther King, Jr.**

**Gloria Steinem**

**John McCain**

**From first birthyear to last,**  
**the Silent were a generation of**  
***steady* youth trends.**

# Historic purpose of educating *Silent:*

**Stay in background. (1940s)**

**Conform. Socialize. (1950s)**

**Educational endowments by  
*Silent:***

**Affirmative Action**

**Special Education**

**“G.T.” Programs**

# BOOM Generation

A photograph of a large crowd of people at a festival, likely Woodstock. In the foreground, a woman with curly hair is seen from the back, wearing a pink long-sleeved shirt and a white quilted jacket. She is embracing another person. The background is filled with many other people, some sitting on the ground, some standing. A large, colorful butterfly-shaped flag is visible on the left side of the image. The overall atmosphere is that of a large-scale outdoor event.

***Born 1943-1960    Today age 53 to 70***

**SAMPLE MEMBERS:**

**Bill & Hillary Clinton**

**John Roberts**

**Condoleezza Rice**

**Robin Robison**

**George W. Bush**

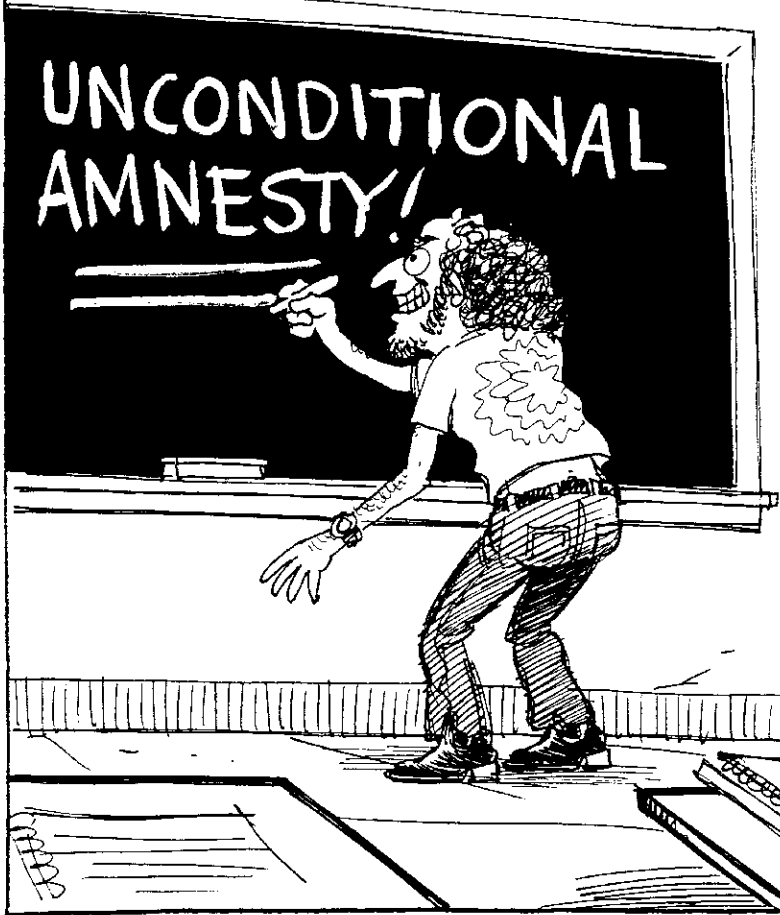
**Steven Spielberg**

**Bill Gates**

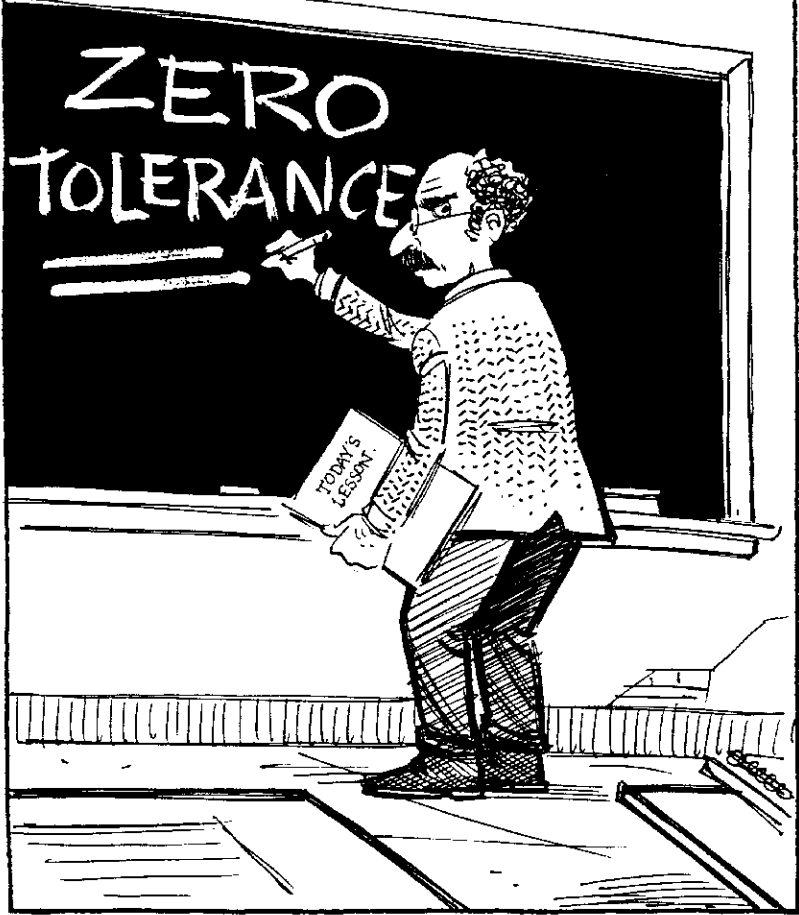
**TK (Tom) Wetherell**

**From first birthyear to last,  
Boomers were a generation of  
*worsening* youth trends.**

1968



1998





# THE EVOLUTION OF MODERN MUSIC

**WBMR**  
FM ROCK

- PLAYLIST  
1. BEATLES  
2. STONES  
3. DOORS



1970

**WBMR**  
FM ROCK

- PLAYLIST  
1. BEATLES  
2. STONES  
3. DOORS



1990

**WBMR**  
FM ROCK

- PLAYLIST  
1. BEATLES  
2. STONES  
3. DOORS



2010

**Historic purpose of educating  
*Boomers:***

**Craft idealists & individualists  
to resist authoritarianism.**

**Educational endowments by**

***Boomers:***

**Higher standards**

**Better behavior**

**Improved performance**

JULY 16, 1990



Should the West Help Gorbachev?

\$2.50

# TIME

## twentysomething



Laid back, late blooming or just lost?  
Overshadowed by the baby boomers,  
America's next generation has a hard  
act to follow.

# Generation X

***Born 1961-1981***  
***Today age 32 to 51***

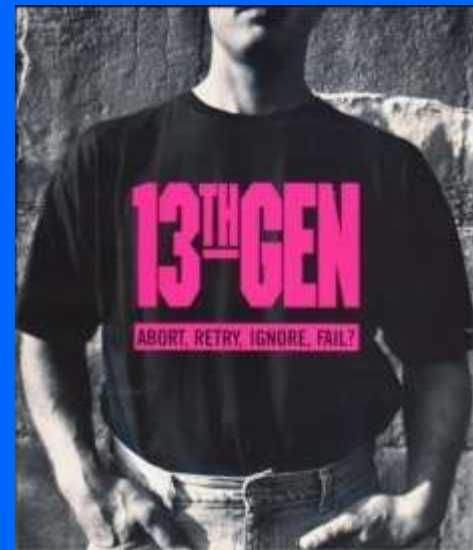
**SAMPLE MEMBERS:**

**Tom Cruise**  
**Michael Dell**  
**Michael Jordan**  
**Tiger Woods**  
**Barack Obama**  
**Shawn Mitchell**  
**Tracy Caldwell**

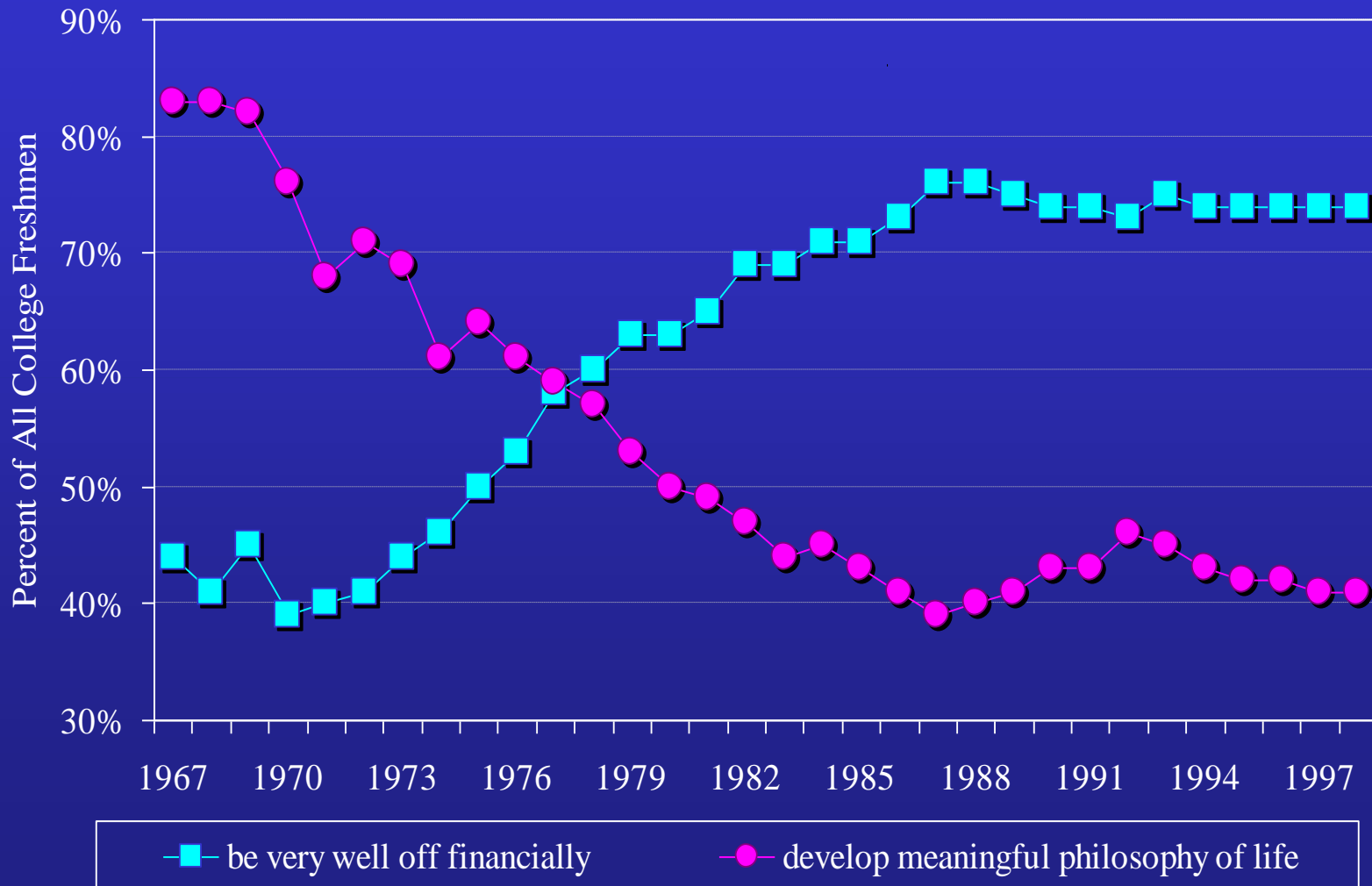


# Chronology of the Evil-Child Movie Era

1964	Children of the Damned
1968	Rosemary's Baby
1973	The Exorcist
1974	It's Alive!
1976	Look What's Happened to Rosemary's Baby
1976	The Omen
1976	Carrie
1977	Exorcist II: The Heretic
1978	It Lives Again
1978	Damien—Omen II
1978	Halloween
1980	The Children
1981	The Final Conflict
1981	Halloween II
1984	Firestarter
1984	Children of the Corn



# College Freshmen Survey, 1967-98: Personal Objectives Considered Important...



Source: UCLA Freshman Poll, "The American Freshman" (1997, 1999)

**From first birthyear to last,  
Gen Xers were a generation of  
*mixed* youth trends.**



**When Boomers were kids,  
2 of every 3 moms said  
they'd stay in a bad marriage  
for the sake of the kids.**

**When Gen Xers were kids,  
2 of every 3 moms said  
they wouldn't.**

**Historic purpose of educating  
*Gen Xers:***

**Adapt to changes in culture,  
family, and society.**

**Advance non-academic causes.**

**“There is no minimum body of knowledge which it is essential for everyone to know.”**

**-- Roland Barthes**

**Through the 1980s and '90s, Gen Xers were constantly told that....**

**Their schools were failures.**

**Their schools were dangerous.**

**Their teachers were poorly trained.**

**Students were stupid.**

**Educational endowments by**  
***Gen Xers:***

**School Choice**

**Accountability**

**Digital Multimedia**

*Since 1965, in real dollars:*

**Tuition has risen by 300%.**

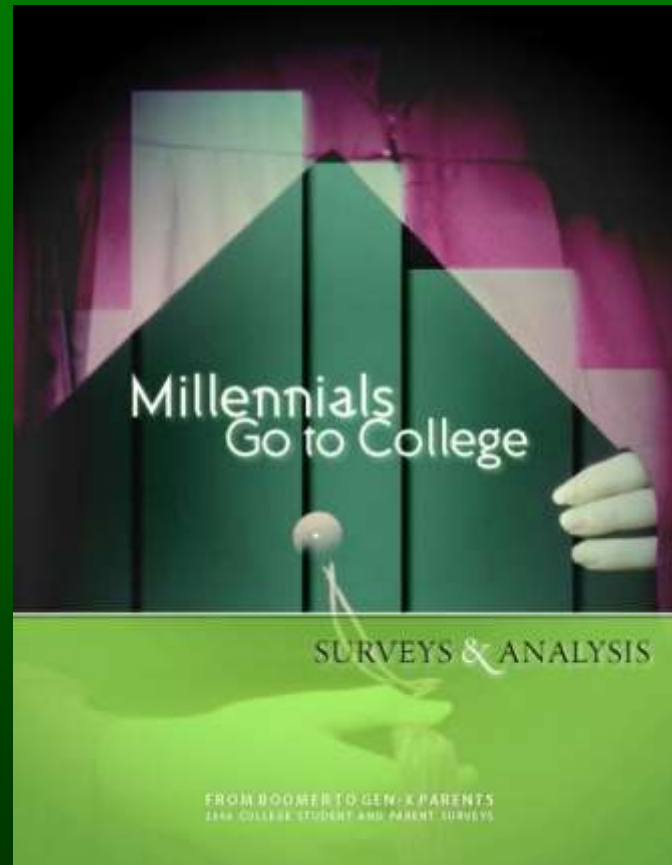
**Student debt by 800%.**

**And median household income by 30%.**

*In many occupations, starting pay has  
fallen or remained flat.*

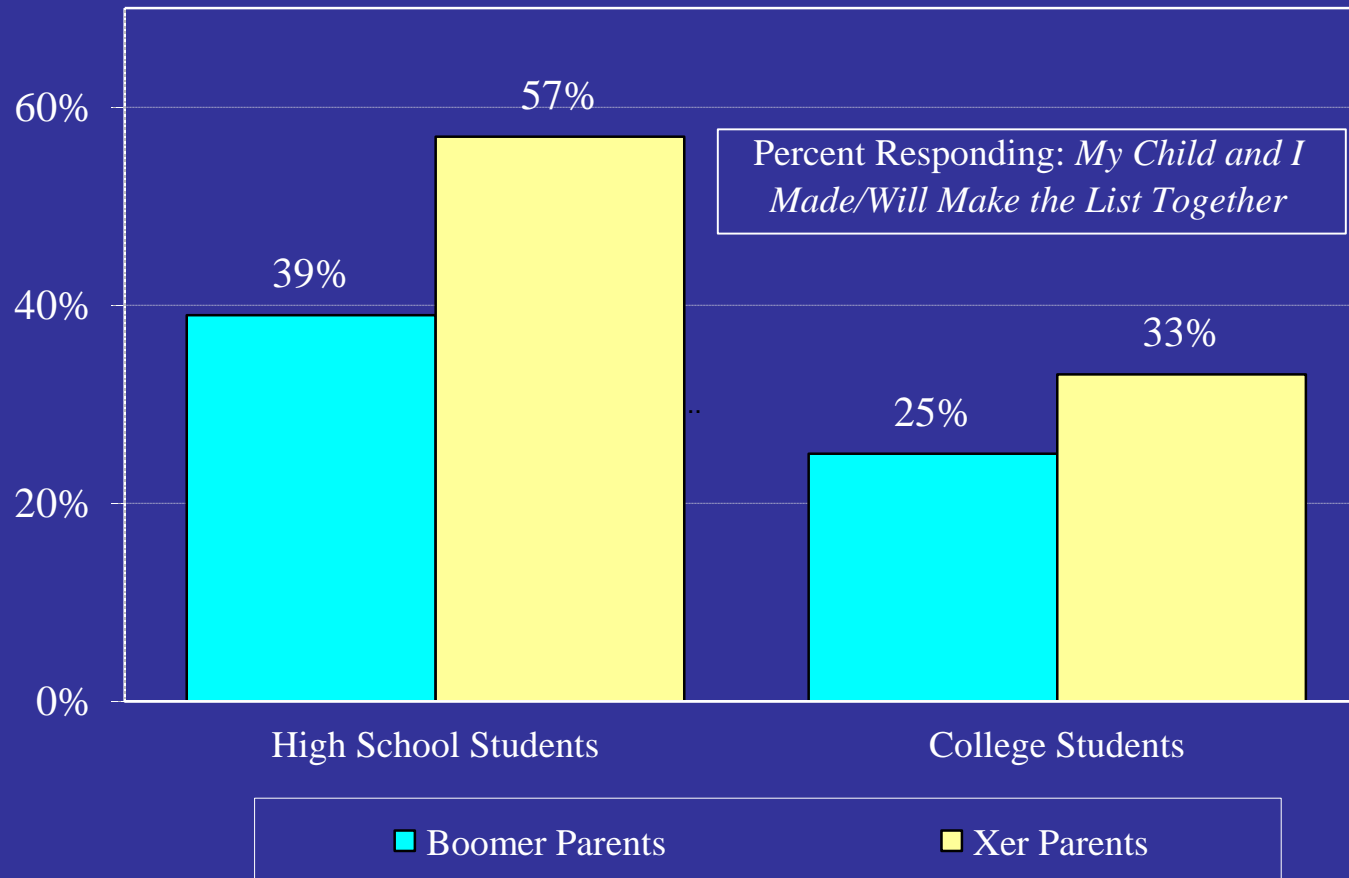
# Survey & Analysis 2007

## Boomer to Gen X Parent



## Boomer Parents versus Gen-X Parents:

*What role did/will you play in developing or selecting the list of colleges from which your child will choose?*



Source: Chartwells 2006 College Student Survey (2006)



**Total amount of debt incurred by child at end of his/her education (actual or expected)**

*Boomer parents, child out of college: \$13,600*

*Boomer parents, child now in college: \$18,500*

*Xer parents, child now in college: \$26,600*

**Will this level of debt affect your child's career choices?**

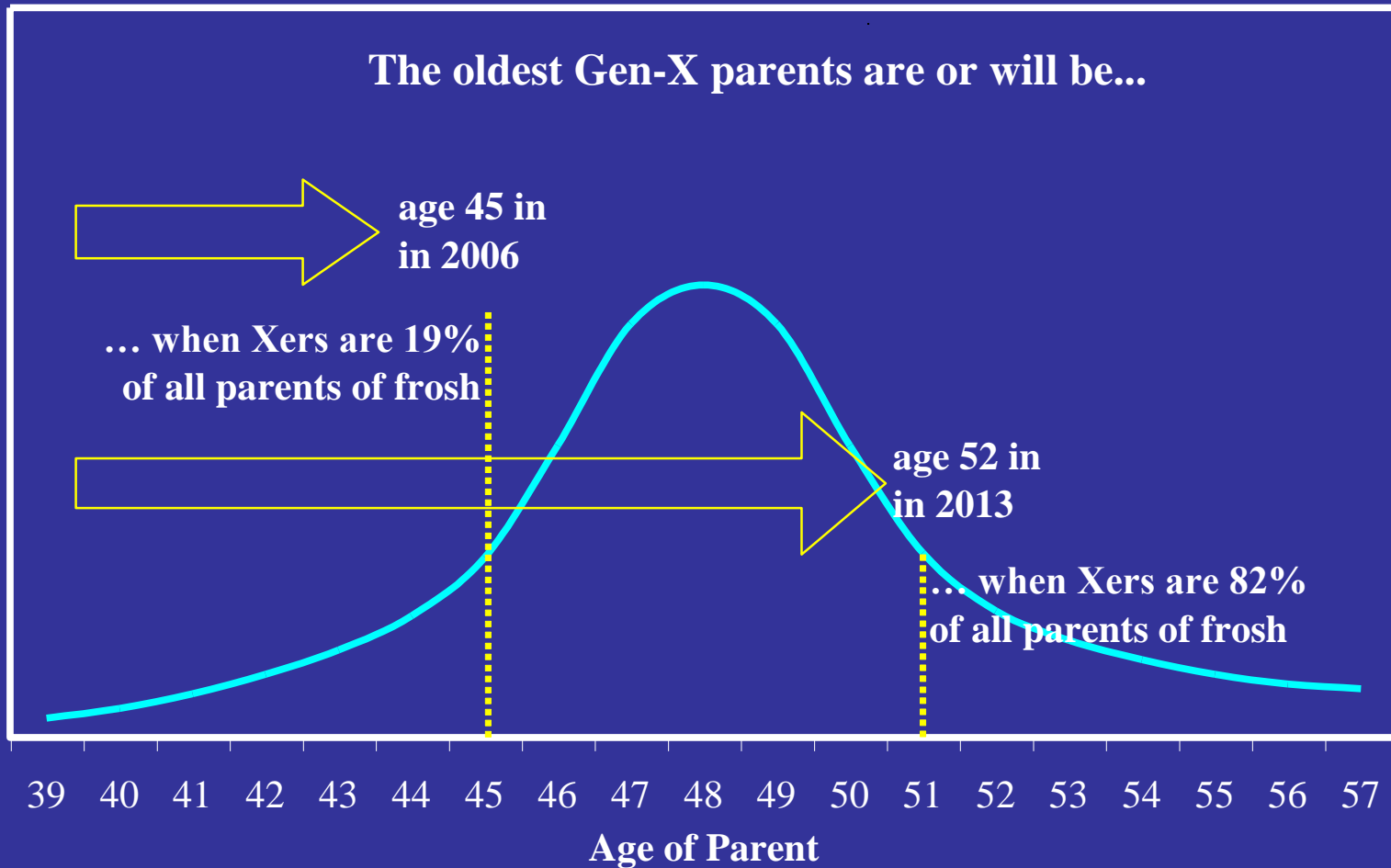
**Percent saying "greatly" to "not at all"**

*Boomer parents, child out of college: 14% to 60%*

*Boomer parents, child now in college: 18% to 40%*

*Xer parents, child now in college: 32% to 16%*

# Distribution of All 18-Year-Old College Freshmen by Age of Parent



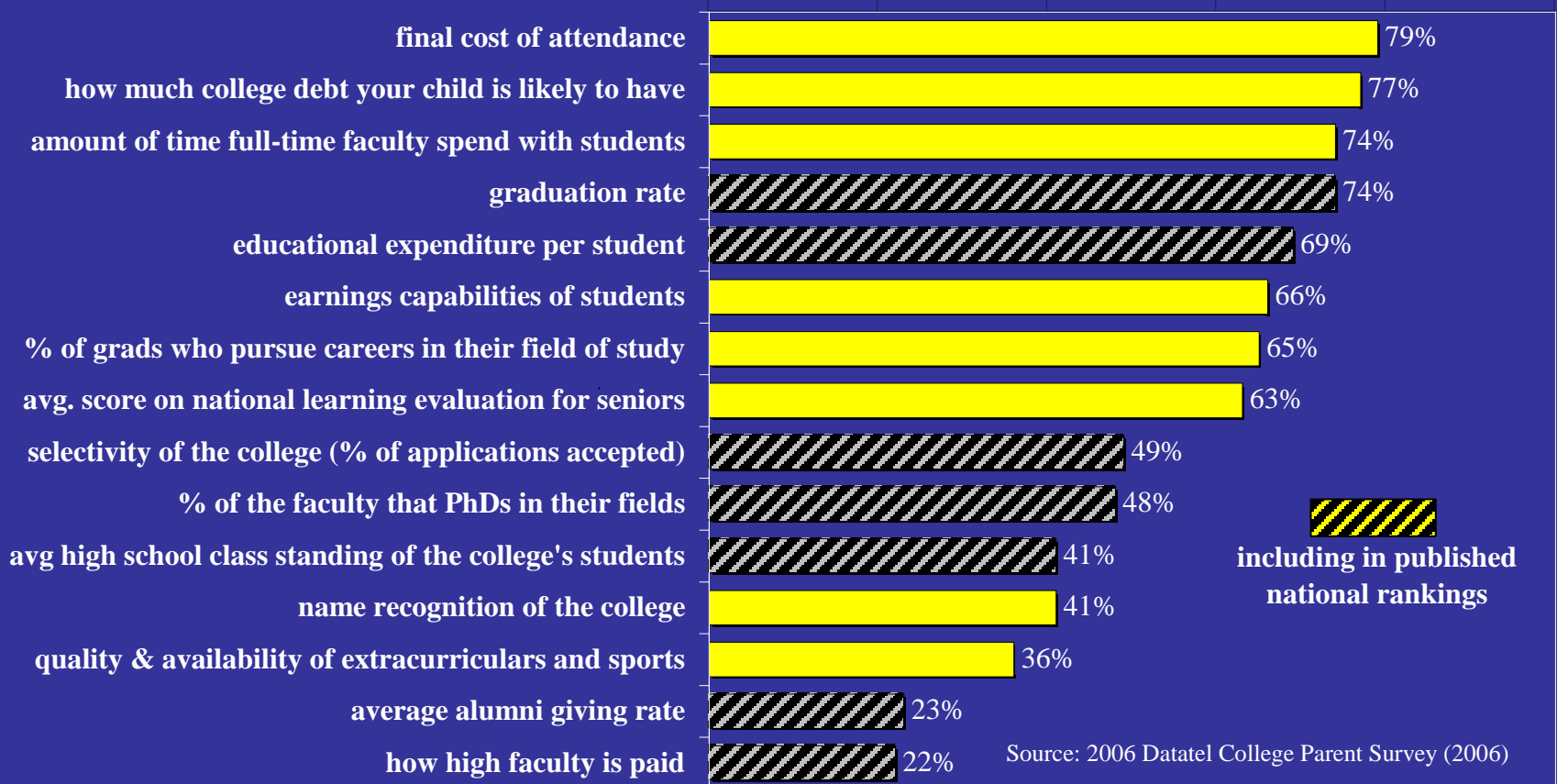
Source: U.S. Census Bureau (2006), U.S. Center for National Health Statistics (2006)

## **from Boomers to Xers in Midlife: the new demands on schools & colleges**

- cash value**
- standards / efficacy**
- data**
- transparency**
- accountability**
- real-time results (“Fed Ex” test)**
- hi-tech innovation (distance learning)**

# Asked of Parents of College Students in 2006: *How important are the following when choosing a college?*

0% 20% 40% 60% 80% 100%



**Where Boomers have been  
Helicopter Parents,**

**Gen Xers are  
Stealth Fighter Parents.**

# Millennial Generation

A photograph of a parade featuring a group of children. The children are holding large white signs with the word 'USA' in blue letters. They are also holding blue and red balloons. The children are wearing white t-shirts with a red triangle on the chest. A woman in a red shirt and blue shorts is walking alongside them. In the background, there are more people and a sign that says 'POM BEAU'.

***Born 1982 - 2005    Today age 8 to 31***

**SAMPLE MEMBERS:**

**Mark Zuckerberg**

**LeBron James**

**Lady Gaga**

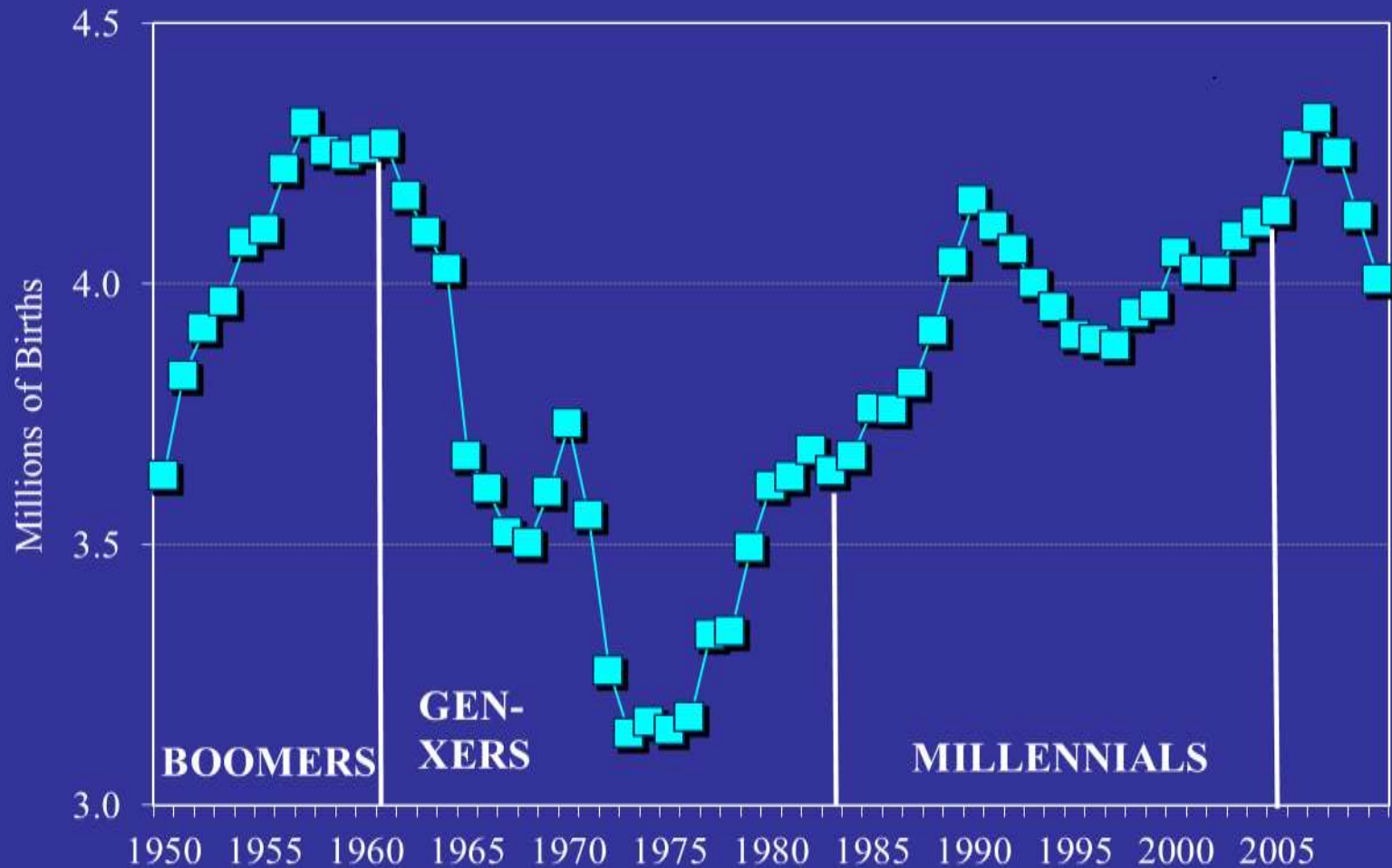
**Michelle Wie**

**Elizabeth Smart**

**Miranda Cosgrove**



# Total U.S. Births, in Millions, 1950 to 2010



Source: U.S. Bureau of the Census (2011)

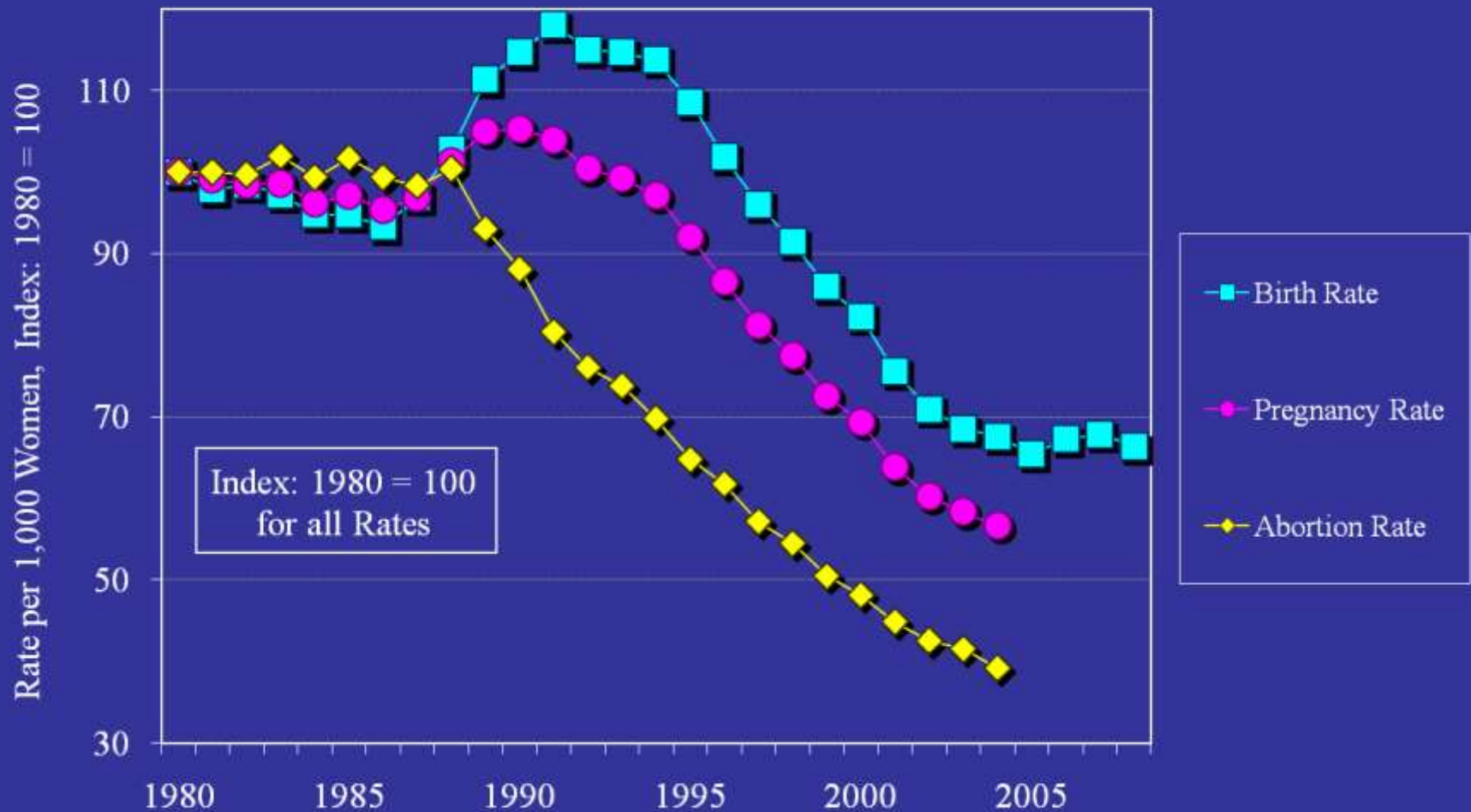


## Violent Crime, Rate for Offenders (age 12-20) and Victims (age 16-19), 1973 to 2010\*



2010 estimated; violent crimes are murders, rapes, robberies, and assaults.

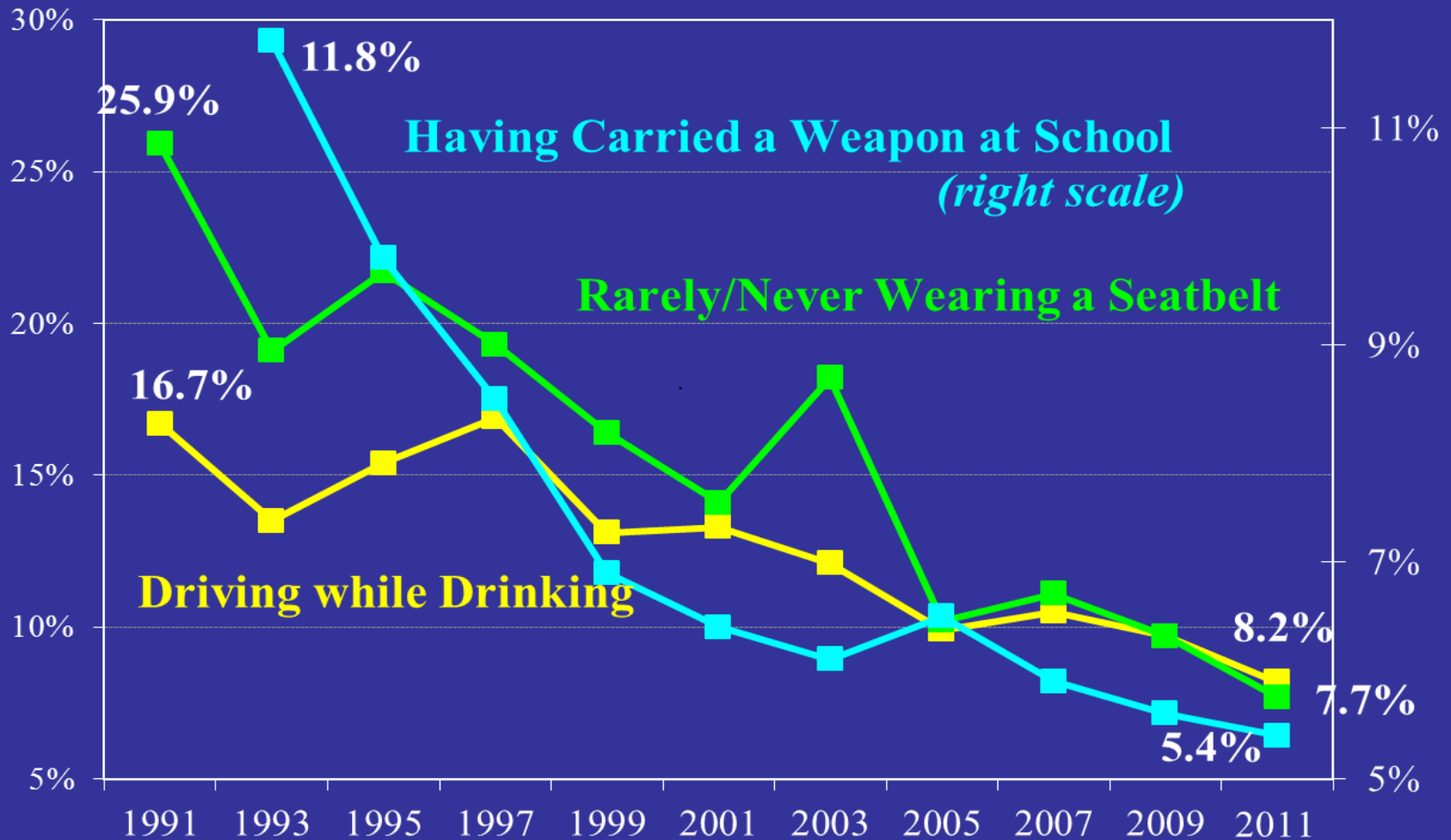
## Rates of Pregnancy, Abortion, and Birth for Girls Age 15 to 17, 1980 to 2008\*



\* Data unavailable past 2004 for pregnancies and abortions.

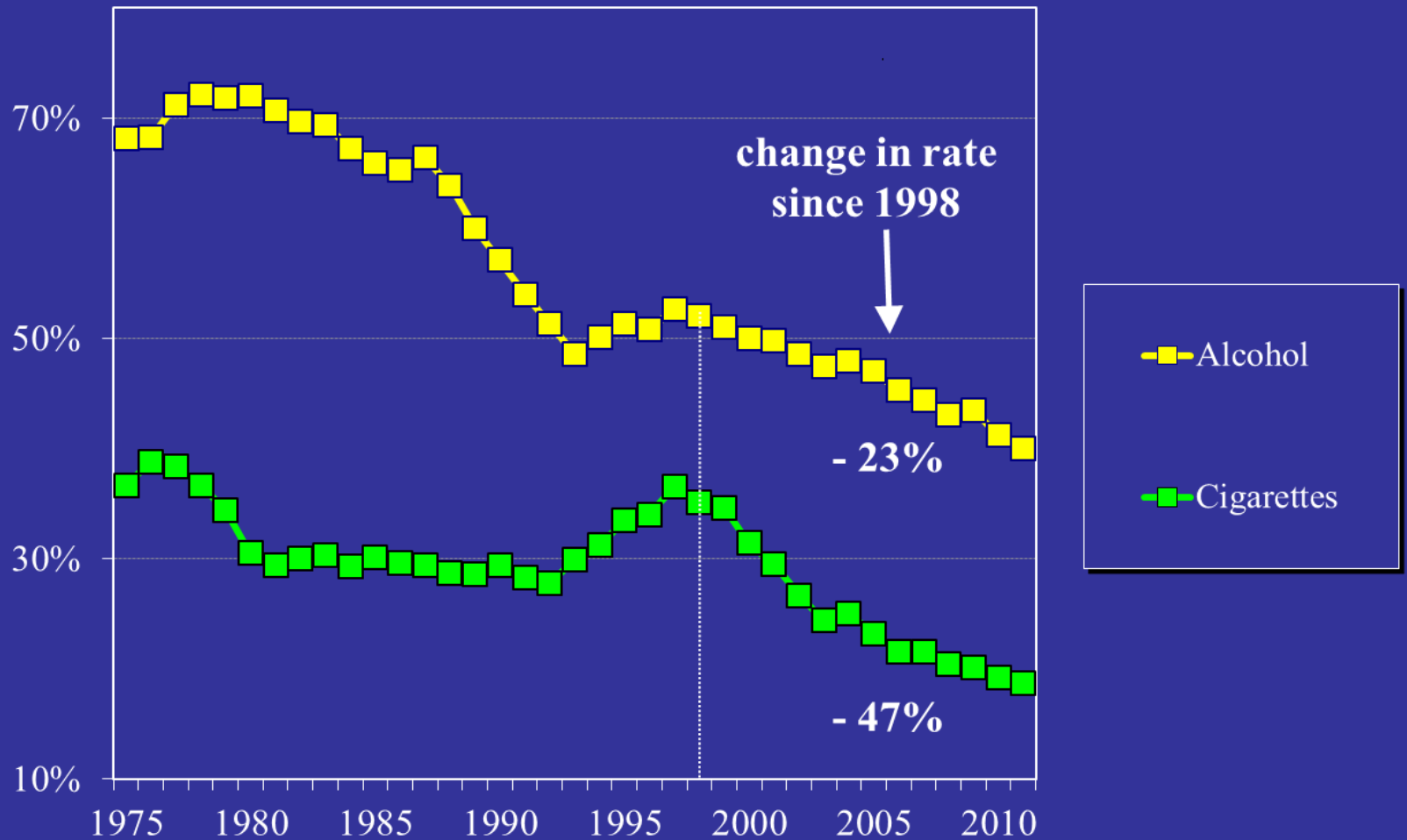
Source: National Center for Health Statistics, U.S. Centers for Disease Control and Prevention (2010)

# Share of High School Students from 1991 to 2011 Who Report ...



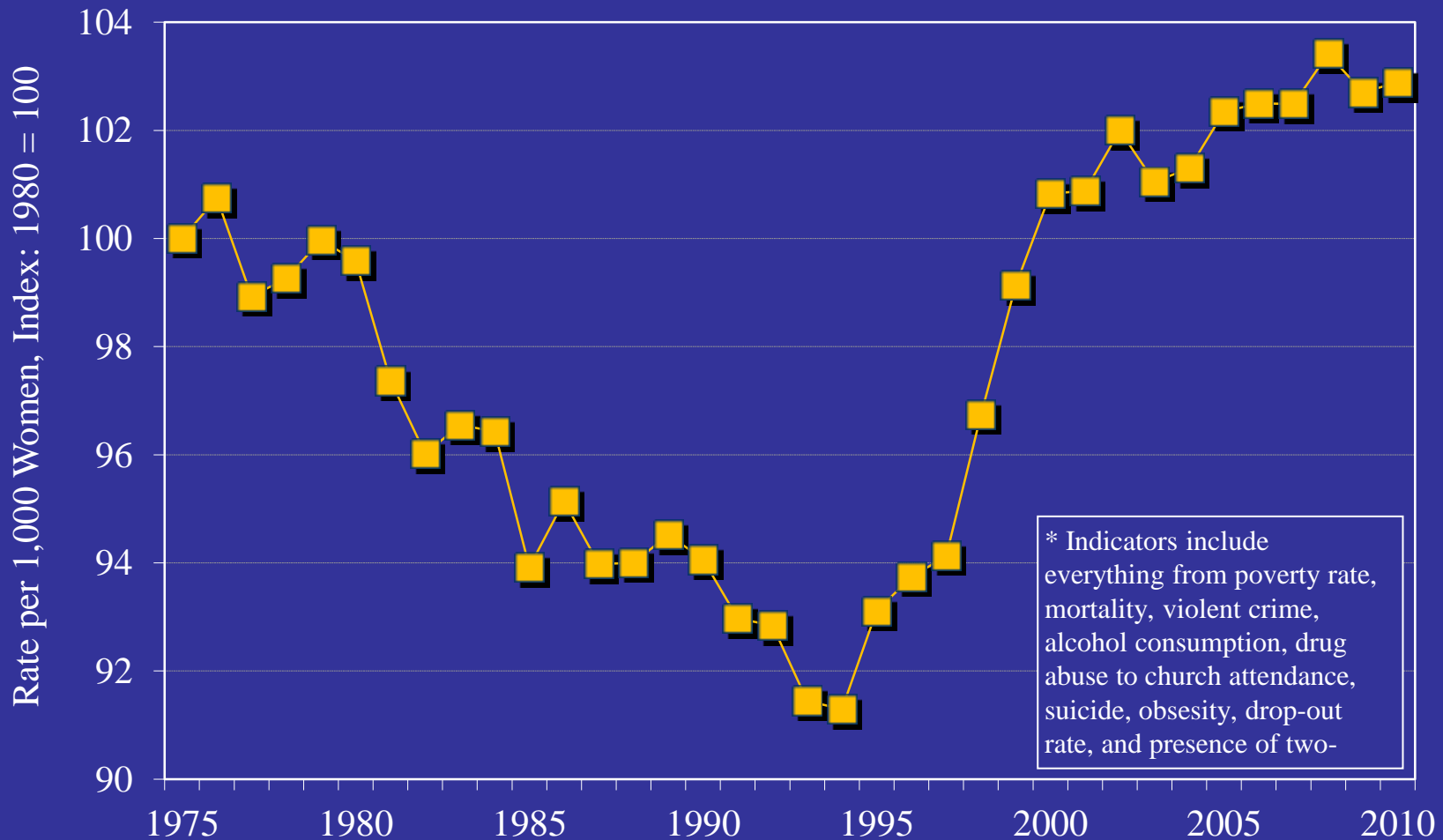
Drinking and seatbelts, over last 30 days; weapon, over last 6 months.  
Source: Centers for Disease Control and Prevention (2013)

# Substance Use in the Last 30 Days, Percent of High-School Seniors, 1975-2011



# “Index of Child Well Being”

## Duke University’s Index of 28 Key Youth Indicators\*, 1975 to 2010



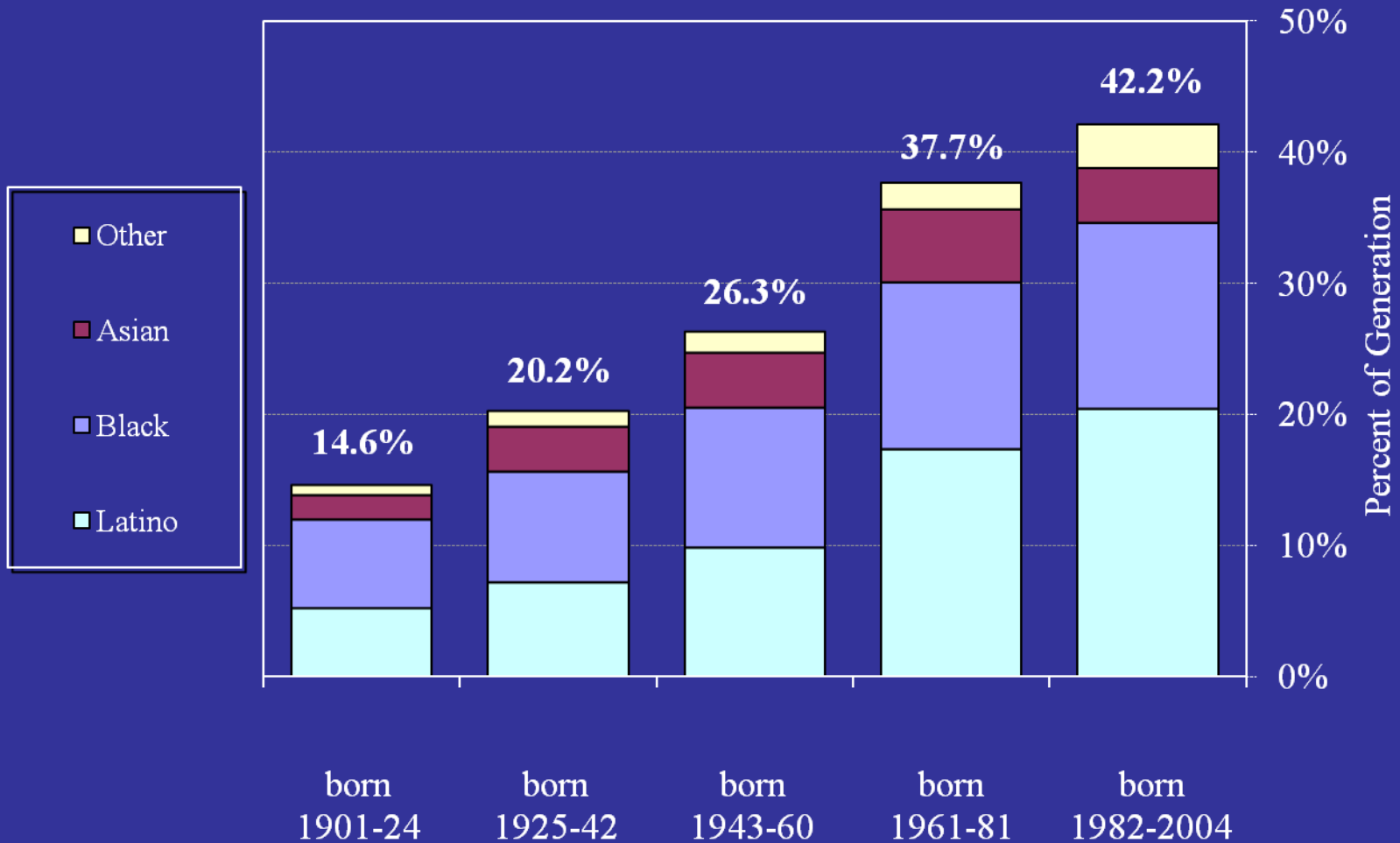
Source: Foundation for Child Development (Duke University), *Child and Youth Well-Being Index* (2011)

## Americans Living in Multigenerational Homes, 1940 to 2008



Source: Pew Research Center (2010)

# Non-White Race and Hispanic Ethnicity, by Generation, in 2009



Source: U.S. Bureau of the Census (2010)

Gen Xers are the largest immigrant generation born in the 20<sup>th</sup> Century, and are known for diversity.

Millennials are far more likely to be second generation immigrants, and will be known for assimilation.



**For Boomers, *gender*  
was the biggest divide.**

**For Gen Xers, *race*  
was the biggest divide.**

**For Millennials, *money*  
is the biggest divide.**

# THE Atlantic MONTHLY

APRIL 2001

## The Next Ruling Class

Meet the Organization Kid

THE FEDS VS. MICROSOFT: BREAKING UP IS

# Newsweek

March 2001 \$4.50

God Sex Race & the Future

# What Teens Believe

Margin Buying: Behind the Market's

August 2001 AARP

# U.S. News & WORLD REPORT

APRIL 17, 2000

# The Good News About Teens

A year after Columbine,

MISSILE FEARS • WOMEN

# Newsweek

October 5, 2002

# The New Virginity

Why More Teens Are Choosing Not to Have Sex

The Politics Of Abstinence

Kassandra Wang and Chris K. Wu/Hill & Knowlton

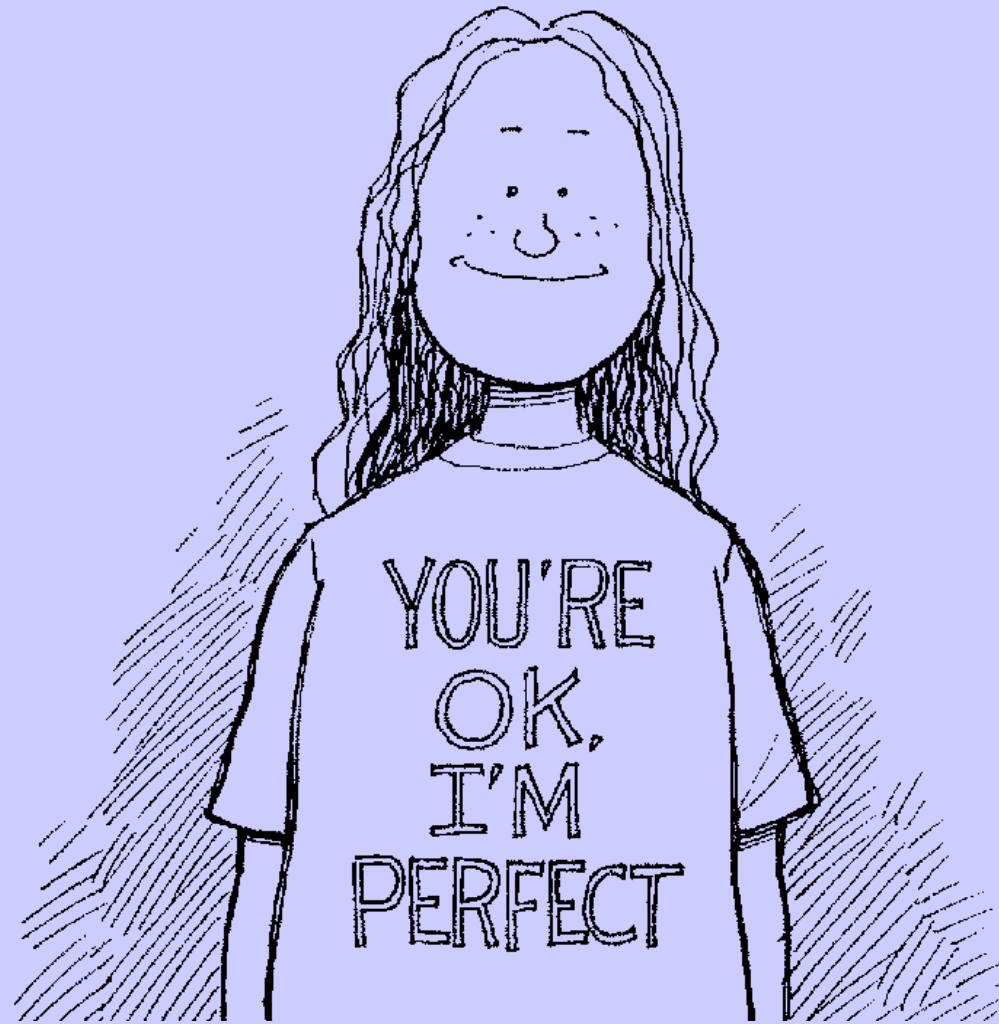
# Super Kids!

Rock stars Hanson with Grandma Bea

What Comes the Next Great Generation



LINE



YOU'RE  
OK,  
I'M  
PERFECT

# Winning words in the National Spelling Bee:

**1920s:** luxuriance, abrogate

**1930s:** fracas, promiscuous

**1940s:** therapy, initials

**1950s:** psychiatry, condominium

**1960s:** abalone, sycophant

**1970s:** croissant, vouchsafe

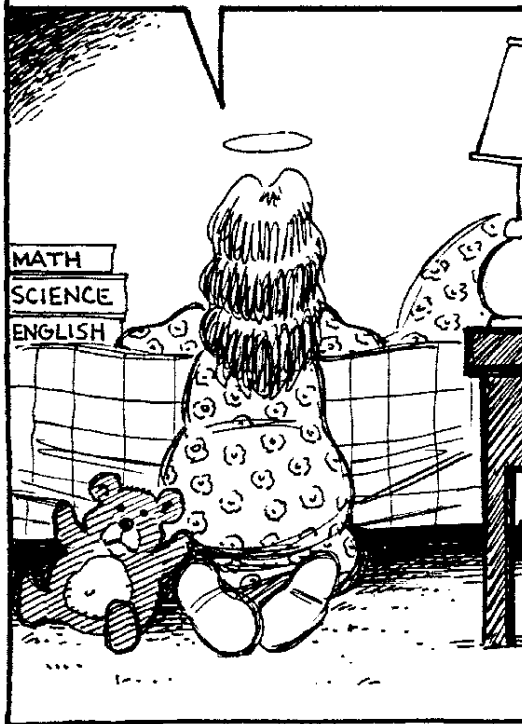
**1980s:** milieu, luge

**1990s:** lyceum, kamikaze

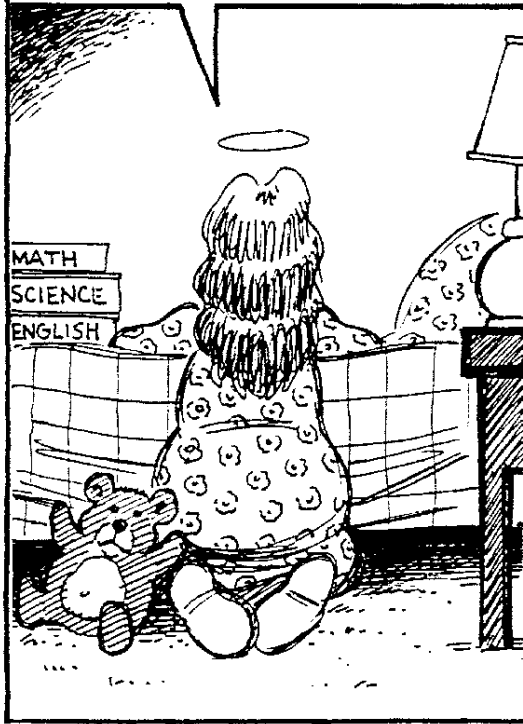
# Winning words in the National Spelling Bee:

- 2001:** succedaneum
- 2002:** prospiciencia
- 2003:** pococurante
- 2004:** appoggiaturo
- 2005:** autochthonous
- 2006:** ursprache
- 2007:** serrefiene
- 2008:** guerdon
- 2009:** Laodicean

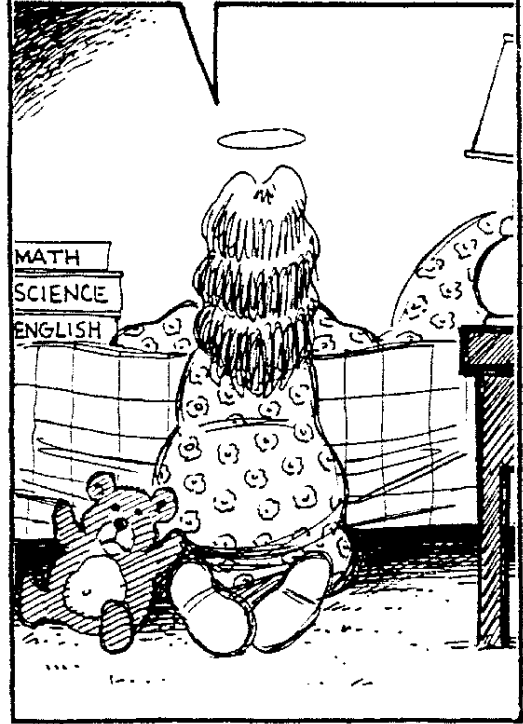
HELP ME PASS  
THE NEW  
GOVERNOR'S TEST.



HELP MY SCHOOL  
PASS THE NEW  
GOVERNOR'S TEST.



AND WHILE YOU'RE AT IT,  
MAKE THE GOVERNOR  
TAKE THE NEW  
GOVERNOR'S TEST!



# Reading now includes:

*Basic Software Literacy*

*Emails & Web Sites*

*Multi-tasking*

*Internet Research (Googling)*

*Contemporary Culture*

# Writing now includes:

*Word Processing*

*Desktop Publishing*

*Power Point*

*Audio & Video Streaming*

*Telecommunications*

*Emailing*



# Work now includes:

*Multi-Tasking*

*Filtering of Information*

*“Just-in-Time” Acceleration*

*Interactivity*

# Millennial Problem Areas

*Male High School Dropout Rate*

*Academic Remediation*

*Weak Life/work Skills or 21<sup>st</sup>  
Century Skills*

*Stress*

- **Positive School/Workplace Reputation**
- confident, trusting, teachable
  
- **Negative School/Workplace Reputation**
- entitled, dependent, risk-averse
  
- **New Image of a Young Worker**
- net-centric teamplayer (“organization kids”)

# How do we Recruit Millennials and Keep them in our Region?

- Business partners who nurture relationships with Millennials through shadowing and internships will build life-long employees...
- By a two to one majority, Millennials favor 1 or 2 employers over many in next 10 years
- 82% of Millennials get along well with parents and prefer to stay close to home...

# Are Career Pathways the Right Strategy for Millennials? YES

- Millennials, boys in particular, respond on project-based learning...
- Sequential skill building and industry certification highly valued by this generation...
- Gen X parents want their kids aimed at a high-wage, high-skill pathway as fast as possible...

# How can we Share the Message of Career Pathways?

1. Millennials and their increasingly Gen X parent base want clear path to employment and career success...
2. Gen X teachers and administrators, who will dominate high schools, are pragmatic...just tell me what works...
3. High wage, high skill jobs are unfilled across the country and these require academic AND technical skills
4. Global economic competition and boomer retirement are realities that are sinking in with government leaders and career pathways are a solution...
5. Millennials are a risk-adverse generation by nature...they want a long term plan...career pathways offers this plan

# HIGH SCHOOL SWEETHEARTS IN "THE BIG STEP"

LET'S GET  
MARRIED  
FIRST



1950

LET'S GET  
STONED  
FIRST



1970

LET'S GET  
TESTED  
FIRST



1990

LET'S DO  
NATIONAL  
SERVICE  
FIRST



2010

*“ There is a mysterious cycle in human events.  
To some generations much is given.  
Of other generations much is expected.  
This generation has a rendezvous with destiny. ”*

**— Franklin Delano Roosevelt (1936)**