(It’s not the 20th Century any longer!)
Part I
(A Millennial Story)

With thanks to www.waitbutwhy.com
This is Luke and Lucy.

They belong to Generation Y otherwise known as *Millennials*, people born between 1981-2000.

Another name for this group is Gen Y Protagonists and Special Yuppies or GYPSYs.

Luke and Lucy are kind of unhappy!

Why are Luke and Lucy unhappy?
Happiness = Reality - Expectations
Luke and Lucy’s parents are **Baby Boomers**, born in the 1950s.

Baby Boomers are a numerically large group of about 80 million people in the USA born between 1946-1964.
Luke and Lucy’s grandparents were members of the Veteran Generation. They grew up during the Great Depression and fought in World War II.

Having known hard times, they valued economic security. They raised Luke and Lucy’s parents to build practical, secure careers.
"Look at those dang fool teenagers, wearin' their pants hangin' down low like a coupla idiots!"
A Quick Nod to the Gen Xers...

Anybody remember Boom Boxes?
(The iPods of the 80’s)
But they knew they would have to put in years of hard work to achieve it.

So Luke and Lucy’s Baby Boomer parents envisioned getting to that lush, green lawn of a successful career.
Baby Boomer Career Path Expectation

SUCCESS

YEARS

Hard work over many years
Baby Boomer Career Path Reality

Positive Net Happiness, Satisfaction

Reality

Expectations

SUCCESS

YEARS
Happy Baby Boomers raised their GYPSY children With a sense of optimism and unbounded possibility!

They told Luke and Lucy that they could be whatever they wanted to be, instilling the special protagonist identity deep within their psyches.
JEREMY, THANK YOU FOR EMPTYING THE DISHWASHER...

...BUT I'M NOT GOING TO MAKE A MAJOR DEAL OUT OF IT.

SINCE WHEN?

SHOWED UP

GAVE IT A TRY

11TH PLACE

FAIR EFFORT

14TH PLACE

OKAY-ISH

MEH

WAY TO GO!

HO-HUM

NOT TOO BAD

GOOD ATTITUDE

#22 ATTA BOY

EVERYBODY'S A WINNER

HMMMM

MEH

BETTER THAN SOME

DIDN'T QUIT RIGHT AWAY

SCOTT AND BENGSON

©2014 ZITS Partnership. Dist. by King Features
This left GYPSYs feeling tremendously hopeful about their careers to the point at which their parents’ goals of a green lawn of secure prosperity didn’t really do it for them.

A GYPSY-worthy lawn has flowers!
Where Baby Boomers wanted to live the American Dream,

**GYPSYs** want to live Their Own Personal Dream!

**GYPSYs** want to “follow their passion” and have a “fulfilling career!”
GYPSYs are wildly ambitious.

They want more from a career than just a nice, green lawn of prosperity and security.

That isn’t unique or exceptional enough!
Just as significantly, Luke and Lucy, as well as most other Millennials, have been given a very important message from their earliest days:
You Are Special
GYPSYs are delusional about real life!

“Sure,” Luke and Lucy have been taught, “everyone will go and get themselves a fulfilling career, but I am unusually wonderful and as such, my career and life path will stand out in the crowd.”

So on top of the Millennial generation as a whole having the bold goal of a flowery career lawn, each individual GYPSY thinks that he or she is destined for something even better-
A shiny unicorn on top of the flowery lawn!
MIT? You put MIT on your list?

Why not? Alex went there.

Dad, you guys have told me since I was a baby I could be anything I wanted to be!

Now you're telling me I can't be an MIT student if I want?

We may have overdone the self-esteem thing. Not our fault. It used to be a best practice.
So as Lucy prepares to enter the job market, she considers a great career an obvious given for someone as exceptional as she is.

For Lucy, it is just a matter of time and choosing which way will be most fulfilling for her.
Lucy’s Career Path Expectation

Because just wait till the world sees how amazing I am
Unfortunately, the funny thing about the real world is that it turns out not to be that easy of a place, and the weird thing about careers is that they are actually quite hard!

Great careers take years of blood, sweat and tears to build, even ones with no flowers or unicorns on them...

This can be a hard reality for Millennials whose entitlement perceptions are based on an unfounded sense of superiority and deservingness.
Luke and Lucy’s career experience makes them unhappy!
It gets worse...

On top of all this, **GYPSYs** have an extra problem that is unique to their whole generation:

**GYPSYs are taunted!**
Luke and Lucy have to deal with Facebook Image Crafting!

The crafted image Lucy's peers project publicly

Lucy's peers' reality

Envy, inadequacy

Frustration, disappointment

waitbutwhy.com
That’s why Luke and Lucy are unhappy, and feeling frustrated and inadequate!

Their careers may be starting off perfectly well, but it feels very disappointing to them.

Here are three pieces of advice for Luke and Lucy:
1. Stay wildly ambitious!

The world is full of opportunity for an ambitious young person to find flowery, fulfilling success.

The specific direction may be unclear, but it will work itself out—just dive in somewhere and start showing what you can do.
The fact is, right now, you’re not special. You’re another inexperienced young person with a lot to offer and a lot to learn yet.

You can become special by working really hard for a long time.
3. Ignore everyone else!

In today’s image crafting world,
Other people’s grass can look like a glorious meadow.

The truth is that almost everyone else is just as indecisive, self-doubting and frustrated as you are.

If you use your talents and work hard, you will never have any reason to envy others.
Part II

Millennials
The Good, the Bad, and the Ugly

(with thanks to The Motley Fool and Deloitte)
Millennials will surpass the spending power of the Baby Boomers by 2018 and they will increasingly dominate the American workforce!

Generational Cohorts of Working Age (Ages 16-65) as a Percent of Wisconsin Population
Jeff Sachse, DWD Local Labor Market Analyst
Millennials will surpass the spending power of the Baby Boomers by 2018 and they will increasingly dominate the American workforce!

Generational Cohorts of Working Age (Ages 16-65) as a Percent of Wisconsin Population

Jeff Sachse, DWD Local Labor Market Analyst
Millennials will surpass the spending power of the Baby Boomers by 2018 and they will increasingly dominate the American workforce!

Generational Cohorts of Working Age (Ages 16-65) as a Percent of Wisconsin Population
Jeff Sachse, DWD Local Labor Market Analyst
Millennials will surpass the spending power of the Baby Boomers by 2018 and they will increasingly dominate the American workforce!

Generational Cohorts of Working Age (Ages 16-65) as a Percent of Wisconsin Population
Jeff Sachse, DWD Local Labor Market Analyst
Millennials will surpass the spending power of the Baby Boomers by 2018 and they will increasingly dominate the American workforce!

Generational Cohorts of Working Age (Ages 16-65) as a Percent of Wisconsin Population
Jeff Sachse, DWD Local Labor Market Analyst
The “Cloud Generation” following the Millennials is already reaching Middle School!

What are we doing to better prepare them for the workforce?
In their lives, Millennials have witnessed:

- 3 Wars (including the longest in U.S. history)
- A presidential impeachment
- The Dot-Com bust
- The 911 attacks
- 2 Recessions, including the Great Recession
- The explosion of Internet technology
- Columbine and Sandy Hook

Millennials see the world as a dynamic place.

Their lives are both local and global—all interconnected.

An infinite amount of info is available anywhere 24/7/365.

Baby Boomer suburbia looks antiquated.
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.

Graphic: Deloitte University Press | DUPSpress.com
But their education was not aligned well with STEM occupations

Figure 3. Selected STEM majors by cohort


Graphic: Deloitte University Press | DUPress.com
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)

- 1995-96: 25.6%
- 2008-09: 46.6%
- 2012-13: 49.4%

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

- Private for-profit: 79.1%
- Private nonprofit: 62.0%
- Public: 50.9%

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

- Private for-profit: $8,430
- Private nonprofit: $8,028
- Public: $6,682


Graphic: Deloitte University Press | DUPress.com
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)
Millennials are overeducated, underemployed and in debt
...but they still want to do a good job!

- 63% of Millennials have a bachelors degree.
- 48% of those with a degree have a job that does not require it.
- The average Millennial has $45,000 in debt, mostly student loans.
- Getting a college degree has not lived up to the promise of career success that Baby Boomer parents raised them with.
- Millennials want to work hard, but they want to know where their work is going—how it fits in making a better world.
Older generations do not understand Millennials!

- 85% of hiring managers say Millennials have too high a sense of entitlement, expecting higher pay, flexible work options, and faster promotions.

- Companies don’t understand the need to bring social media into the workplace while Millennials live in a fast-paced interconnected world.
Millennials love technology and social media!

- Social media has evolved way beyond staying in touch with friends.
- For millennials, social media is the organizing tool for personal interactions, day-to-day communication, entertainment and shopping. It is interwoven in almost every aspect of life.
- A recent survey showed that 53% of Millennials would rather give up their sense of smell than give up their technology.
The green or the dark blue?

We'll know in a minute.

Pling! Pling! Pling! Apparently the green.

Pling! Pling! Pling! Pling!

Are we shopping or crowd-sourcing?

You don't expect me to take your advice, do you??
Millennials care about the future!

They ARE the future!

- Millennials are 70 million young Americans experiencing a world that is profoundly different from their parents’ world.

- They are now the largest share (32%) of the American labor force and the most highly educated.

- They are culturally and racial diverse with 44.2% classified as “minority.”

The Internet and Social Media has made the world smaller and changed the methods and modes of human interaction. Millennials will lead the U.S. successfully into that rapidly changing world.
The Evolving Nature of Work
[from Jacob Morgan, The Future of Work]

Who is best equipped to succeed in this new world?
What Can Employers Do?

3 Approaches
1. **Addressing Millennials’ Concerns**

- Loan Repayment Assistance Programs (LRAP)
- Tuition assistance for higher education
- Credit and home ownership counseling
- Housing purchase assistance
- Transportation options and subsidies
- Cafeteria plans to address individual needs
- Salary and benefits matter!

*Deloitte research shows that Millennials may come late to family and home ownership, but once they do, their behavior resembles that of older generations!***
2. Creating a Company of Choice for Millennials

Culture/Engagement ---- Leadership/Development

“When I talk to a Manager, I get the feeling that he is important. When I talk to a leader, I get the feeling that I am important.”
Organizational Traits Viewed Positively by Millennials

Open and free flowing communication
Culture of mutual support and tolerance
Strong sense of purpose beyond financial success
Active encouragement of ideas from all employees
Commitment to equality and inclusiveness
Support and understanding of ambitions of younger employees

“In the Millennials’ ideal workweek, there would be significantly more time devoted to the discussion of new ideas and ways of working, on coaching and mentoring, and on the development of their leadership skills”

The 2016 Deloitte Millennial Survey
After Salary and Benefits, Millennials Care About:

- Good work/life balance: 16.8
- Opportunities to progress/be leaders: 13.4
- Flexibility i.e., remote working, flexible hours: 11.0
- Sense of meaning from my work: 9.3
- Professional development training programs: 8.3
- The impact it has on society: 6.8
- The quality of its products/services: 6.4
- Strong sense of purpose: 6.2
- Opportunities for international travel: 5.9
- Fast growing/dynamic: 4.4
- A leading company that people admire: 4.3
- Invests in and uses the latest technology: 4.1
- The reputation of its leaders: 3.1

The 2016 Deloitte Millennial Survey
3. Creating a Community of Choice for Millennials

BROADBAND! BROADBAND! BROADBAND! WIRELESS! WIRELESS! WIRELESS!

If you are not connected, they are not interested.
Where Do Millennials Want to Live?
(Thanks to Next Generation Consulting, Madison WI)

**Cost of Lifestyle**
I want a community where I can afford to live, work, and play.

**Earning**
I want a broad choice of places to work and an environment that is friendly to Entrepreneurs.

**Vitality**
I value a vibrant community were people are “out and about” using public parks, trails and recreation areas, attending farmers markets and living in a healthy community.
Around town
I want to live in a community that’s easy to get around in. I don’t want long commute times.

Learning
I want to plug into a community that offers lifelong learning and values being “smart.”

Social Capital
I value living in a diverse community where people are engaged and involved in community life.

After Hours
I want to be able to find authentic local places to have dinner, meet for coffee, hear live music, or just hang out. I want to attend art openings, theater, and cultural festivals.
Millennial World
Part III
(What does that mean for you?)
Jim’s Theory  
(Take It for What It’s Worth!)

20% High School Grads Academically Gifted and Prepared for University Education with Career Plans
Jim’s Theory
(Take It for What It’s Worth!)

10% Students with Special Needs
Jim’s Theory
(Take It for What It’s Worth!)

70% Students without Postsecondary Career Plans
Demand
(Developer Industries)

Manufacturing
Food Processing
Metal Fabrication
Plastics
Packaging

Engineering
Industrial
Mechanical
Electrical

Healthcare

Transportation/Logistics

Agriculture

Insurance/Finance

Information Technology

Sales

Career Pathways

Supply
(20/10/70 Rule)

CESAs
Technical Colleges
Chambers
EDCs
DPI
Bay Area WDB
Youth Apprenticeship
Industry Alliances
GPS Education
Universities
Community Orgs

EMPLOYABILITY SKILLS

Algoma
Ashwaubenon
Bonduel
Cedar Grove/Belgium
Crivitz
Denmark
Elkhart Lake/Glenbeulah
Gibraltar
Goodman/Armstrong Creek
Gresham
Howards Grove
Kaukauna
Kiel
Kohler
Little Chute
Manitowoc
Menominee Indian
Niagara
Oconto Falls
Oostburg
Plymouth
Random Lake
Sevastopol
Shawano
Sheboygan Falls
Southern Door
Tigerton
Suring
Valders
Wausaukee
Wittenberg-Birnamwood

Appleton
Beecher/Dunbar/Pembine
Bowler
Coleman
De Pere
Freedom
Gillett
Green Bay
Hortonville
Howard-Suamico
Kewaunee
Kimberly
Lena
Luxemburg-Casco
Marinette
Menominee Tribal
Mishicot
Oconto
Oneida Nation
Peshtigo
Pulaski
Reedville
Seymour
Sheboygan
Shiocton
Sturgeon Bay
Two Rivers
Washington Island
West De Pere
Wrightstown

Bay Area WDB – May 26, 2016
1. **Know Thyself!**

1. Use WISCareers, Career Cruising and take them seriously. Gather career information, develop a portfolio and keep it handy.

2. Take a Myers-Briggs Personality Profile at: [www.humanmetrics.com](http://www.humanmetrics.com), with additional information at [www.keirsey.com](http://www.keirsey.com).

3. Talk with your parents, guidance counselor and teachers about your career plans.
DO YOU UNDERSTAND WHAT I'M SAYING, JEREMY?

YES.

AM I MAKING MYSELF CLEAR ABOUT THIS?

ABSOLUTELY.

SO DO YOU HAVE ANY QUESTIONS ABOUT ANY OF THE THINGS WE DISCUSSED?

NOPE!

WHAT DID YOU AND YOUR GUIDANCE COUNSELOR TALK ABOUT TODAY?

I HAVE NO IDEA.
<table>
<thead>
<tr>
<th>Occupational Category</th>
<th>View Jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Architecture and Engineering</td>
<td>463</td>
</tr>
<tr>
<td>Arts, Design, Entertainment, Sports, and Media</td>
<td>158</td>
</tr>
<tr>
<td>Building and Grounds Cleaning &amp; Maintenance</td>
<td>498</td>
</tr>
<tr>
<td>Business and Financial Operations</td>
<td>524</td>
</tr>
<tr>
<td>Community and Social Services</td>
<td>227</td>
</tr>
<tr>
<td>Computer and Mathematical</td>
<td>354</td>
</tr>
<tr>
<td>Construction and Extraction</td>
<td>494</td>
</tr>
<tr>
<td>Education, Training, and Library</td>
<td>212</td>
</tr>
<tr>
<td>Farming, Fishing, and Forestry</td>
<td>33</td>
</tr>
<tr>
<td>Food Preparation and Serving Related</td>
<td>823</td>
</tr>
<tr>
<td>Healthcare Practitioners and Technical</td>
<td>981</td>
</tr>
<tr>
<td>Healthcare Support</td>
<td>404</td>
</tr>
<tr>
<td>Installation, Maintenance, and Repair</td>
<td>578</td>
</tr>
<tr>
<td>Legal Occupations</td>
<td>12</td>
</tr>
<tr>
<td>Life, Physical, and Social Science</td>
<td>93</td>
</tr>
<tr>
<td>Management Occupations</td>
<td>702</td>
</tr>
<tr>
<td>Military Specific Occupations</td>
<td>6</td>
</tr>
<tr>
<td>Office and Administrative Support</td>
<td>1388</td>
</tr>
<tr>
<td>Personal Care and Service Occupations</td>
<td>267</td>
</tr>
<tr>
<td>Production Occupations</td>
<td>1632</td>
</tr>
<tr>
<td>Protective Service Occupations</td>
<td>177</td>
</tr>
<tr>
<td>Sales and Related Occupations</td>
<td>1677</td>
</tr>
<tr>
<td>Transportation and Material Moving</td>
<td>979</td>
</tr>
</tbody>
</table>
Other Useful Websites

Job Center of Wisconsin
JobCenterOfWisconsin.com
Other Useful Websites

NEW Manufacturing Alliance
NewMfgAlliance.org
Other Useful Websites

North Coast Marine Manufacturing Alliance
NorthCoastMMA.org
Other Useful Websites

Greater Green Bay Healthcare Alliance
GGBHA.org
Other Useful Websites

Fox Valley Health Care Alliance
FVHCA.org
Other Useful Websites

Northeast WI (NEW) Insurance Consortium
NewInsuranceConsortium.weebly.com
Other Useful Websites

Wisconsin Career Pathways
WICareerPathways.org
## The Be Bold 2 Supply/Demand Study

### Projection Overview

<table>
<thead>
<tr>
<th>Skill Cluster</th>
<th>Agriculture, Dairy &amp; Food Processing</th>
<th>Financial Services, Insurance &amp; Real Estate</th>
<th>Healthcare</th>
<th>Manufacturing</th>
<th>Transportation</th>
<th>Water &amp; Water Research</th>
</tr>
</thead>
<tbody>
<tr>
<td>Systems &amp; Network Software Development</td>
<td><img src="icon1.png" alt="Icon" /></td>
<td><img src="icon1.png" alt="Icon" /></td>
<td><img src="icon1.png" alt="Icon" /></td>
<td><img src="icon1.png" alt="Icon" /></td>
<td><img src="icon1.png" alt="Icon" /></td>
<td><img src="icon1.png" alt="Icon" /></td>
</tr>
<tr>
<td>Accounting &amp; Financial Analysis</td>
<td><img src="icon2.png" alt="Icon" /></td>
<td><img src="icon2.png" alt="Icon" /></td>
<td><img src="icon2.png" alt="Icon" /></td>
<td><img src="icon2.png" alt="Icon" /></td>
<td><img src="icon2.png" alt="Icon" /></td>
<td><img src="icon2.png" alt="Icon" /></td>
</tr>
<tr>
<td>Nursing &amp; Health Related Professions</td>
<td><img src="icon3.png" alt="Icon" /></td>
<td><img src="icon3.png" alt="Icon" /></td>
<td><img src="icon3.png" alt="Icon" /></td>
<td><img src="icon3.png" alt="Icon" /></td>
<td><img src="icon3.png" alt="Icon" /></td>
<td><img src="icon3.png" alt="Icon" /></td>
</tr>
<tr>
<td>Mechanical Engineering</td>
<td><img src="icon4.png" alt="Icon" /></td>
<td><img src="icon4.png" alt="Icon" /></td>
<td><img src="icon4.png" alt="Icon" /></td>
<td><img src="icon4.png" alt="Icon" /></td>
<td><img src="icon4.png" alt="Icon" /></td>
<td><img src="icon4.png" alt="Icon" /></td>
</tr>
<tr>
<td>Metal Manufacturing</td>
<td><img src="icon5.png" alt="Icon" /></td>
<td><img src="icon5.png" alt="Icon" /></td>
<td><img src="icon5.png" alt="Icon" /></td>
<td><img src="icon5.png" alt="Icon" /></td>
<td><img src="icon5.png" alt="Icon" /></td>
<td><img src="icon5.png" alt="Icon" /></td>
</tr>
</tbody>
</table>

### Chart: Shortfall Comparison

- **Today’s Shortfall**: Bars showing the current shortfall for each category.
- **2016 Shortfall**: Bars indicating the shortfall in 2016.
- **2021 Shortfall**: Bars representing the projected shortfall in 2021.

**Systems & Network Software Development**
- Today’s Shortfall: 780
- 2016 Shortfall: 5200
- 2021 Shortfall: 11,600

**Accounting & Financial Analysis**
- Today’s Shortfall: 1600
- 2016 Shortfall: 4,670
- 2021 Shortfall: 8,600

**Nursing & Health Related Professions**
- Today’s Shortfall: 1000
- 2016 Shortfall: 5,200
- 2021 Shortfall: 13,300

**Mechanical Engineering**
- Today’s Shortfall: 960
- 2016 Shortfall: 4,200
- 2021 Shortfall: 7,800

**Metal Manufacturing**
- Today’s Shortfall: 2,100
- 2016 Shortfall: 7,100
- 2021 Shortfall: 13,000

*ManpowerGroup Analysis*
3. Make a Plan for Your Career!

1. Some kind of postsecondary training will be needed.

2. Choosing something for a career is better than choosing nothing—you don’t have to do it forever.

3. Education is a means to an end, not an end in itself.

4. Connect your education to a real career. There are too many psychology, sociology, philosophy, communications, political science majors already.

5. Be Money Smart. Think of college loans as an investment and consider the return on that investment.

Some Last Thoughts on Student Loans

1. Student loans have to be repaid—with interest.

2. The average Millennial has $45,000 in student debt.

3. $45,000 x 70 million Millennials = $3.15 trillion.

4. $45,000 at 6% over 10 years repayment is $500/month or $6,000/year. Total repayment with interest is $59,951.

5. Earning $12/hour, your student debt would take 24% of your gross earnings over a 10-year loan.
Develop your Soft Skills

Communication Skills
Writing Skills
Teamwork
Problem Solving
Enthusiasm
Curiosity
Community Involvement
You are in charge of:

- Your Wellness
- Your Finances & Retirement Savings
- Your Continued Learning
Your Future?

Denise tried to be grateful that she had found work.
Thank you