

***Generational
Board Strategies***

***Because
Education Is Still
About PEOPLE.***

**With
Chuck Underwood**

generation

The 2000s: Generational Study Emerges

Generational Training, Knowledge, Strategies

Business.

Government.

Education.

Religion.

Politics.

The Permanent Principles

4 Truths

- 1. Formative years mold core values.**
- 2. Core Values guide our decisions.**
- 3. Six living generations in 2023.**
- 4. Classroom years are PRE-generation.**

The Holy Grail:

Generational Gearbox

America's 6 Living Generations

NAME	BIRTH YEARS	AGE IN 2024
G. I.	1901 - 1926	98 +
Silent	1927 - 1945	79 to 97
Boomer	1946 - 1964	60 to 78
Gen X	1965 - 1981	43 to 59
Millennials	1982 – 2000	24 to 42
Gen Z	2001 – 2006*	18* to 23

Generations tend to be nation-specific

“The Changing Face Of America”

Immigrants: how many formative years did you spend in the U.S.?

Generational K-12 Strategies

Government Affairs

Facilities

Board Composition

Budgets

Board Effectiveness

Human Resources

Voter Relations

Volunteerism

Community Relations

Competition

Parent Relations

Curricula

Alumni/Donor Relations

Classroom Content

Everyone is an individual.

Don't unfairly stereotype.

A lighthouse to guide us

Silents

Birth Years: 1927 – 1945

Ages in 2024: 79 to 97

How Many Born: 46,582,000

Formative Years: '30s to early '60s

Depression Bread Line

World War II

**Formative Years:
1930s – early '60s**

**Air Raid
Drill**

Silents

**White men:
smooth sailing**

**Women, minorities:
not so smooth**

Silents

**The Before-and After of the
Modern Women's Movement** **Gloria Steinem**

Silents

Rabbi Prinz

Dr. King

**The Before-and-After of the
Modern Civil Rights Movement**

Their Brilliance?

Silents

The “Helping” Professions

Education

Health Care

Professional Services

Sales/Customer Service

Religion

Entertainment

The Great American Leadership Meltdown

Silents

Unprepared by formative years to lead

Silents In Washington

18 in U. S. House 8 in U.S. Senate

Silents

**Involved
Grandparents**

Silents

**Disney
World**

**“Americans are living longer
and enjoying it more....”**

“Scientists are on the brink of radically expanding the span of a healthy life.”

The K-12 Opportunity

Silents

- Proud history of voting - patriotic**
- Proud history of giving - community**
- Always careful with their money**
- So: document your needs**
- As donors: “Overlooked”, so memorialize them**

The K-12 Opportunity

Silents

- Still active as legislators**
- Collaborative: “meet in the middle”**
- Pitch them generation-specifically**
- Partner with them: *how do we get this done together?***
- Silent women are not “*guys*”**

The K-12 Opportunity

Silents

- Common courtesy is VERY important**
- Direct mail works for first contact**
- Diminished hearing and eyesight**
- Large type; quiet surroundings**
- X'ers and Millennials: talk slower**

Voters. Donors. Legislators.

Volunteers. Grandparents.

***The Silents
Lots To Give!***

111 miles nonstop. 53 hours.
No shark cage.

Never give up. Never too old. Dream. Team.

Boomers

Birth Years: 1946 - 1964

Ages In 2024: 60 to 78

How Many Born: 79,907,844

Formative Years: '50s-early '80s

The Boomer Formative Years

**America Is
Getting So Much
*RIGHT***

**We Americans finally confront
our own worst prejudices**

Boomers

**WE
WIN !**

America: As Magical As Magical Gets

Optimism

Idealism

Empowerment

Engagement

Right-Wrong

Patriotism

Make USA Perfect

The Power To Do It

The Consciousness Movement

Boomers

Civil Rights Movement

Women's Movement

War Protest Movement

Ecology Movement

Sexual Revolution

Drug Revolution

Religion Revolution

Youth Empowerment

2nd-Wave Boomers
Born: 1955-1964
Current Age: 60-69

- **Some don't feel like Boomers**
- **Miss (most) social protests**
- **Some values different,
most similar**

Boomers In Adulthood

- The Career Generation
- Skyrocketing Divorce Rate
- Permissive Parenting
- Brilliant In The Workplace
- Continue Their Quest...

Boomers

Vietnam: America is at war with war

Boomers

**Anheuser
Busch**

Boomers In Politics

61 in U.S. Senate

183 in House

28 Governors, Including Yours

The K-12 Opportunity

Boomers

- ❖ **Possess all basic 'giving' core values**
- ❖ **Wealthiest U.S. generation ever**
- ❖ **But: how long might they live?**
- ❖ **Pitch to generational core values**
- ❖ **Marketing collaterals: concise, but thorough**

The K-12 Opportunity

Boomers

- ❖ **Had a joyous school passage**
- ❖ **World's best education in best nation**
- ❖ **Now: what's happened to schools?!**
- ❖ **Pitch to generational core values**
- ❖ **Marketing collaterals: concise and thorough**

The K-12 Opportunity

Boomers

- ❖ **Career Next? “Helping” Professions**
- ❖ **High-level talent is available. Use it.**
- ❖ **Teacher Shortage/Boomers Available**
- ❖ **Wisdom. Experience.**
- ❖ **They are The Final Memory of a Great America.**

Their Message To YOU

Boomers

- ❖ *Stop tech's damage to students!*
- ❖ *Let kids be kids. Slow down!*
- ❖ *Teach America, Advanced Citizenship*
- ❖ *Teach social and interpersonal skills*
- ❖ *Don't hand over education to politicians!*
- ❖ *Make them EARN their A's!*
- ❖ *Back your teachers!*

GenX: 58,541,842 Armies Of One

Birth Years: 1965 – 1981

Ages In 2024: 43 to 59

How Many Born: 58,541,842

Formative Years: 1970s to early 2000s

**The GenX Formative Years:
extreme highs, extreme lows**

**Minorities, women advance.
Household income rises.**

“A New Breed of Whiz Kids”

All About Survival

- 1. Divorced parents**
- 2. Time-poor parents**
- 3. Permissiveness**
- 4. Mobile Society**
- 5. Poor Leadership**
- 6. Middle Class: ravaged**

**Divorce
Rate
Skyrockets**

Career Moms Join Career Dads

And So: Latchkey Kids

**Guilt-ridden,
permissive parenting**

**Our more mobile society and
the uprooting of many X'er kids**

Leaders, Heroes Disgraced

**Nobody. And can we trust?
Whom, and what, Nothing.**

CORE VALUES

Independent and self-reliant

Cynical and distrustful, less patriotic

Self-focused: what's in it for ME?

“This is so us!”

GenX

Women: surging

Men: searching

“I am woman, hear me roar”

GenX

Secret

GenX

Hummer

African-American X'ers

- **Civil Rights**
- **Better jobs**
- **Better income**
- **Move to suburbs**
- **Legislation**

The K-12 Opportunity With X'ers

- **Troubled formative years**
- **Unfavorable for philanthropy**
- **Weaker sense of community & “we”**
- **Distrust of “the system”**
- **Skeptical voters, so prove your claim**

The K-12 Opportunity With X'ers

- **Not a joiner generation**
- **Not a cause-oriented generation**
- **Family-First: speak to it**

The K-12 Opportunity With X'ers

- **Financially uncertain**
- **Pragmatic with their money**
- **Young X'ers: time-poor; school kids**
- **Old X'ers: how will they empty-nest?**
- **As grandparents: how involved?**
- **Will they vote?**

The K-12 Opportunity With X'ers

AS EMPLOYEES:

- **Might prefer to work alone**
- **Efficient, no-nonsense**
- **Excellent tech skills**
- **Very creative, good problem solvers**
- **Weaker interpersonal skills**

The New World

Birth Years:	1982-2000
Ages in 2024:	24 to 42
How Many Born:	74,191,948
Formative Years:	1980s to 2018

- **Tech Generation**
- **Make a difference**
- **Difficult career start**
- **Will become very good leaders**

**“Overparenting got way out of control
in the past generation.”**

Mils

BLACKHAWK PARENTS

- ✓ **Optimistic and enthusiastic**
- ✓ **Less certain about their nation**
- ✓ **Respectful of elders' wisdom**
- ✓ **Focused on their education**
- ✓ **Close relationship with parents**

Mils

Coke

- **Team players**
- **Community-active**
- **Declining social pathologies**

**“They really care
about their community.”**

Robert Bisi – Director, Youth Service America

**World's First
Constantly Connected Children**

TECH'S DAMAGE

Mils

- **Sense of immediacy = impatience**
- **Short attention spans**
- **Crave variety and change**
- **Knowledge: remarkably superficial**
- **Learned in “mini-blasts”**
- **Tech addiction**

TECH'S DAMAGE TO SOFT SKILLS **Mils**

Communication

Punctuality

Critical Thinking

Social Savvy

Empathy

Creativity

Organization

Adaptability

Silent Fluency

Phone Skills

**“At every level of education,
they’re falling behind.”**

Mils

9/11: ages 1 to 19

Katrina: Mils are age 5 to 23

**“33 killed,
15 wounded;
killer walked into
classroom and
opened fire”**

The School-Shootings Generation

Mils

Tsunami

**Gulf
Oil Spill**

**Haiti
'quake**

- **Patriotism**
- **Activism**
- **Volunteerism**
- **Idealism**
- **Compassion**
- **“Team”**
- **Empowerment**
- **Engagement**

“Extended Adolescence”

Job sampling

Have fun, travel

Postpone marriage, parenting

Live longer with parents

The K-12 Opportunity With Mils

AS YOUR EMPLOYEES

- ✓ **Want their careers to count**
- ✓ **Job stability will appeal to them**
- ✓ **“Make a difference” should appeal**
- ✓ **Fond memories of their school yrs.**

The K-12 Opportunity With Mils

AS PARENTS:

- ✓ **“We’re drones, not helicopters”**
- ✓ **Will pass down their optimism, idealism**
- ✓ **Use of tech by their kids: need help**

The K-12 Opportunity With Mils

AS YOUR VOLUNTEERS, DONORS

- ✓ **Will volunteer time**
- ✓ **Core values: community, activism**
- ✓ **Many can't donate money yet**
- ✓ **Remember their debt-load**
- ✓ **They face job/income uncertainty**

The K-12 Opportunity With Mils

AS ELECTED OFFICIALS

- ✓ **Will be similar to Boomers**
- ✓ **Aggressive, demanding, idealistic**
- ✓ **Will be good at collaboration**
- ✓ **Should be ethical, compassionate**

Generation Z

Born:	2001 – 2005	so far
Ages in 2024:	18 to 23	so far
How Many Born:	24,265,665	so far
Formative Years:	2000s & '10s	so far

**The Great Recession Begins
When Oldest Zees Are 6**

Gen Z

Americans Elect Their First Black President

The Tech Revolution

Gen Z

“We’re in the middle of a national youth mental health crisis.”

**Dr. Vivek Murthy
U.S. Surgeon General**

The Capitol Riots

**Americans And Their Government:
Hatefully Divided**

Gen Z

GenZ's Formative Years: *METOO*

Civil Rights Take A Step Backwards

Zees Grow Up In A Time Of Social Activism

**“ONE LAST CHANCE:
The Defining Year
For The Planet”**

Our Political Parties: Divided

- ✓ **The AR-15: “Kid Killer”**
- ✓ **Angry Young White Males**
- ✓ **Slaughtered Children**
- ✓ **No End In Sight**
- ✓ **Paralyzed Politicians**

Sex Is Front-Page News

Gen Z

- **Gay Marriage**
- **No Marriage**
- **Transsexuality**

Government and Education

USA: No Clear Answer To Drugs

Gen Z

**“Every state is affected,
and it’s hurting learning”**

**USA TODAY
August, 2023**

COVID

Worldwide Pandemic. Isolation.

Illness. Death. Economic Recession.

Political Division.

“We have massive, comprehensive declines everywhere.”

**Peggy Carr, Commissioner
National Center For Education Statistics**

Wall Street Journal:

ACT TEST SCORES: “lowest levels in more than 30 years”

8th-GRADE HISTORY: “worst scores EVER”

MATH: “significant declines”

READING: “a nationwide plunge that wiped out three decades of gains.”

**“Remote learning
left students short of
basic skills.”**

Gen Z's Formative Years

Unique TIMES.

Unique TEACHINGS.

Unique CORE VALUES.

Unique DECISIONS.

Early Glimpse At Their Values

- Practical, cautious**
- More realistic than idealistic**
- Work- and income-focused**
- “Call us Generation Scapegoat”**
- Want to start their own businesses**

POISED TO START CAREERS

Gen Z

“Battle-scarred, they are sober, driven by money, and socially awkward; a 1930s throwback....”

WSJ 2018

- 1. No control over year we were born**
- 2. No control over the years that would become our formative years**
- 3. No control over the generation to which we will always belong**

Unstoppable

Generational Persuasion:

- 1. Select generations to be targeted**
- 2. Identify each one's current life stage**
- 3. Select core values to showcase**
- 4. Craft message to resonate with core values and life stage**

CONTACT ME AT ANY TIME.

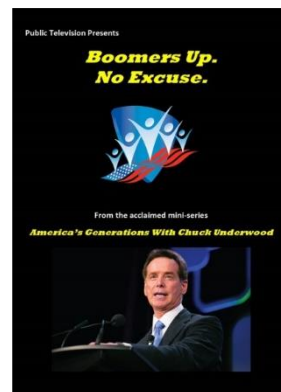
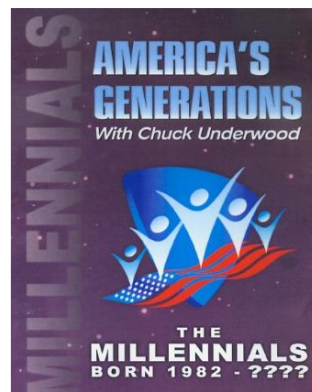
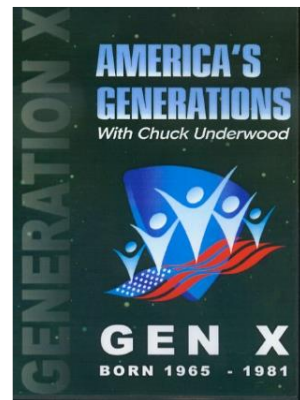
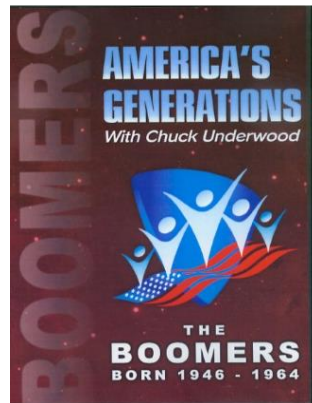
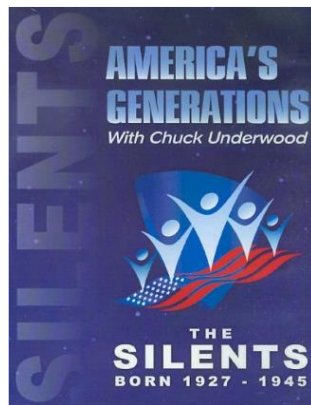
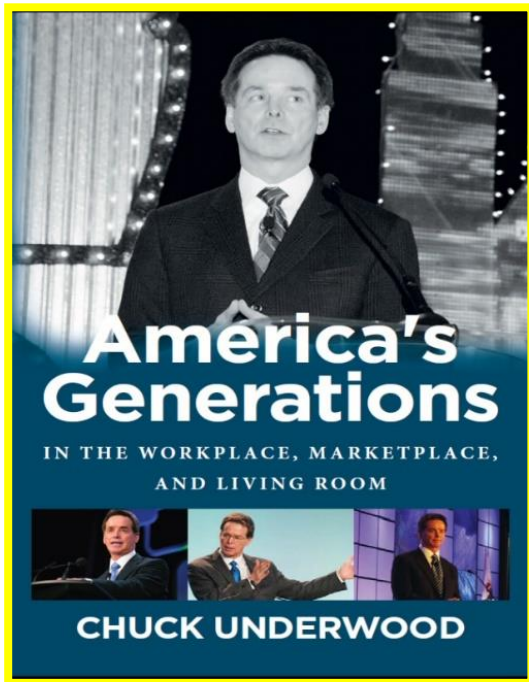
Thank You!

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