Unite, Inspire, Lead
Our Students, Our Union, Our Future

Engaging Millennials and Getting them Evolved

Angelena Watkins & Selena Valdez
Indicate the NEA Strategic Goal and NEA Organizational Priority your session addresses:

• NEA Strategic Goal
  – Strategic Goal 1: Strong Affiliates for Educator Voice and Empowerment NEA will partner with state and local affiliates to strengthen their organizational capacity to: secure opportunities for empowered educators to transform the conditions of teaching and learning through supportive policies, practices, and structures; engage and continually deepen relationships with and relevance to members; and grow Association membership and strength while thwarting attacks on member rights and union strength.

• NEA Organizational Priority
  – Early Career Educators
LEADING OUR PROFESSIONS

• NEA Leadership Competency progression level(s).

• Level 3: Agenda Driving
  – NEA Leadership Competency themes:
  – Leads our professions by anticipating challenges and putting in place proactive strategies.
  – Builds a culture of professionalism that illustrates the association’s commitment to continuous learning
  – Drives collaborative decision making and policy on our key professional issues.
How do you engage your Millennials in your Local Organization?

https://www.mentimeter.com/s/0e18fcc24daaed3410d21b75ef46ce8/c51c66db0acb
DEAR MILLENNIALS,
WELCOME TO LIFE.

THAT PARTICIPATION
TROPHY YOU WOULD GET
AS A KID, IT DOESN'T
WORK HERE.

THEMESHAPPEN.COM

TIME
THE
ME ME ME
GENERATION
Millennials are lazy, entitled narcissists
who still live with their parents

Why they'll save us all

BY JOEL STEIN
Misconceptions of Millennials

- The most common outreach to reach Millennials is social Media. Social media is only a tool. Good Social Media outreach does not equal good Millennial outreach.

- Failure of Social Media outreach is often blamed on Millennials being self-centered or only caring about frivolity.
Super Girl and Millennials
What Millennials Want and Need

• Millennials want to feel like they are a part of something greater than themselves.

• Millennials want to feel like they make a valuable contribution to a community.
Notable Statistics on the 2015 Millennial Impact Report

- **84%** of Millennial employees made a charitable donation in 2014
- **70%** of Millennial employees spent at least an hour volunteering in 2014
  - **37%** say they volunteered up to 10 hours
  - **45%** said some of the time they spent volunteering was either offered or promoted by their company
- **50%** of Millennial employees say they have volunteered their time for a company-sponsored initiative at some point in their careers
- **77%** say they are more likely to volunteer if they can use their specific skills or expertise to benefit a cause
• NEA outreach to Millennials must focus on the good that NEA does in their local communities and on a national scale.

• Millennials need to be able to make viable contributions to this cause right away.
How Is this Done?

• Collaboration of goals and planning
• Willingness of the old guard to stand down. You have to be able to let Millennials step into leadership roles, and have conversations get and use their ideas.
• Try a survey that ask open ended questions on what they think your issues should be. How can the NEA help you at your school? What issues do you see that have a negative impact on your students?)
Suggestions on getting the Next Generation involved

Volunteer Days are strong ways to bring Millennials on board. Establish specific days once or twice a year when your Local or State affiliate can make an organized and collective effort to get people involved. Make these unique volunteer opportunities known, memorable and fun, and then reach out to businesses and community organizations to get the involved.
Examples

• Organize a community Drive: Book drive, Clothing drive, Food bank drive, Back to school supply Drive, or a Holiday toy drive. This will not only increase your involvement but can have your local or state move in a positive direction.

• Organize a group or team outing to a local event: From MLK & Cesar Chavez day marches to a run/walk for a cause. Have a group banner to show who your are representing.
Dumbledore Army
Session Outcomes (Second to last slide)

• The content from this session can be used in the following ways in your current position/role:
  – Example 1 [provide example]
  – Example 2 [provide example]
  – Example 3 [provide example]
Sources

Video

https://www.youtube.com/watch?v=pE3-2o7tuCs

Webpage

http://www.themillennialimpact.com/research/
• Please complete the evaluation for this breakout session!

• Please visit the Leadership Development Resources website at www.nea.org/leadershipdevelopment