Eboney McKinney and Amber Gould
Generation NEXT Leaders

Unite, Inspire, Lead
Empowering Educators for Success
COMPETENCY: Organizing

• Level 1: Foundational

• Level 2: Mobilizing and Power Building

• Level 3: Agenda Driven
Themes:

• Utilizes organizing best practices
• Builds meaningful community partnerships
• Makes strategic data and analysis plans that rely on data and analysis
• Engages in collective action to identify and address pivotal issues
• Creates conditions for continuous association growth and strength
• Fosters the development of leaders at all levels of the organization
Survey

1. Access the survey using the QR code

2. Complete the anonymous survey

*We will be discussing the results later.*
Introductions

- Eboney McKinney
  - eymckinney28@gmail.com

- Amber Gould
  - amber.d.gould@gmail.com
Table Introductions

1. Name
2. Educational/Leadership roles
3. Your association story

*Please keep your story to around 30 sec*
What is a Millennial?

- One of four current generational archetypes
- “Millennial” is the current buzzword
- Other terms like Generation Y and Generation Next are also attributed depending on the study

What is a Millennial?

- Some definitions have the Millennial Generation starting as early as 1978 and starting as late as 1985.
  - Basically, if you born a little earlier than 1982 and you consider yourself to be more Millennial than Generation X, that is your opinion.
  - The label refers to those “coming of age” in the new millennium.
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What is a millennial?

Millennials are...

● Multitaskers
● Connected
● Team Players
● Tech-Savvy
● Confident
● Sheltered
● Narcissistic

Millennials want...

● Instant Gratification and Recognition
● Collaboration
● Transparency
● Work/Life Balance
Millennials in Education

- Over 200,000 new teachers enter the workforce each year
- 60% are recent college graduates
- Only 30% view their current job as a career
Millennials in Education

A workforce dominated by beginners

Most common teacher

1987

15 years of experience

2008

1st year beginner

Over 200,000 new teachers begin each year.

Twenty-five years ago, there were only 65,000 new teachers a year.
 Millennials in Education

WHY ARE SO MANY TEACHERS BEGINNERS?

THE TEACHING FORCE IS BALLOONING IN SIZE

48% GROWTH OF TEACHING FORCE

Between 1987 and 2008

{Grades K-12}

19% GROWTH OF STUDENT ENROLLMENT

19%
Millennials in Education

WHO ARE THESE NEW TEACHERS?

MORE RACIAL DIVERSITY

65% are recent college graduates
35% are older career switchers

2x

The number of minority teachers has almost doubled in the past 20 years.

LESS GENDER DIVERSITY

1987
66%

2008
76%
Millennials in Education

POP QUIZ!
Millennials in Education

Approximately what percent of educators leave within their first five years of teaching?

Millennials in Education

Approximately how much is spent nationally on school attrition costs each year?

Millennials in Education

What percentage of millennials believe it’s important to give back to their community through their work?

http://www.talentinnovation.org/Research-and-Insights/
Why should we focus on millennials?

- Those under 30 are the ONLY age group where the majority (61%) see unions favorably
- Also known as the “civic minded” generation

AZ?
eSWAG!
What’s eSWAG?

Educators Soaring With Aspiring Goals
We are the under 30 educators of AEA.

Our mission, “to build personal and professional relationships through community outreach, networking, and political action which support our interests in Arizona students.”
What’s eSWAG?

eSWAG
Educators Soaring With Aspiring Goals
Survey Results

● Why does this information matter?

● How can you use this information with millennials and those new to the profession?
Creating a Millennial Group

- Determine the need
- Gather the data
- Develop a committee
- Create a leadership structure
Sample Leadership Structure

State Affiliate

Executive Advisory Board

Regional Leaders

Locals w/ groups

Locals w/ out groups

General Membership

Unite, Inspire, Lead
Empowering Educators for Success

2016 NEA National Leadership Summit | February 26-28, 2016 | Hilton Anatole | Dallas, Texas
Tactics to Hook ‘em

1. Technology
2. Events
3. Prizes
4. Feedback
Organizing Millennials

- Steps of organizing
- Ways to apply these steps to millennials
Now its your turn!

Create a Plan
Session Outcomes

• The content from this session can be used in the following ways in your current position/role:

1. Go back to your state and host a focus group either face to face or through hang out, skype, etc.
2. Create a group that focuses on Millennials
3. Create a structure....top down or bottom up
Please complete the evaluation for this breakout session!