



WICHITA STATE
UNIVERSITY

HUGO WALL SCHOOL
OF PUBLIC AFFAIRS

Environmental Finance Center



Gen Z's are Coming to Your Workplace ... Are They Zesty or Zombies?

Tonya Bronleewe, Program Manager, WSU Environmental Finance Center

WSU Environmental Finance Center

Our Services



applied research



professional training



technical assistance



WICHITA STATE
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OF PUBLIC AFFAIRS

Environmental Finance Center

Our Mission

To be a collaborative resource, creating solutions to environmental challenges to improve quality of life in communities.

Today's Overview



01

Who is
Gen Z?

02

How Do
We
Recruit
Gen Z?

03

How Do
We
Retain
Gen Z?

Generation Z is Coming!

(Millennials are already here!)

HELLO
MY NAME IS

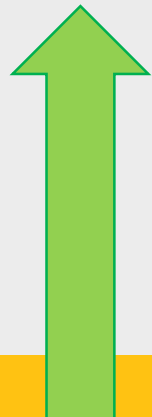
Generation Z





Gen Z

Born Between
1995 - 2015



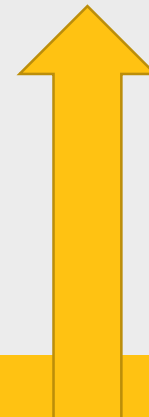
Millennial

Born Between
1980 - 1994



Gen X


Born Between
1965 - 1979



Baby Boomer

Born Between
1944 - 1964





“The next time somebody complains about millennials, maybe remind them which generation linoleumed over all those beautiful hardwood floors.”

BABY BOOMERS

- Born between 1945 and 1964
- Other Names: ME Generation, Flower Generation



EXTERNAL INFLUENCES

- Civil Rights Movement
- Sexual Revolution
- Vietnam War
- Cold War
- Space Travel
- The American Dream

- MAIN ATTRIBUTES -

Idealistic, anti-war, introspective [focused on self-growth], optimistic, ambitious, ethical, loyal, team-oriented, values relationships, most influential generation in history



BABY BOOMERS

COMMUNICATION STYLE

- Diplomatic
- In-person
- Lots of Body Language
- Consensual (Team)
- Motivated by Public Recognition

WORKPLACE ETHIC

- Workaholic
- Ambitious
- Goes the extra mile
- Risk-taker
- Questions authority yet loyal to the team

Sources: Generational Differences Chart, WMFC (www.wmfc.org), Generations X,Y, Z and the Others, WJSchroer (www.socialmarketing.org), Gen Z, Gen Y, baby boomers – a guide to the generations, The Telegraph (www.telegraph.co.uk)





This millennial probably can't even balance a checkbook

This baby boomer probably still uses checks



Born 1982-1999
Age in 2016: 17-34

Millennials
79.41M

By 2025, Millennials will comprise at least

75% of the workforce



Baby Boomers & Generation X



Millennials

Millennials



Values	Making a difference and credit
Attitudes	Values new freedom and flexibility
Behaviors	The work matters in the world
Expectations	Blur the lines between work and life
Priorities	Make a difference; efficiency
Approach	Web-based learning
Work Style	Always connected
Communicatio	Text and email (Phone calls are a



"Just remember, for every Boomer that hates a Millennial, there's a generation in between that hates you both."



Born 1966-1981

Age in 2016: 35 to 50

Gen-X
65.72M

The Common Characteristics of Generation X Professionals



Values Work/Life Balance

Appreciate the fun in the workplace and espouse a work hard/play hard mentality.



Individualistic

Independent, resourceful, and self-sufficient.



Technologically Adept

Comfortable with PDAs, smartphones, email, laptops, tablets and other technology employed in the legal workplace.



Flexible

Adapt well to change and are tolerant of alternative lifestyles.





Gen Z

Z ≠ ZOMBIE

Yes, this is Taylor Swift.

No, she is not a real zombie, nor is she Gen Z.



Gen Z: A Product of the Times



Downshifting
Economy

Seek Financial Security
Anxious about the Future



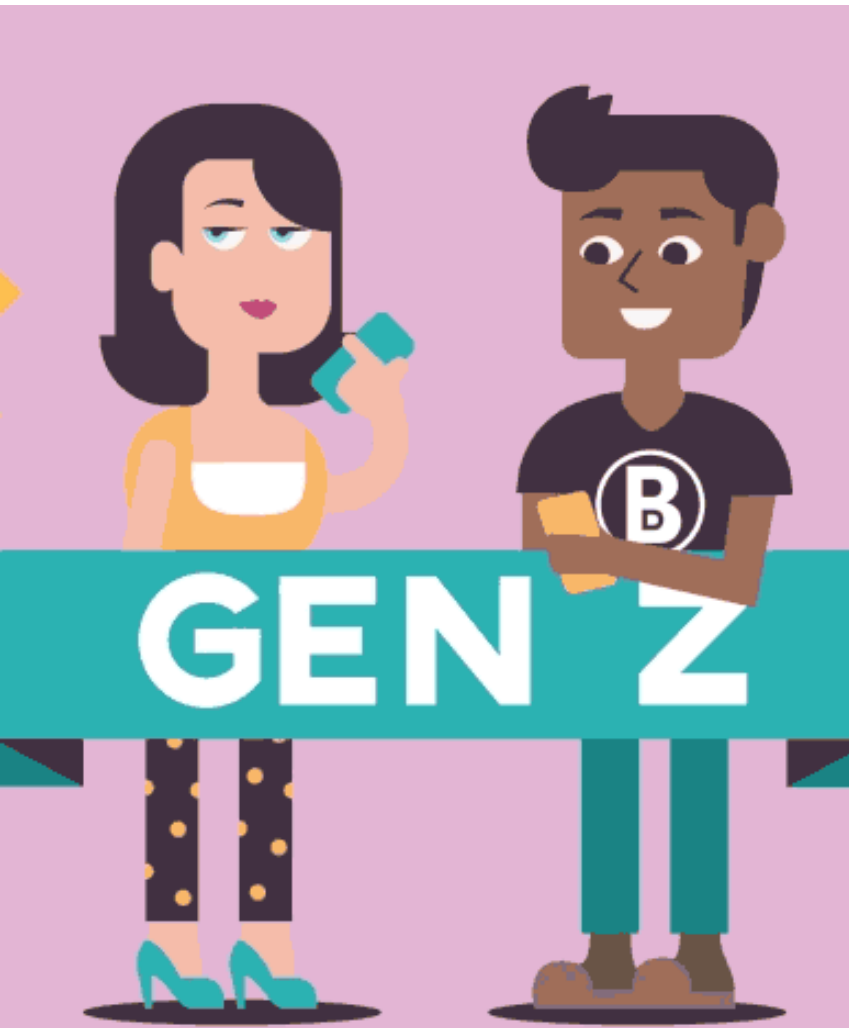
Corporate &
Government
Scandals

Skeptical
Less Loyal to Traditions



Social Media
News-Cycle

Private
Multi-Taskers
Hyper-aware & Overwhelmed



Values	Stability, opportunity to advance
Attitudes	Realistic, skeptical
Behaviors	Self motivated, hard working
Expectations	Flexibility, honesty, diversity
Priorities	Financial security
Approach	Significant work, autonomy
Work Style	Collaborative, pragmatic
Communication Style	Digital, constant



Work
With Us!



DO
WORK



WORTH
DOING



!



ENVIRONMENTAL STEWARDSHIP

Are you ready to...
improve the environment
and make a profound
difference in the
community?

At DC Water, you can look forward to a satisfying career that offers a competitive salary and excellent benefits. We're committed to providing world-class water and wastewater services as a leading environmental steward. By joining DC Water you too can make a difference.

DC Water is a government employer for purposes of the Federal Public Service Loan Forgiveness Program.

Your search for a rewarding career with DC Water starts here.

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PUBLIC SERVICE

88	gallons of water used per day by the average American
22,284	gallons of water used per day by Tampa Bay schools
2,000,000	gallons of water used per day to care for the animals at the San Antonio Zoo
300,000,000	gallons the National Hockey League Uses per season – <i>it takes 12,500 gallons to make ice for each rink</i>

WASTEWATER TREATMENT = RESOURCE RECOVERY





Gen Zers watched their Gen X parents' median net worth fall by 45% during the Great Recession — now, they want **degrees and jobs that offer security**

EMPLOYMENT

- A Stable, High-Income Life -

WILLING TO WORK HARD FOR A STABLE INCOME

Celebrate High School Recruits! - Sign Letters of Intent

Athletes aren't the only ones who deserve to have their hard-work recognized as they look to the future.

*How many parents can say:
'My child has full health insurance,
two weeks of paid vacation, and will
be making \$40,000 a year'
when they graduate from high school?*



Henrico County, VA
Career and Technical Letter of Intent Signing

Professional Development & Paid Training



Professional Organizations



Advancement Opportunities

“You have the opportunity to move around and try a variety of jobs with Public Works”

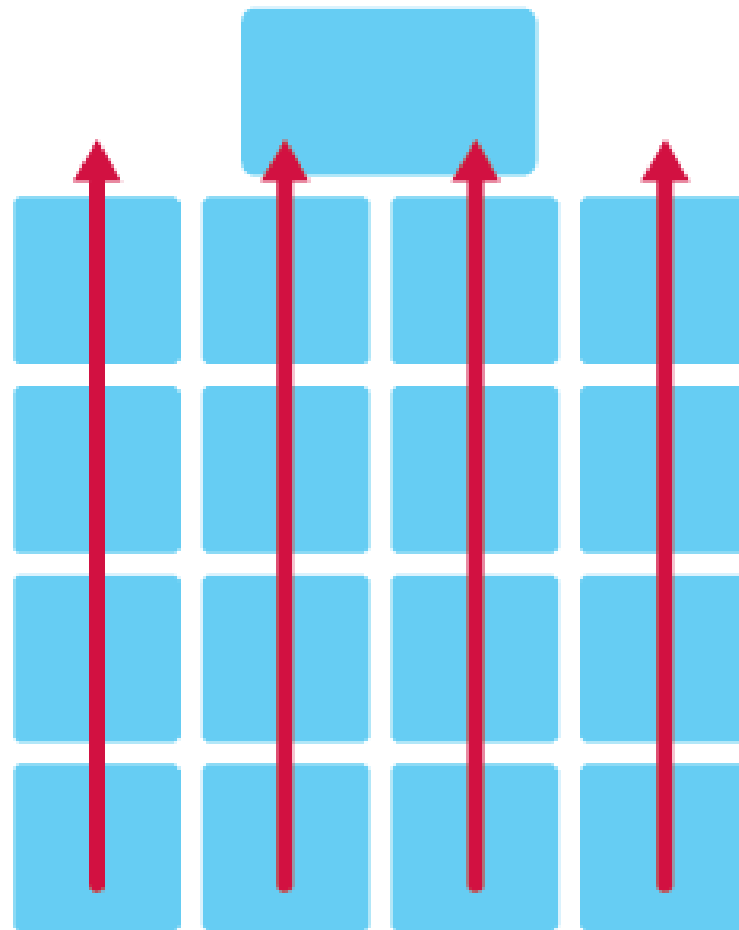
*Deshonia Moore
~ Power Sweeper Operator*





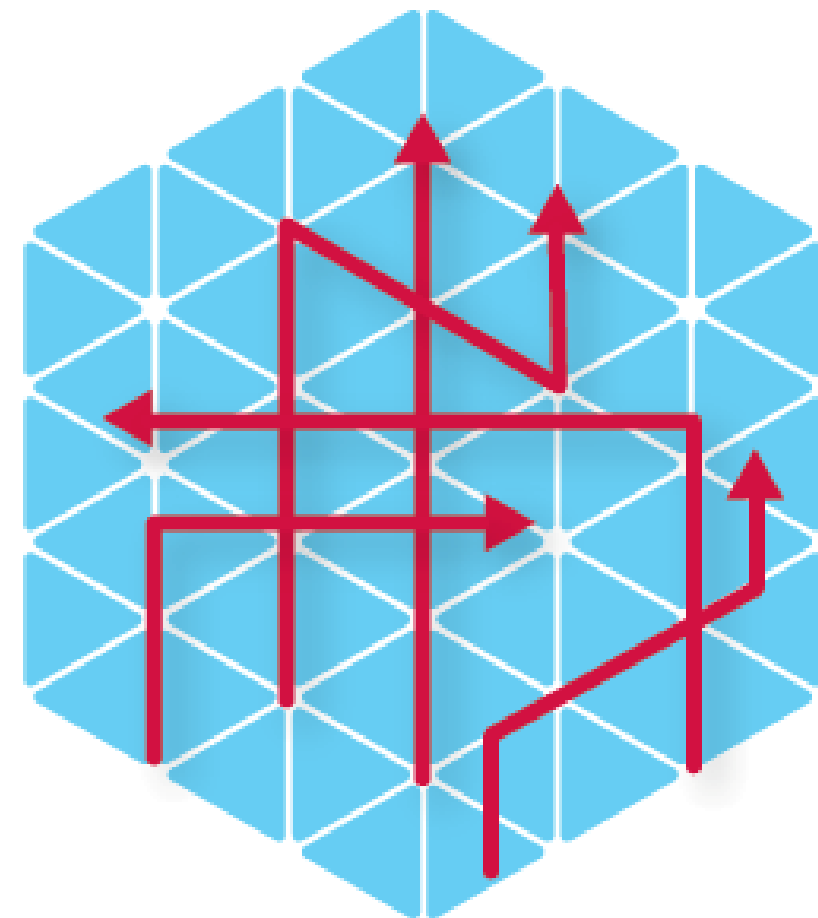
Showcase Growth Opportunities

Ladder progression



Examples of linear
career paths

Lattice pathways



Examples of more varied
paths for growth and
development



Showcase Technology



Good pay and positive cultures attract millennials and Gen Z, but diversity/inclusion and flexibility are important keys to keeping them happy.

Percentage of millennials saying they will stay beyond five years:





Professional Connection to Community





Personal Connection to Community





**MAP TO A
TREASURED CAREER**





DEVELOP & UPDATE JOB DESCRIPTIONS

*Highlight the Great Benefits of Your Industry –
Inspire Applicants to Apply!*

Search for similar job postings online to get inspired, make it your own!

End your posting with a compelling, final call to action.

Lead with your selling points in the first paragraph of the job description

JOB DESCRIPTION *WITH* A MESSAGE



WATER TOUCHES
EVERYTHING
WE CARE
ABOUT



Water touches everything we care about - family, health, safety, and community.

Each day, over 440,000 people rely on WaterOne employees to do their jobs to an exceptional degree. We think that's pretty meaningful. If that connects with you, keep reading. We value our customers' experience, so we recruit the best people to work here.

We invest in our employees, offering competitive pay and benefits, training and opportunities for professional development. We're the kind of open, inclusive workplace that makes WaterOne an organization you're proud to be a part of. Our customers rely on us to make access to fresh, delicious water effortless. We need a variety of talent to do what we do and we believe smart, passionate, curious people will rise to the occasion.

If this sounds like a place where you'd thrive, check out these opportunities to join our team.



GETTING GEN Z TO APPLY

Only list essentials in the “required skills” section, everything else is a “nice-to-have”

Highlight diversity in community and workplace

Encourage diverse employees to apply via job postings

YOUR Water Utility recruits, trains, compensates and promotes regardless of race, religion, color, national origin, sex, disability, age, veteran status, and other protected stats as required by law.

YOUR Water Utility is committed to creating a diverse environment and are proud to be an equality opportunity employer.





Be Visible Where Your Future Employees Spend Time... Social Media



**89% of Gen Z use
YouTube**

Learning & Relaxing

Retain Gen Z

Create an
environment
they can't
imagine
leaving





Be Real





Be a Role Model





WHEN I WAS YOUR AGE...



Tell Good Stories



Be Trustworthy



Assign Interactive Work



**Make Tasks
Meaningful**



New Way

Cross training

Operational flexibility

Value based on what you **share**

Old Way

Designated positions

Rigid roles

Value based on what you

know

Connect





Hack-A-Thon

Work collaboratively to solve a big issue or a long-term problem





Frequent Feedback

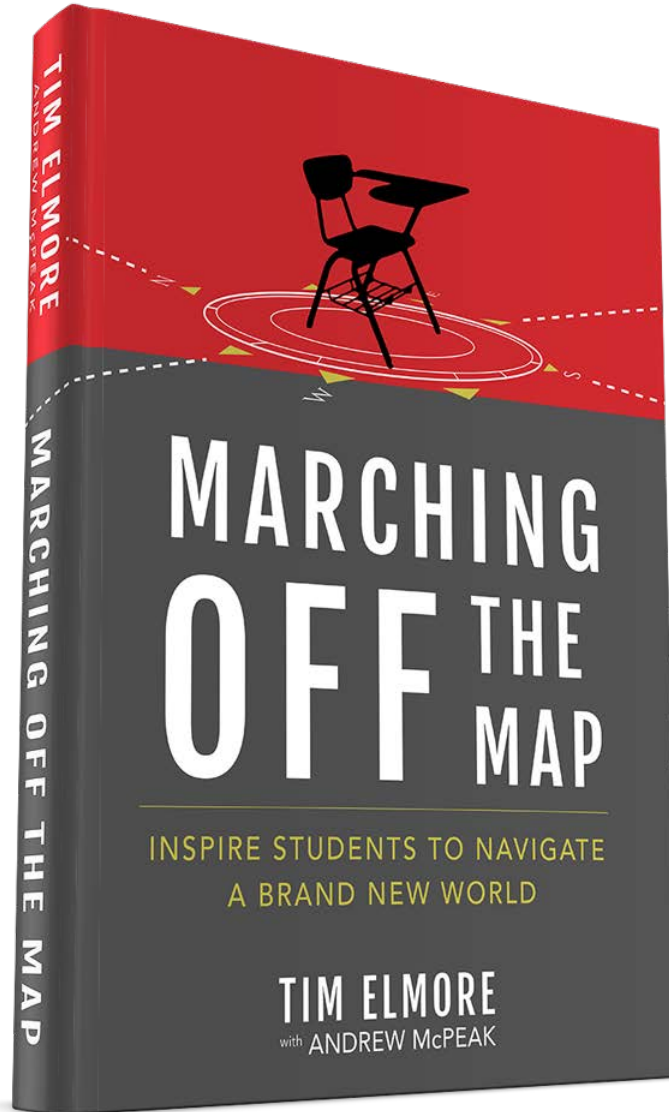
Give & Take

Shift the Focus

- ▶ What does this job ask of you?
- ▶ How can you add value to this job?
- ▶ What problem do you want to solve?
- ▶ What are the needs or opportunities?



BOOK RECOMMENDATION!





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