TALKING ‘BOUT MY (MILLENNIAL) GENERATION:
PREPARING FOR TOMORROW’S LEADERS
IN THE AGING FIELD

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LeadingAge MA Leadership Academy 2013-2014
Agenda

- Personal and Professional Importance of Topic
- Recruitment
- Retention
- Q&A
My Aging Service Organizations
My Millennial Life

BobbyD211: Hey, how was the fishing trip?
Fred1432: It was great! I couldn’t believe the size of the big mouth bass that Jimmy caught.
BobbyD211: Wow! Sounds like it was an awesome trip.
Fred1432: It sure was! 😊

Dear Boss
I Quit

What if
My Grandma
2 More Reasons to Listen to Me
Activity #1

• Your name, organization and role
• Your current TV show binge of choice
• Why you chose this session
Supply & Demand

- By 2030, 20% of population (70 million people) will be age 65+
- By 2030, millennials will make up 75% of national workforce
Supply & Demand

• Tiny fraction of future professionals specialize in aging:
  • 4% of social workers and psychologists
  • 3% of medical students even take one geriatric course
  • 1% of RNs, pharmacists, P.A.s and P.T.s are certified in geriatrics

• We will need **3.5 million additional** health care professionals and direct care workers to care for seniors
Recruitment

- Why do we need more professionals in the field of aging?
  - Increase of demand
  - Slow increase in graduate school programs, students
  - Cocktail party test
  - Succession planning
Recruitment

• How can I recruit more millennials?
  • Advertise in the right places
  • Salary/benefits/flexible time/parental leave
  • Look for transferable skills
  • Network
Recruitment

https://www.youtube.com/watch?v=aQXU_uvoRYY&t=6s
Activity #2

• How many years have you worked in the field of aging?

• How did you find your most recent job?

• What are some other ways to recruit millennials to work with you?
Retention

• Onboarding
• Mentorship
• Office Culture
• Technology
Networking and Professional Development
Activity #3

- Write down 3 action steps you will take when you return to work, which may involve:
  - Specific ways to recruit/retain millennial employees
  - Coffee with a colleague or supervisor
  - Obtaining a certificate program
Q&A

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Thank you for listening and participating!
Appendix

