



A Union of Professionals

QuEST 2007

Quality Educational Standards in Teaching

Generational Differences and Organizing

As baby boomers retire from union leadership, who will take their places? Who will lead, encourage, advocate, and nurture union members? How can unions inspire more from their current members, attract new members, and serve all members effectively? This workshop will address the generations in the workplace—veterans, Baby Boomers, generation X and millennials – their core values, beliefs, motivators and what they bring to the workplace. Learn why one size does not fit all; and why what worked with the prior workforce, does not work for the new workforce. The workshop will also address succession planning--“raising” the next generation of union leaders. Participants will be involved in interactive discussions and workgroups to identify what works to attract new union members, what motivates and inspires current membership, and how unions must prepare to lead the new workforce.

Presenters:

Paula N. Rubin, etc.

Susan W. McCampbell, President, Center for Innovative Public Policies, Inc.

Session Outline:

New Workforce, Old Union. Can We Afford Not to Change?

Wednesday, July 11, 2007

Introductions (1:00-1:15 p.m.):

Who’s @ Work? (1:15 – 3:00 p.m.):

Participants will:

- Assess their knowledge about today’s four generations in their workplaces;
- Identify critical issues in growing union leadership in the 21st century; and
- Learn the core beliefs and values of the newest generations at work.

Stretch Break

Why Would Anyone Want to Join this Union? (3:15 – 5:00 p.m.):

Participants will:

- Analyze the internal culture of their unions; and
- Identify any disconnect between the generations @ work and the union’s internal culture.

Thursday, July 12, 2007

Solutions: Preparing the Next Generations for Leadership (8:30 - 10:00 a.m.):

Participants will:

- Develop specific strategies for updating union culture; and
- Outline succession planning.

Stretch Break

What’s Next: Recruiting and Retaining Union Members (10:30 – 11:00 a.m.):

Participants will:

- Apply the lessons to how to develop recruitment materials; and
- Apply the lessons to improving retention of union members.

Participants will create an individual “blueprint” for action at each step this program