



# PIPELINE ALL-INDUSTRY COUNCIL MEETING

May 24, 2018, 10:00 am

## PIPELINE PROGRAM

INDUSTRY-BASED. EMPLOYER-DRIVEN. DUAL-TRAINING EXPERIENCE.

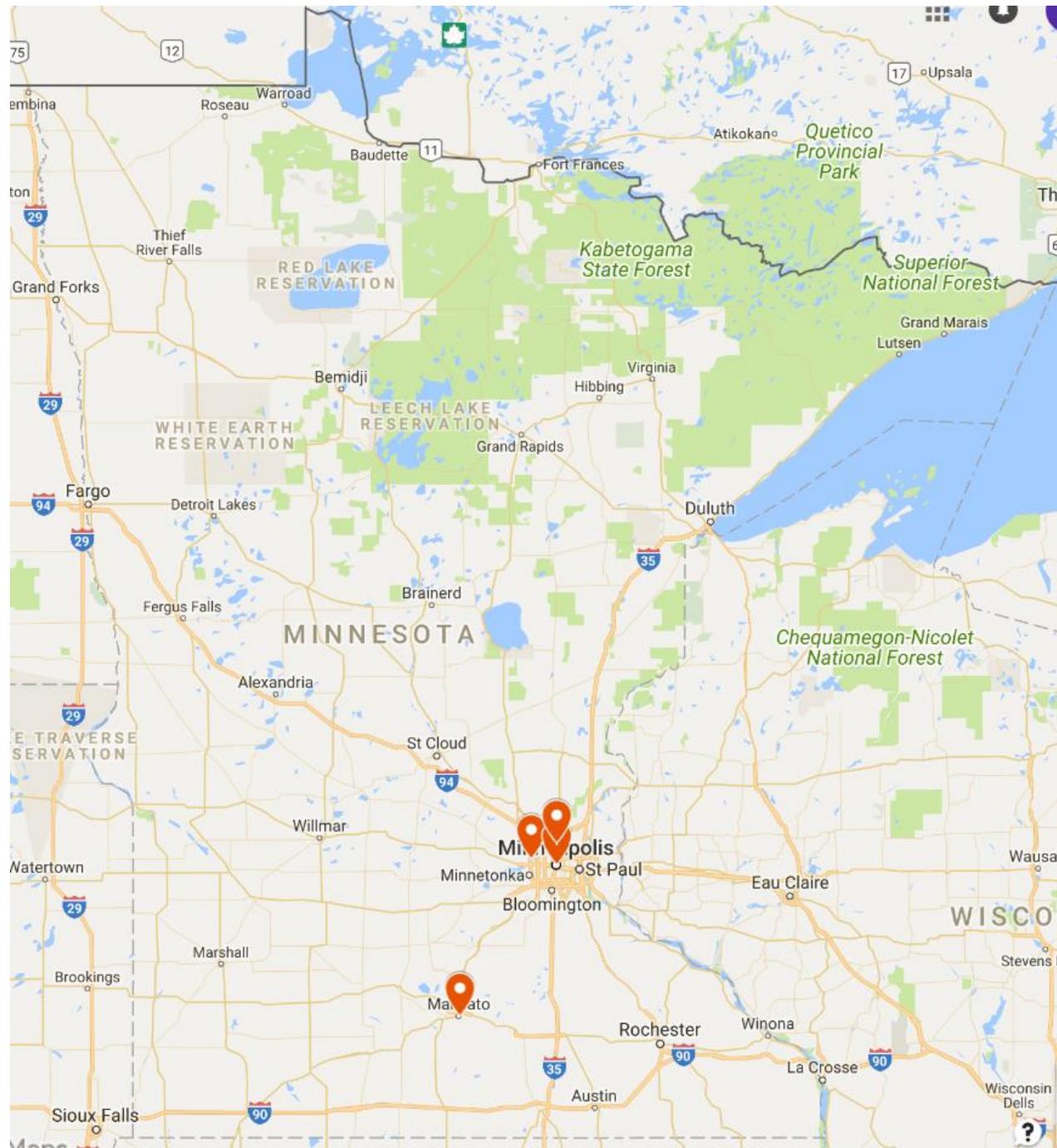
# All-Industry Council Meeting Agenda

- Welcome and Introductions
- PIPELINE Program Updates
- Introduction: Amy Tolbert, Ph.D., CSP, of ECCO International
- *Talking 'Bout My Generation*
- Connecting recruiting and retaining multiple generations into dual training programs
- Next Steps and Closing Remarks

# PIPELINE Program Updates

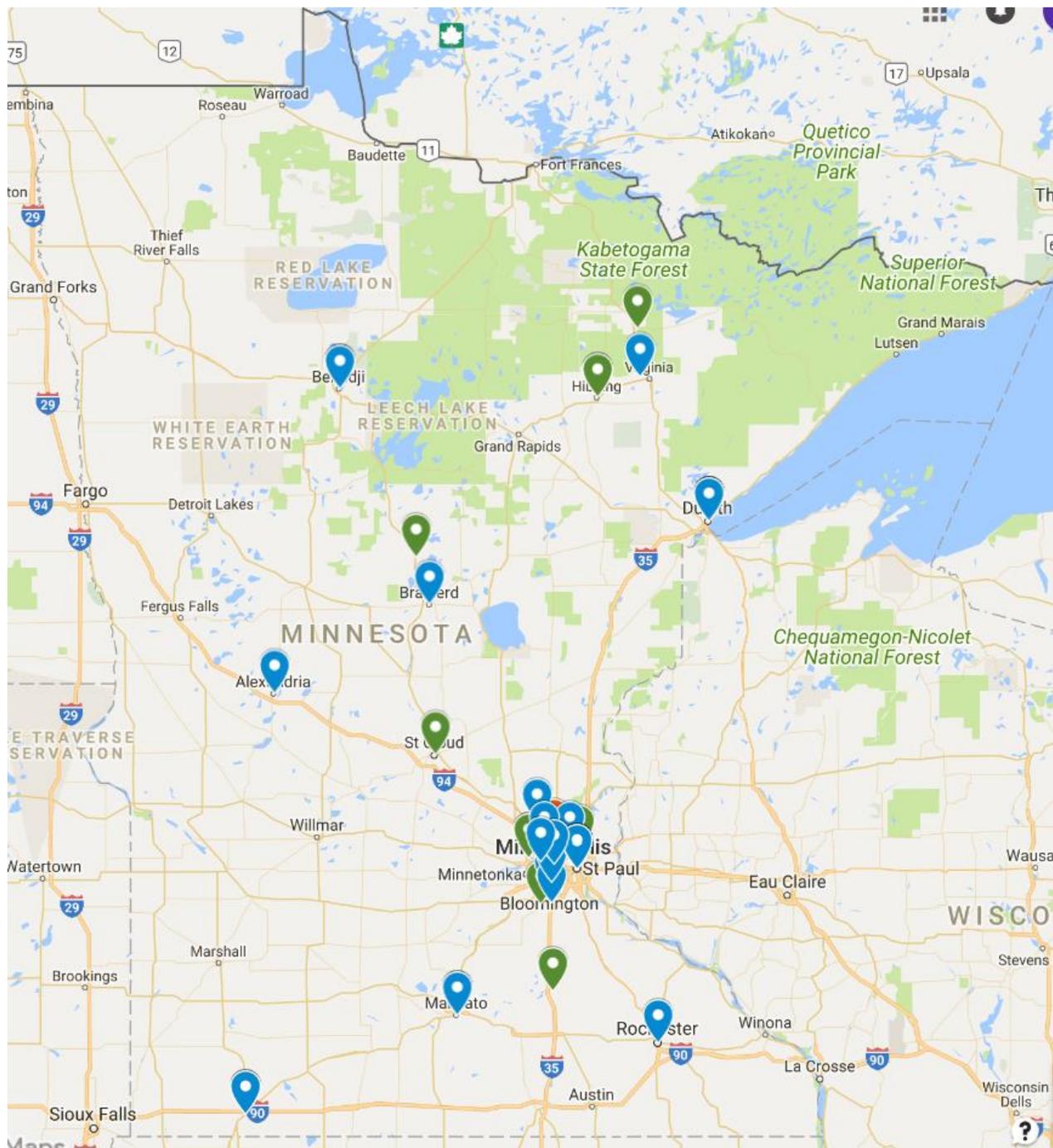
- Oh, the places we've been!
- 14 new occupational competency model pyramids
- Supporting employers through Dual-Training Consulting

● January 2018

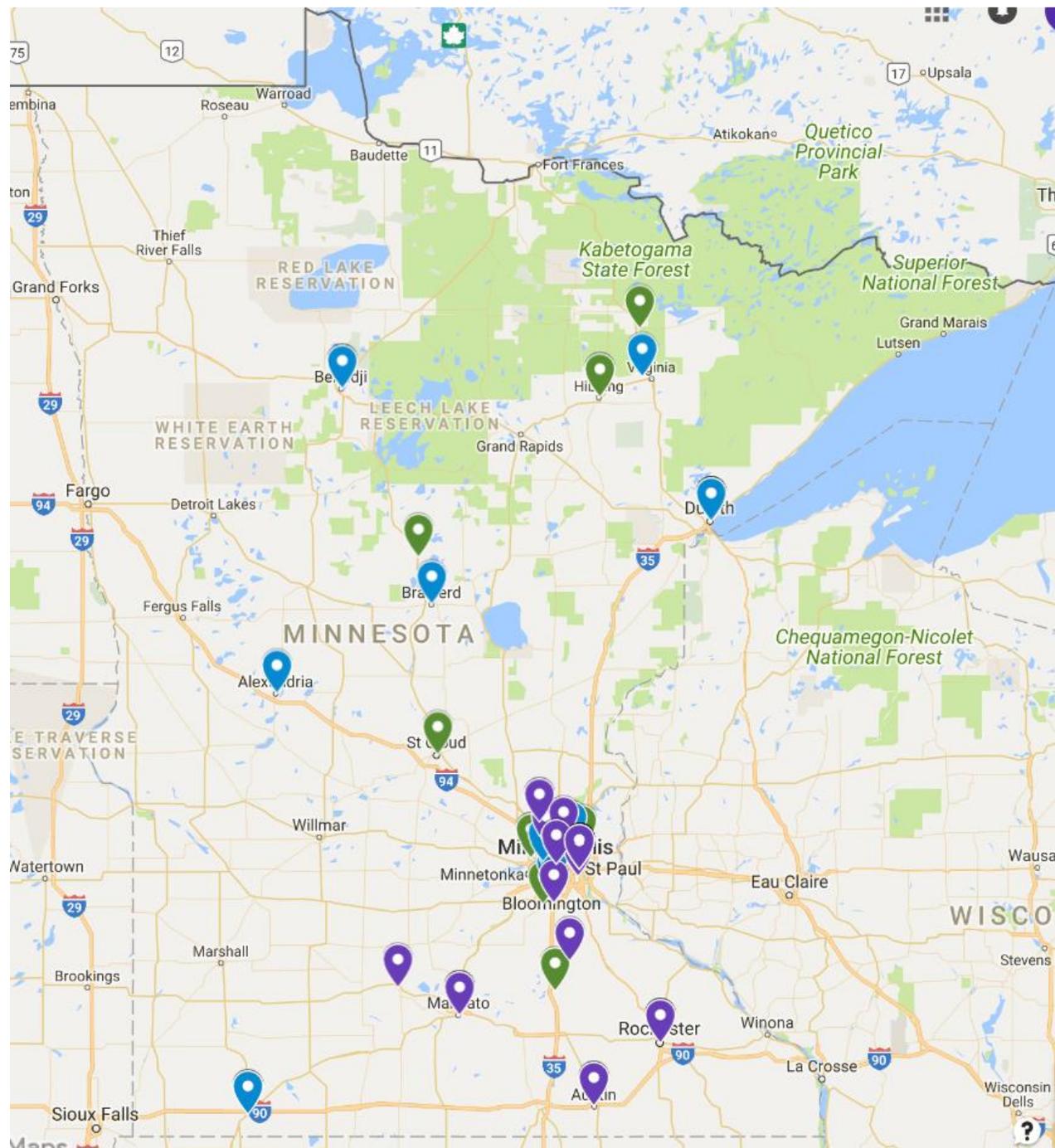




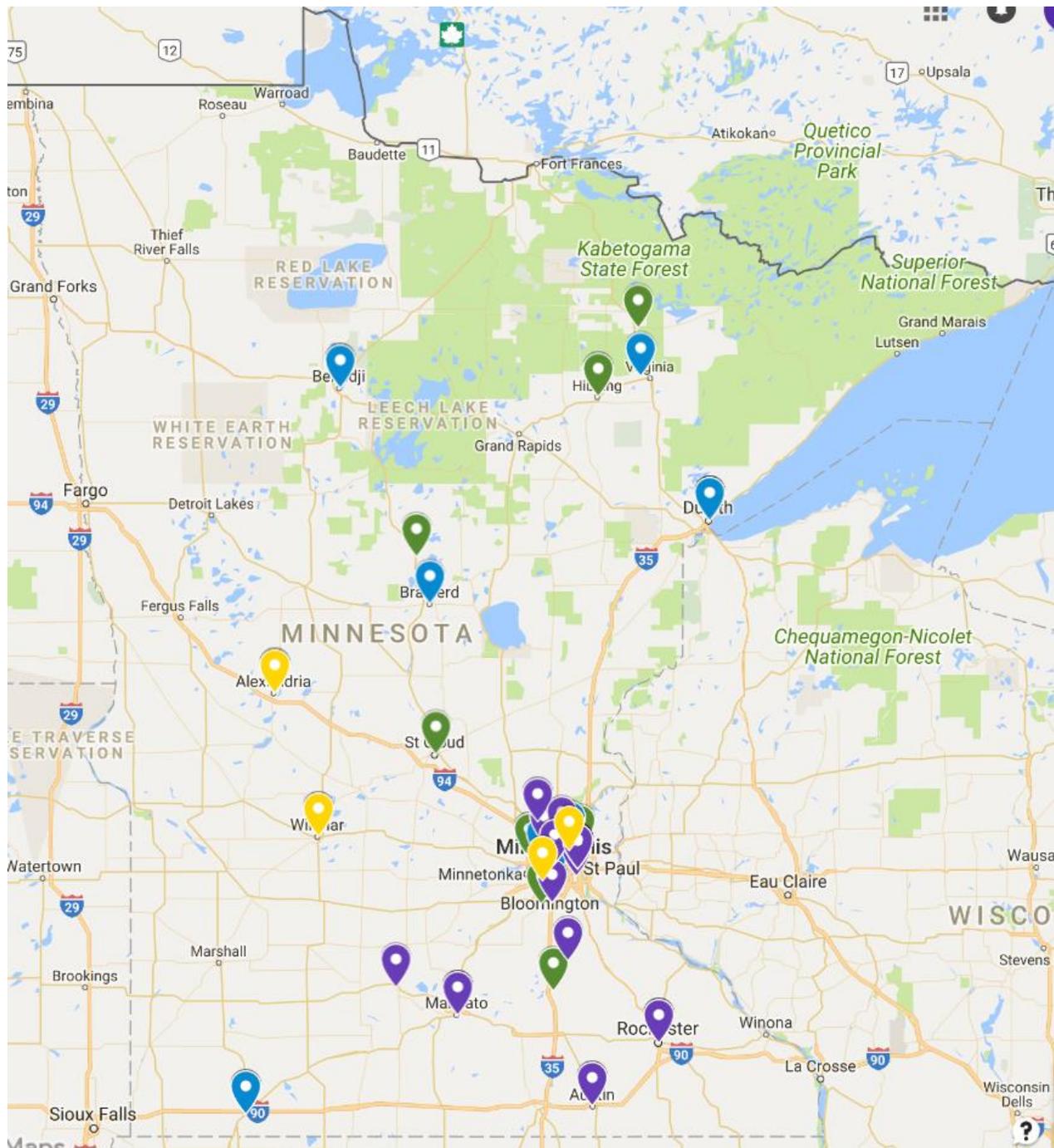
- January 2018
- February 2018
- March 2018



- January 2018
- February 2018
- March 2018
- April 2018



- January 2018
- February 2018
- March 2018
- April 2018
- May 2018



# Competency Councils: Eligible Occupations

INDUSTRY	OCCUPATIONS						
Advanced Manufacturing	Flexo Technician	Machinist/CNC Operator	Maintenance and Repair Worker	Mechatronics	Quality Assurance/Food Safety Supervisor	Welder	Machinist/ Tool and Die
	Safety Technician	Quality Assurance Technician	Logistics and Supply Chain Manager				
Agriculture	Agronomist	Mechanic, Industrial Truck	Swine Manager	Swine Technician (Grow Finish)	Swine Technician (Sow Farmer)	Quality Assurance/Food Safety Supervisor	Applicator Technician
Health Care Services	Health Support Specialist	Medical Assistant	Psychiatric/Mental Health Technician In-Patient	Psychiatric/Mental Health Technician Out-Patient	Senior Living Culinary Manager	Community Health Worker	Electronic Health Records Manager
Information Technology	Security Analyst	Service Desk/Front Line Support or Computer User Specialist	Software Developer	Web Developer – Back End	Web Developer – Front End	Programming Pathway	
	Strategic Planning – Business Management Pathway	Software Testing Quality Assurance Pathway	Infrastructure Administration Pathway	Information Management and Analytics Pathway	Information Support and Services Pathway	Information Security Pathway	

# Dual-Training Consulting

- Present to groups and individuals about Dual-Training (DT) programs and resources
- Meeting with individual employers to lay out how to establish DT programs
- Facilitate employer to employer meetings and partnerships
- Investigate barriers and opportunities for the DT program
- Offer comprehensive templates for articulating and tracking on-the-job training
- Convene employer-led meetings with related instruction providers
- Support employers with applications for dual-training grants

# Dual Training Grant Program Updates: OHE

- Please welcome Jacquelynn Mol Sletten, Grant Administrator with the Minnesota Office of Higher Education
- 45 applications for Dual Training Grant funding, totaling \$2,655,000
- Potentially representing 544 dual trainees
- Decisions to be made by review committee in mid- to late- June.

*Thank you to engaged employers and to Jacquelynn!*

# Introducing PIPELINE's Speaker Series and Amy Tolbert

- Why are we launching a speaker series?
- Without further ado...

# Talking 'bout My Generation

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# Overview

## Purpose

Focus on the **realities, challenges and opportunities** for leadership, performance and productivity across the many generations in today's workforce.

## Goals

*Expand our understanding*  
of the generations  
in today's  
workforce

*Identify "leading indicators"*  
for effective  
communication  
across  
generations

*Identify strategies & approaches*  
to maximize  
performance across  
generations

# **Ice Breaker: Where do we stand?**

## Where Do You Stand?

You were born between  
the years 1925-1945

## Where Do You Stand?

You were born between  
the years 1946-1964

## Where Do You Stand?

You were born between  
the years 1965-1980

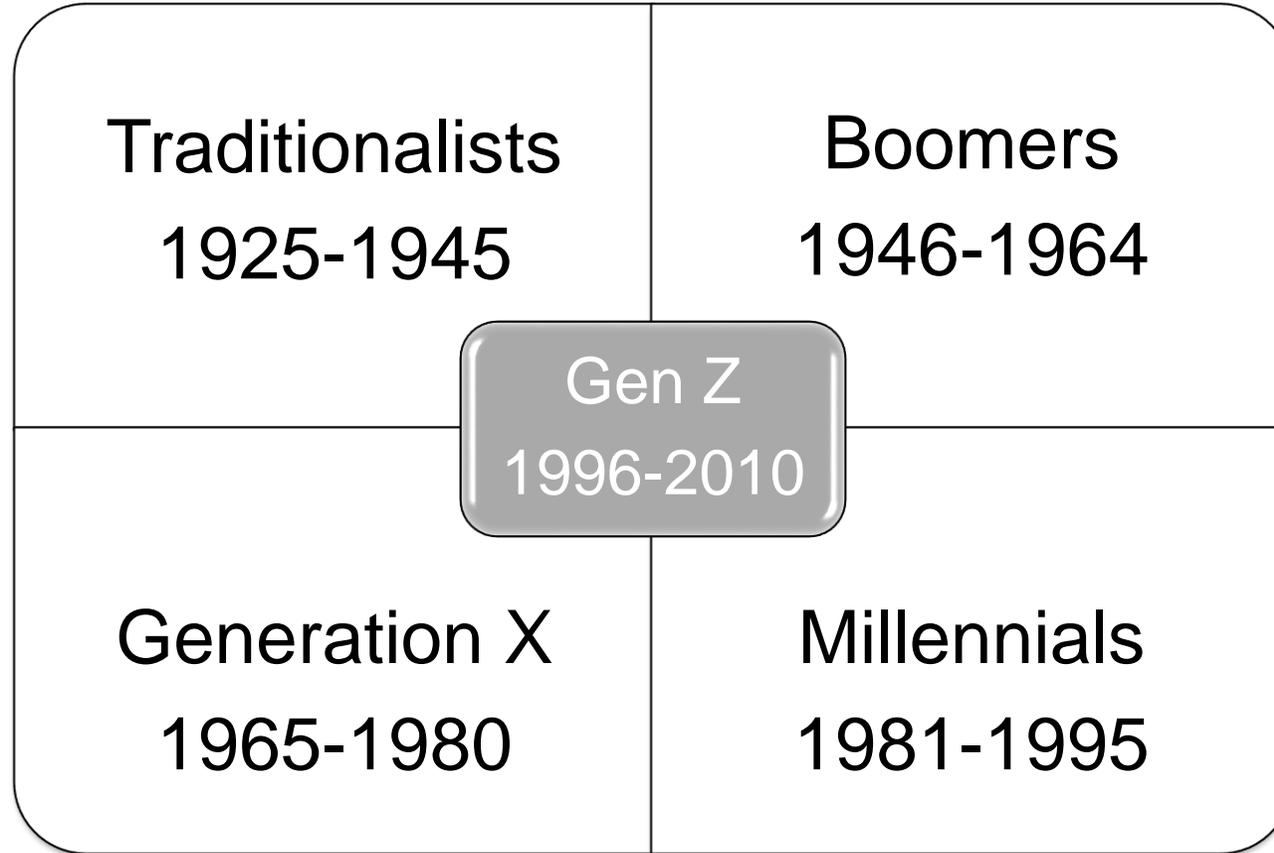
## Where Do You Stand?

You were born between  
the years 1981-1995

**Where Do You Stand?**

**You were born after 1995?**

# Today's Workplace...



# **Understanding Generations: Values & Beliefs Across Generations**

# Your State Players

***Let's Meet...***

# Activity Instructions – as you hear the monologue

## *Individually...*

Think on your own about day-to-day situations in which this generation impacts you.

## *In your Participant Guide...*

- (1) List three strengths of this generation.
- (2) List one limitation of this generation.
- (3) List 2 ways to tap into their institutional knowledge and/or work environment factors that may motivate them or engage them as a group.

# Traditionalists

**Other Names:** Matures, The Swing Generation, Veterans

**Common Event:** Bombing of Pearl Harbor

## **Traits:**

- Grew up in “do-without” era
- Dedication, sacrifice, savers
- Duty, honor, country
- Respect authority; comfortable with hierarchy
- Like details; uncomfortable with ambiguity and change
- Age = Seniority

# Traditionalists

## Core Values

- Dedication
- Hard Work
- Conformity
- Law & Order
- Patience
- Delayed Reward
- Adherence to Rules
- Honor
- Veterans

## Key Events

- First Transatlantic Flight
- Stock Market Crash
- Depression
- The New Deal
- Social Security
- Korean War

# Boomers

**Common Event:** JFK

## **Traits:**

- Grew up in one of the healthiest economies
- Optimistic
- Workaholics; created the 60-hour workweek
- Defined by their job
- Consumers; success is largely visible
- Love-hate relationship with management; likely to challenge authority but want leadership positions

# Boomers

## Core Values

- Optimism
- Team Orientation
- Personal Gratification
- Health & Wellness
- Personal Growth
- Youth
- Work
- Involvement

## Key Events

- Civil Rights Movement
- Peace Core
- JFK
- RFK
- MLK
- Woodstock
- First Lunar Landing

# Generation X

**Common Event:** Challenger Explosion

## **Traits:**

- Grew up when national institutions came under question.  
Ex: inflation, oil shortage, Watergate
- Layoffs; end of lifelong employment for their parents
- No common heroes
- Wary of commitment, professionally and personally
- Cynical & pessimistic
- Comfortable with change
- Self-reliant; fend for themselves, they were the latch-key children

# Generation X

## Core Values

- Diversity
- Thinking Globally
- Balance
- Technoliteracy
- Fun
- Informality
- Self-realization
- Pragmatism

## Key Events

- Watergate
- Fall of Berlin Wall
- Energy Crisis
- Exxon Valdez
- Jonestown Massacre
- Desert Storm
- AIDS

# Millennials

**Common Event:** Oklahoma City Bombing

## **Traits:**

- Child Focus
- Over-programmed lives
- Admiration for their parents
- Attentive
- Respectful
- Pressured to succeed
- Multi-taskers
- Socially-conscious

# Millennials

## Core Values

- Optimism
- Civic Duty
- Confidence
- Achievement
- Sociability
- Morality
- Diversity
- “Street” Smarts

## Key Events

- The Digital Age
- Clinton/Lewinsky
- Columbine
- Internet Rules!

# Gen Z

## Core Values

- Independent
- Realistic
- Digital Native
- Role-Hopping
- Global Citizen
- Self-identification
- “Do-gooders”

## Key Events

- 9-11
- Organic/Vegan/Pescatarian
- 2008-09 Economic Downturn
- Lyft/Uber & AirBnB

# **Motivating Multiple Generations: “The Generations Monologues”**

# Generations & Rewards

- Traditionalists -----> The satisfaction of a job well done
- Baby Boomers -----> Money, title, recognition
- Gen Xers -----> Freedom is the ultimate reward
- Millennials -----> Work that has meaning for me
- Gen Z ----->

Source: *When Generations Collide* by (Lancaster & David Stillman)

# Generations & Feedback

- Traditionalists -----> “No news is good news!”
- Baby Boomers -----> Feedback once a year, but with lots of documentation
- Gen Xers -----> Sorry to interrupt, but how am I doing?
- Millennials -----> Feedback whenever I want it at the push of a button
- Gen Z ----->

Source: *When Generations Collide* by (Lancaster & David Stillman)

# **Common Ground for all Generations:**

## **What will you focus on?**

## Application

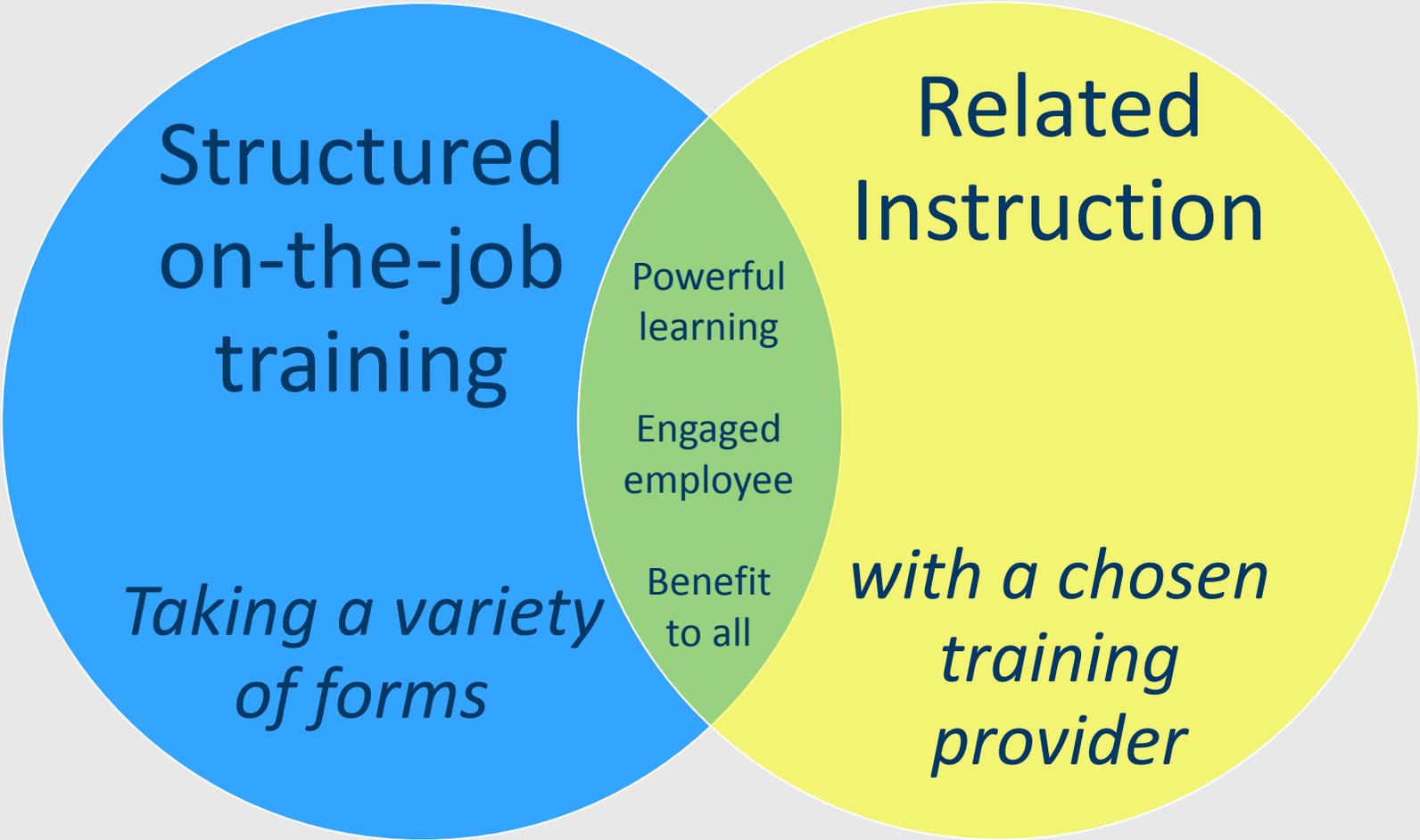
*Visions without actions are hallucinations.*

How I will use these skills  
to be more effective?

- Commit to two key changes in communication, motivation, giving feedback...
- Include specific details: what, how, when, and how to measure success.



# Employment-based Training



# Connection: Recruiting across generations and dual training

- Traditionalist: Recruiting may not be as key, but incorporating dual training demonstrates loyalty and respect from the part of the employer
- Boomer: Dual training can lead to promotional opportunities, plain and simple
- Gen X: “Some additional training would be nice too...”
- Gen Y / Millennials: Training can lead to new projects that have special meaning; dual training demonstrates investment from employer
- Gen Z: Wanting to make it big. Dual training – related instruction paired with on-the-job training – can help you advance!

# Connection: Retaining across generations and dual training

- Traditionalist: Straightforward feedback – through OJT
- Boomer: Open line of communication is important, even regularly scheduled
- Gen X: Constant feedback to retain interest...and the individual
- Gen Y / Millennials: IMMEDIATE feedback – and make it meaningful – so that these individuals understand
- Gen Z: OJT through video? Emojis are great!



# Next Steps

- Our team is available to support you in setting up dual- training programs
- Next Industry Council meeting: October 30 and November 1
- Speaker Series continued...stay tuned for future updates!
- Reach out to us; we are ready to come out to meet with you one-on-one or present to your group

# PIPELINE PROGRAM

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# Thank You!



Annie Welch, PIPELINE Program  
Manager

651.284.5353

[annie.welch@state.mn.us](mailto:annie.welch@state.mn.us)



Dan Solomon, PIPELINE Program  
Consultant

651.284.5355

[dan.solomon@state.mn.us](mailto:dan.solomon@state.mn.us)



Kathleen Gordon, PIPELINE Program  
Consultant

651.284.5388

[kathleen.gordon@state.mn.us](mailto:kathleen.gordon@state.mn.us)