



NOBLE
RESEARCH
INSTITUTE

By the Numbers

- **86%**
- **98%**
- **1%**
- **150**

Activity

Hi, my name is _____ and I work for the
_____. One of the biggest
problems facing our community (that I deal with is)
_____.

Engagement

KEY ISSUE:

We communicate, but we do not engage

engage

 verb

en·gage | \ in-'gāj

- 3 : to bind (someone, such as oneself) to do something
- 5a : to hold the attention of : ENGROSS
- 7 : to deal with especially at length

engagé

 adjective

en·ga·gé | \ , äⁿ- ,gä-'zhā

- : committed to or supportive of a cause

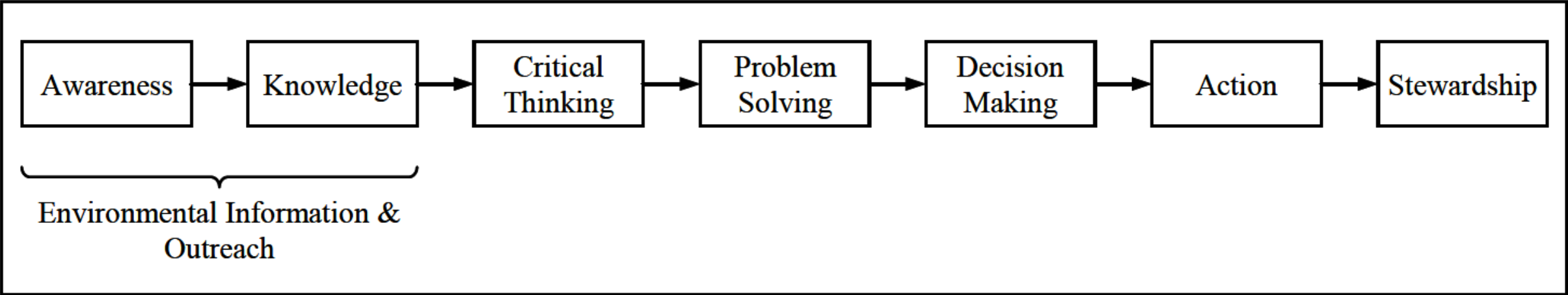


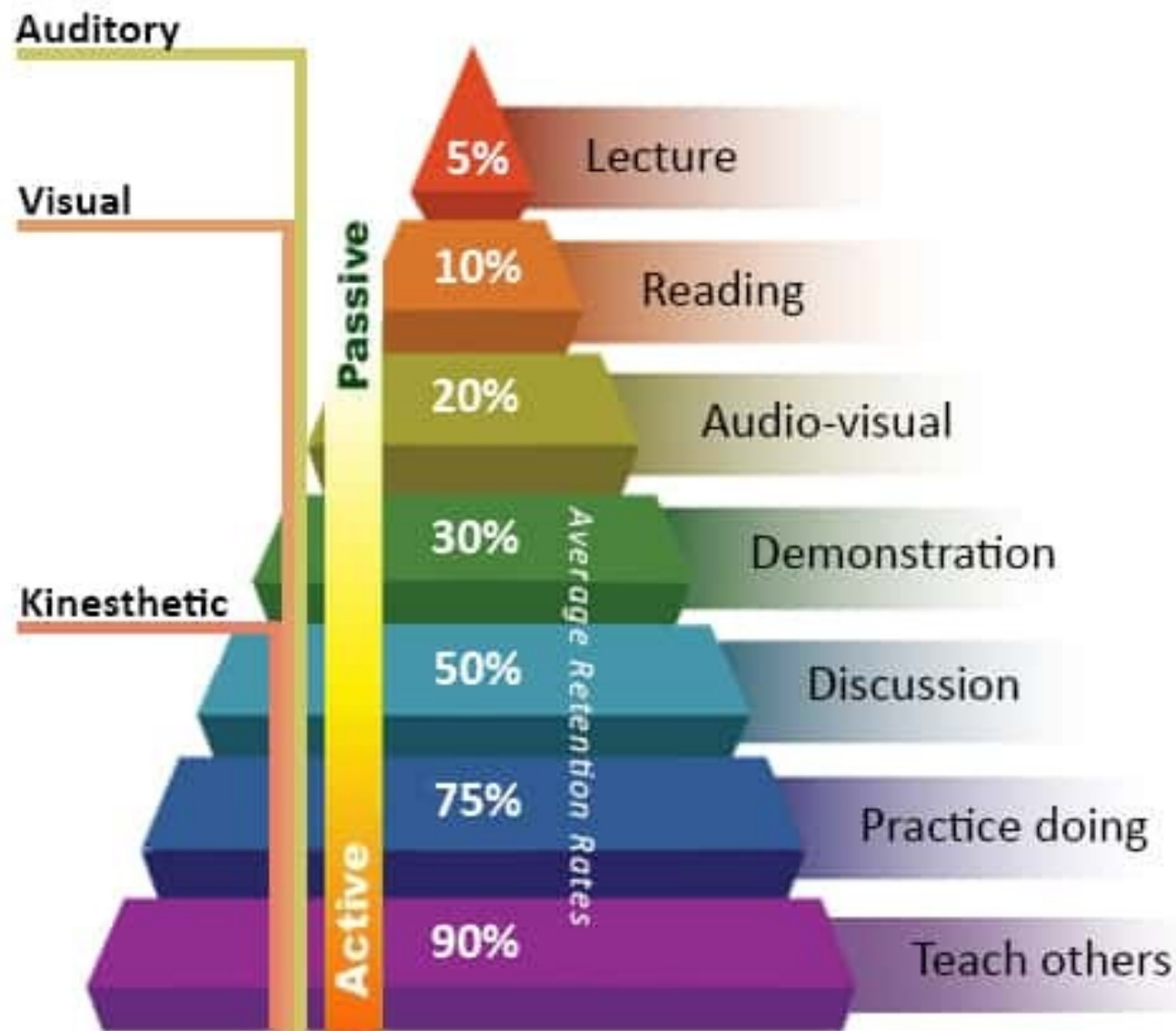
Environmental Education

KEY ISSUE:

We have information, but we do not teach

Environmental Education Continuum





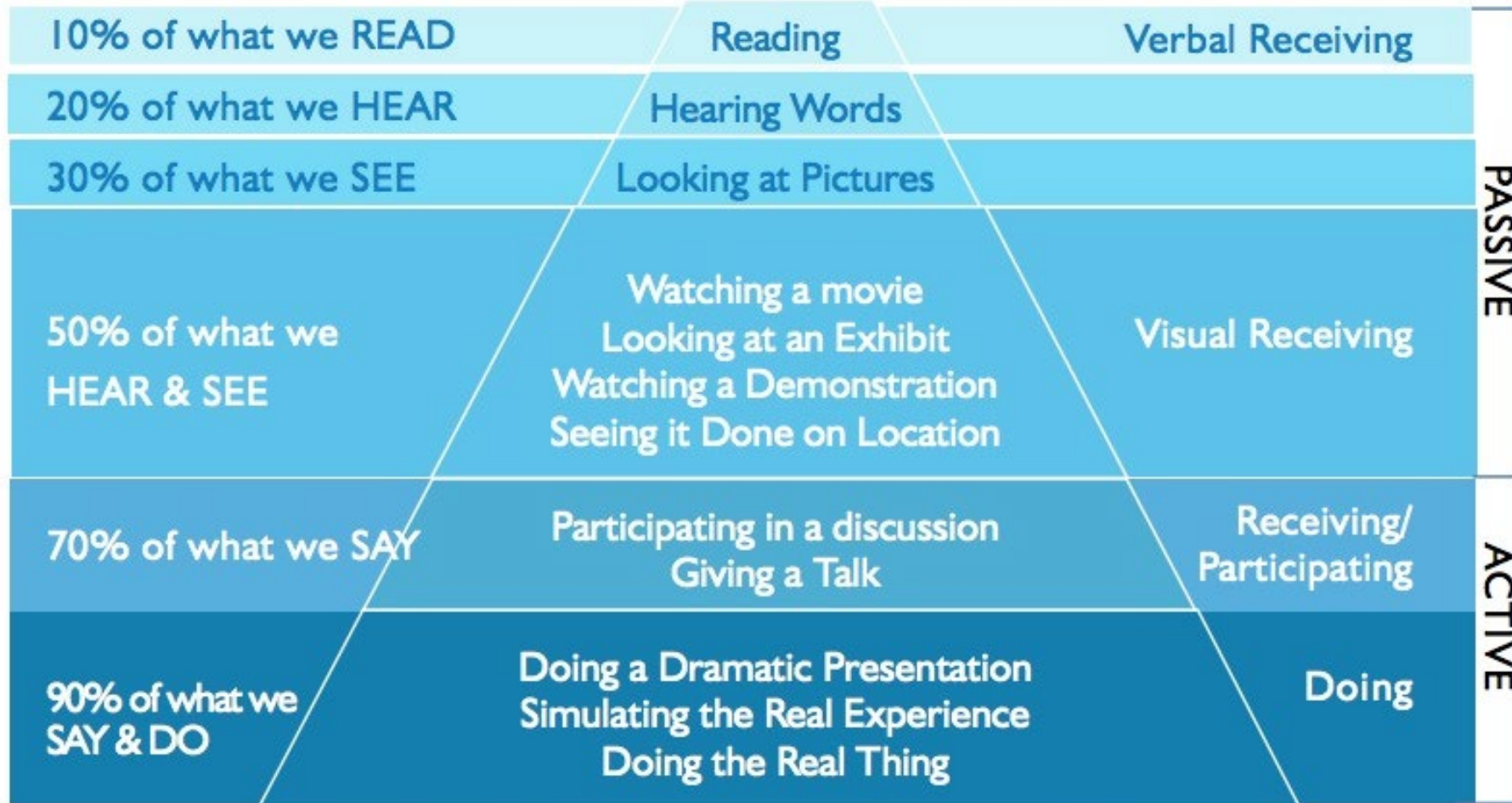
Adapted from the NTL Institute of Applied Behavioral Science Learning Pyramid

Pyramid of Learning

CONE OF LEARNING (EDGAR DALE)

After 2 Weeks
we tend to remember

Nature of Involment



Activity

Hi, my name is _____ and I work
for the _____. One of the
biggest problems facing our community that I deal with is
_____.

This is a problem because

_____.

- Which is an issue because _____
 - Which is an issue because _____
 - Which is an issue because _____





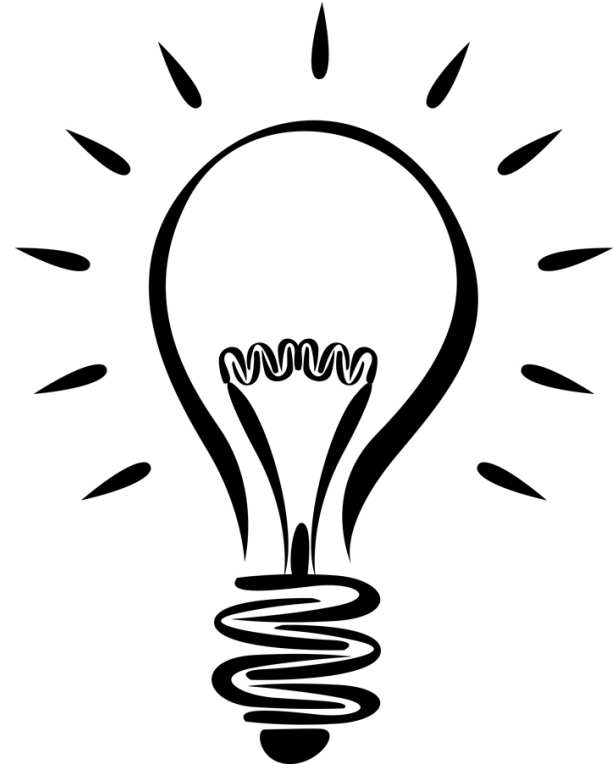
Generational Intelligence

KEY ISSUE:



**We think all generations think,
act, and make decisions the
same**

Different Generations

- **Respond to challenges differently**
- **Respond to authority differently**
- **Act differently as a group**
- **Different motivations for action**
- **Learn differently**



GENERATIONAL PROFILE: MAJOR CONSUMER GROUPS IN U.S.

	MATURES	BOOMERS	GEN XERS	MILLENNIALS
Years Born	1945 and before	1946 - 1964	1965 - 1977	1978 - 1995
Age in 2014	69 + years old	50 - 68 years old	37 - 49 years old	19 - 36 years old
 Cultural ethos	Uncertainty; Conformity	Prosperity; Counterculture	Disillusionment; Information	Globalization; Social Responsibility
Population	33.0 million	74.6 million	53.4 million	78.3 million
Median income	\$36,743	\$57,844	\$58,271	\$44,946
 Outlook	Practical	Optimistic	Skeptical	Hopeful

Population source: Census Population Estimates, December 2013

Income Source: Estimate based on Census Population Estimates, December 2013, US Census Bureau 2012 American Community Survey

The care and feeding of

Your Boomer

HOW TO CARE FOR BABYBOOMERS

- 1 Meet by **PHONE** or face-to-face
- 2 Show **PERSONAL** appreciation
- 3 **TREAT** them as **EQUALS**
- 4 Be **DEMOCRATIC**, not bureaucratic
- 5 **SAY:** We need **YOU**
- 6 Include them
Collaboratively define the mission
- 7 Hear their **INPUT**
- 8 Offer **FLEXIBLE** work schedules
- 9 Leverage their **KNOWLEDGE**
- 10 Value **TEAMWORK**

The care and feeding of

Your GenXer

How to Care for Generation X

- 1** Communicate by Voicemail or Email
- 2** Reward with free time, opportunities
- 3** Support training & growth
- 4** Give them **FREEDOM**
- 5** Think **GLOBALLY**
- 6** **DON'T Micromanage**
- 7** Give timely, specific **FEEDBACK**
- 8** Provide the latest **TECHNOLOGY**
- 9** Make it **FUN**
- 10** Value **DIVERSITY**

The care and feeding of

Your Millennial

How to Care for Millennials

1

Use IM or text

2

Give awards /
certificates

3

Value Civic Duty

4

Be COLLABORATIVE

5

COACH

and support them

6

Provide
FLEXIBILITY

7

Be MOTIVATIONAL

8

CARE about their
Personal Goals

9

Promote
Volunteerism

10

Value their
TECHNICAL SAVVY

Silent

Together We Can!

Boomers

You Matter

GenX

Prove It

Millennials

Big Picture

Activity

Hi, my name is _____ and I work
for the _____. One of the
biggest problems facing our community that I deal with is

_____.

This is a problem because

_____.

This is a problem because

_____.

- Which is an issue because _____
 - Which is an issue because _____
 - Which is an issue because _____

Three reasons this matters to you are:

- 1.) _____
- 2.) _____
- 3.) _____

Two ways you can get involved are:

- 1.) _____
- 2.) _____



<http://slideshare.net/aggie94amy>



Science Serving Agriculture

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