By the Numbers

- 86%
- 98%
- 1%
- 150
Hi, my name is _____________________________ and I work for the _________________________________. One of the biggest problems facing our community (that I deal with is) ______________________________________.
KEY ISSUE:

We communicate, but we do not engage
**engage** verb

*en·gage* | \* in-ˈgāj*

- 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* | \* in-n-ˈgä-ˈzhā*

- : committed to or supportive of a cause
Environmental Education

KEY ISSUE:
We have information, but we do not teach
Environmental Education Continuum

- Awareness
- Knowledge
- Critical Thinking
- Problem Solving
- Decision Making
- Action
- Stewardship

Environmental Information & Outreach
Pyramid of Learning

Adapted from the NTL Institute of Applied Behavioral Science Learning Pyramid
CONE OF LEARNING
(EDGAR DALE)

After 2 Weeks
we tend to remember

<table>
<thead>
<tr>
<th>Nature of Involvement</th>
</tr>
</thead>
<tbody>
<tr>
<td>10% of what we READ</td>
</tr>
<tr>
<td>Reading</td>
</tr>
<tr>
<td>Verbal Receiving</td>
</tr>
<tr>
<td>20% of what we HEAR</td>
</tr>
<tr>
<td>Hearing Words</td>
</tr>
<tr>
<td>30% of what we SEE</td>
</tr>
<tr>
<td>Looking at Pictures</td>
</tr>
<tr>
<td>50% of what we HEAR &amp; SEE</td>
</tr>
<tr>
<td>Watching a movie</td>
</tr>
<tr>
<td>Looking at an Exhibit</td>
</tr>
<tr>
<td>Watching a Demonstration</td>
</tr>
<tr>
<td>Seeing it Done on Location</td>
</tr>
<tr>
<td>70% of what we SAY</td>
</tr>
<tr>
<td>Participating in a discussion</td>
</tr>
<tr>
<td>Giving a Talk</td>
</tr>
<tr>
<td>90% of what we SAY &amp; DO</td>
</tr>
<tr>
<td>Doing a Dramatic Presentation</td>
</tr>
<tr>
<td>Simulating the Real Experience</td>
</tr>
<tr>
<td>Doing the Real Thing</td>
</tr>
<tr>
<td>PASSIVE</td>
</tr>
<tr>
<td>ACTIVE</td>
</tr>
<tr>
<td>Doing</td>
</tr>
</tbody>
</table>
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 ____________________________________________________________
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.

<table>
<thead>
<tr>
<th></th>
<th>Matures</th>
<th>Boomers</th>
<th>Gen Xers</th>
<th>Millennials</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Age in 2014</strong></td>
<td>69 + years old</td>
<td>50 - 68 years old</td>
<td>37 - 49 years old</td>
<td>19 - 36 years old</td>
</tr>
<tr>
<td><strong>Cultural ethos</strong></td>
<td>Uncertainty; Conformity</td>
<td>Prosperity; Counterculture</td>
<td>Disillusionment; Information</td>
<td>Globalization; Social Responsibility</td>
</tr>
<tr>
<td><strong>Population</strong></td>
<td>33.0 million</td>
<td>74.6 million</td>
<td>53.4 million</td>
<td>78.3 million</td>
</tr>
<tr>
<td><strong>Median income</strong></td>
<td>$36,743</td>
<td>$57,844</td>
<td>$58,271</td>
<td>$44,946</td>
</tr>
<tr>
<td><strong>Outlook</strong></td>
<td>Practical</td>
<td>Optimistic</td>
<td>Skeptical</td>
<td>Hopeful</td>
</tr>
</tbody>
</table>

The care and feeding of Your Boomer

http://www.peoplethink.biz/category/multi-generational-workforce/
The care and feeding of Your GenXer

http://www.peoplethink.biz/category/multi-generational-workforce/
The care and feeding of Your Millennial

1. Use IM or text
2. Give awards/certificates
3. Value Civic Duty
4. Be COLLABORATIVE and support them
5. Coach
6. Provide FLEXIBILITY
7. Be MOTIVATIONAL
8. CARE about their Personal Goals
9. Promote Volunteerism
10. Value their TECHNICAL SAVVY

http://www.peoplethink.biz/category/multi-generational-workforce/
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

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Science Serving Agriculture