Center for Intergenerational Learning
TRAINING DIVISION

Capturing the Energy and Expertise of Boomers

Corporation for NATIONAL & COMMUNITY SERVICE

Goals for the Day

Review the differences between traditional volunteers and the “new” volunteers;

Learn strategies for developing new opportunities for Boomers; and

Apply these concepts and ideas to your own setting.

Agenda

9:00- Introductions/Expectations/Ice Breaker

9:30 – The Changing Paradigm

10:15 – Break

10:30 – Developing Compelling Opportunities

12:00 –Lunch

1:15 – Interviewing/Placement/Retention

2:00 – Panel

3:15 – Break

3:30 – “When I Get Home…”

4:30 – Wrap Up

The Center for Intergenerational Learning

Connecting Generations Strengthening Communities

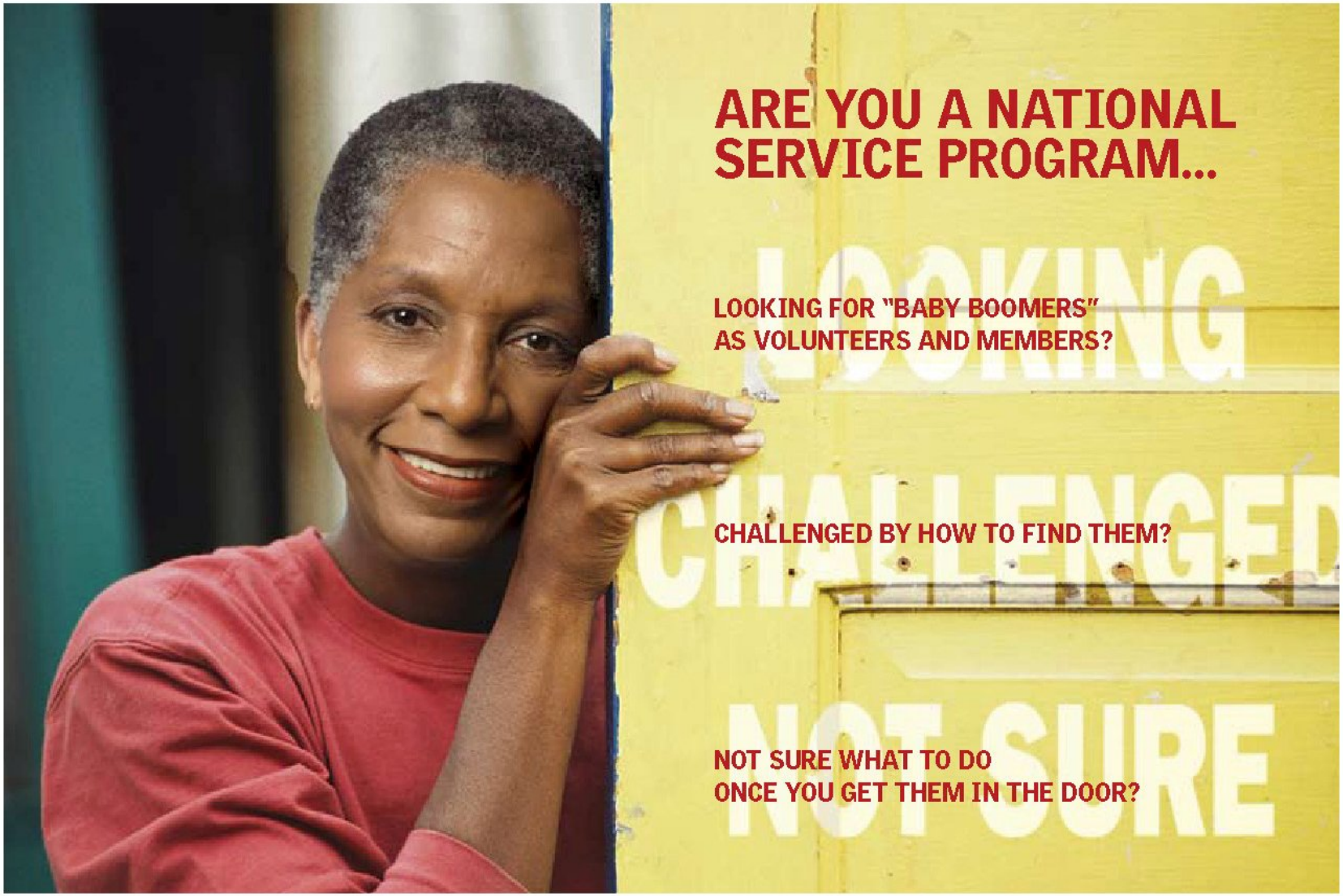
Model projects

Training and technical assistance

Communities for all ages

Research

Publications, materials and toolkits


ARE YOU A NATIONAL SERVICE PROGRAM...
LOOKING
LOOKING FOR "BABY BOOMERS" AS VOLUNTEERS AND MEMBERS?
CHALLENGED
CHALLENGED BY HOW TO FIND THEM?
NOT SURE
NOT SURE WHAT TO DO ONCE YOU GET THEM IN THE DOOR?

National Training Network

We Can Help You:

EXPLORE NEW ROLES for baby boomers in your program

ATTRACT BABY BOOMERS for CNCS special initiatives

DEVELOP compelling volunteer experiences for boomers

CREATE "boomer friendly" marketing messages and recruitment plans

ENHANCE YOUR ABILITY to maximize and support your "boomer" volunteers

We Provide:

- Training Workshops
- Web Based Seminars
- Technical Assistance
- Manuals and Toolkits

Contact:
Temple University's
National Training Network

By phone:
1-866-599-5661

On the web:
www.templecil.org/training
or
www.cns.gov
(The Resource Center)

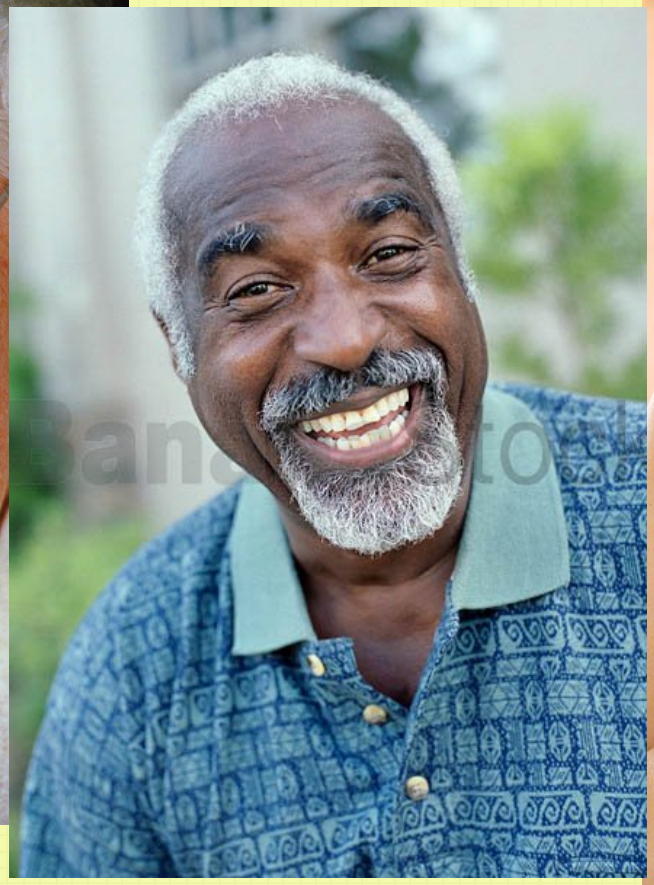
By email:
training@templecil.org

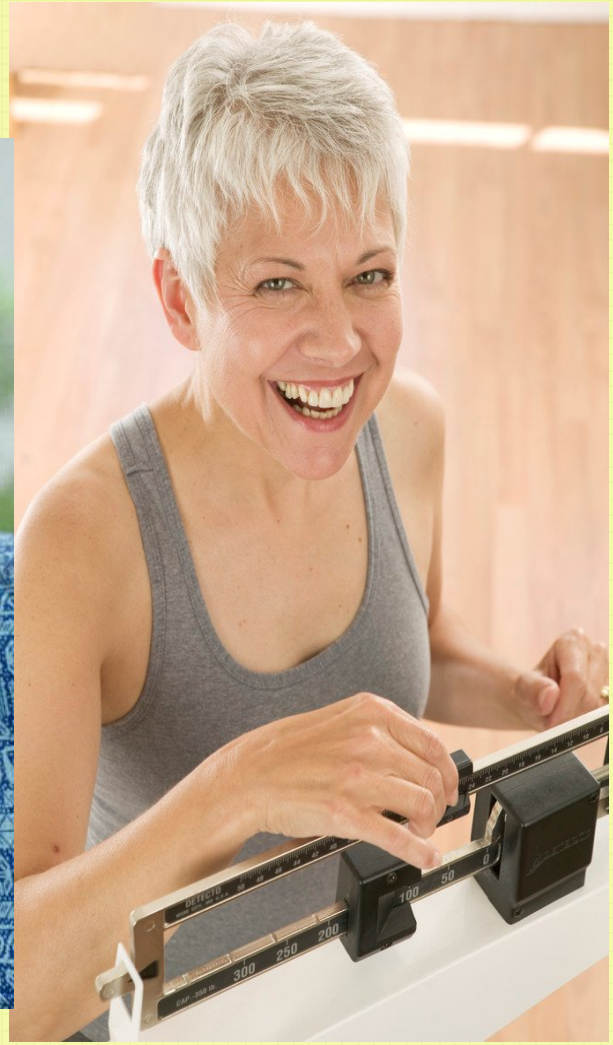
TEMPLE UNIVERSITY

Corporation for NATIONAL & COMMUNITY SERVICE

Who is this New Volunteer?

Adults 50+ Represent Three Distinct Generations





Traditional Volunteering Shaped by the G.I. Generation

- Regular, ongoing commitment
- Recognition; based on hours
- Highly defined roles
- Hands-on, repetitive and routine tasks
- Lower skills
- Close supervision

"New Volunteers" Have Different Preferences!

- Choice, choice, choice!
- Short-term commitments
- Meaningful work
- Self-benefit
- Autonomy & self-direction

Sixty million
Boomers
are poised to
reach the
traditional
"retirement"
age over the
next 8-9 years.

Some have already
begun.

What Does This Mean for National Service Programs?

- You may need to make changes to your portfolio of opportunities and management style.

- Boomers will begin retiring in force in 2011. We have 3 years to build infrastructure.

What do Boomers want?

- To **connect and form new and purposeful relationships.**
- To **learn and grow**.
- To have **freedom and flexibility.**
- To have **options**.
- To **contribute in a meaningful way.**

And as for **contributing…**

The paradigm shift

1. Motivation

Old Paradigm (Traditionalists)	*New Paradigm (Boomers)*
• Civic duty	• Improve the world • Find personal fulfillment • Maybe start a new career

The paradigm shift

2. Commitment Pattern

Old Paradigm (traditionalists)	*New Paradigm (Boomers)*
• Long-term & regular	• More short-term & sporadic • Menu of time options

The paradigm shift

3. Autonomy

Old Paradigm (traditionalists)	*New Paradigm (Boomers)*
• Limited—expected not to deviate from guidelines	• Increased—more involved in developing their opportunities and decision-making
▪ Seen as subordinates	• Seen as partners
▪ Top-down command & control	• More participative & collaborative
• Manager as expert	• Manager as facilitator

The paradigm shift

4. Opportunities/Placement

Old Paradigm (traditionalists)	*New Paradigm (Boomers)*
• Emphasis on organizational needs	• Better balance between individual and organizational needs
• Some skill assessment	• More thorough assessment
• Limited choice & flexibility	• Greater choice and flexibility
• Work mostly alone in highly prescribed supervised opportunities	• More opportunities to be part of a team & lead

The paradigm shift

5. Relationship to Organization

Old Paradigm (traditionalists)	*New Paradigm (Boomers)*
• Strong identification	• Loose identification
• Conforming & loyal	• More individualistic & critical
	• More likely to leave if unsatisfied

The paradigm shift

6. Expectation of Reward

Old Paradigm (traditionalists)	*New Paradigm (Boomers)*
Low—Seeking	• Higher—Seeking
• mostly recognition/appreciation	• recognition/ appreciation,
• some expense reimbursement	• some expense reimbursement
	• Some cash equivalent or cash incentives.

What does the paradigm shift mean for your organization?

PRESENTERS

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