

Stop Talking About Us, Start Talking To Us: Engaging Millennials in Government

Robert Barto & Simone Peterson
ICMA Conference Presenters

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SAN ANTONIO
103RD ANNUAL CONFERENCE • BEXAR COUNTY

Stop Talking About Us: Exercise

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Answer the following questions about your partner **WITHOUT** talking to them:

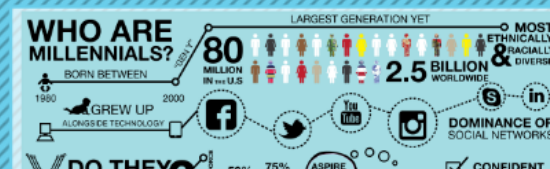
- What is their occupation?
- Which state do they come from?
- Are they introverted or extroverted?
- Do they have a Facebook account?
- Do they have kids?
- Do they have pets?
- Do they own or rent their residence?
- What generation do they belong to?
- What genre of music is their favorite?



Stop Talking About Us and Start Talking To Us



Explanation of group exercise



Stop Talking About Us and Start Talking To Us



Explanation of group exercise

- Talk *to*, not about
- Don't get caught up in stereotypes
- It is hard to guess people's needs
- Connect with individuals

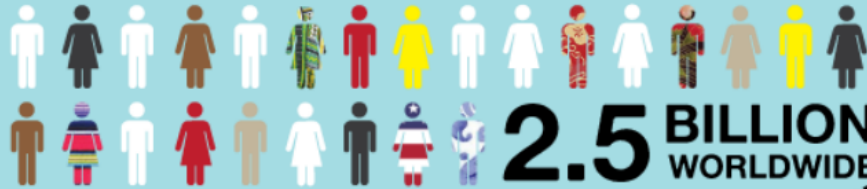
WHO ARE MILLENNIALS?

LARGEST GENERATION YET

MOST ETHNICALLY & RACIALLY DIVERSE

BORN BETWEEN 1980 2000

80 MILLION IN THE U.S.

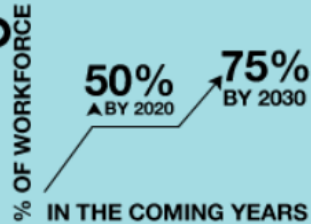


GREW UP ALONGSIDE TECHNOLOGY



DOMINANCE OF SOCIAL NETWORKS

DO THEY MATTER?



MAKE A DIFFERENCE W/ THEIR WORK

- CONFIDENT
- HAVE HIGH EXPECTATIONS
- ACHIEVEMENT ORIENTED



In Manatee County...



-MCG will lose 51% of employees due to retirement or turnover by 2020

-Manatee Millennial Movement - M3

- 27% of MCG's workforce are millennials- up 10%



- Don't get caught up in stereotypes
- It is hard to guess people's needs
- Connect with individuals



Results

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In Manatee County...



-MCG will lose 51% of employees due to retirement or turnover by 2020



Unexpected Results



Let's Get Started!



1

What are you Selling?

2

"If the top doesn't like - it won't take flight"

3

Assign ownership

- Outreach driven
- Visionary
- Consistent message

4

DREAM TEAM ASSEMBLE

5

By Millennials, For Millennials

6

Go to where the millennials are

7

Utilize social media... EFFECTIVELY!

8

Build Relationships. Make Friends. Create Partnerships.

Win - Win - Win

9

Creatively Use Your Assets

Staff, Buildings, Technology, Events, Relationships, Communication Channels

10

Things to Keep in Mind

Work Smarter Not Harder

TRY Something NEW

Provide a meaningful experience

Watch Your LANGUAGE

communicate, communicate, communicate

Continuous Process

Keep Tabs

comment share



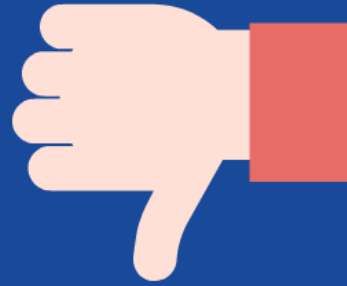
ted Results

1

What are
you Selling?



2



*"If the top doesn't
like -
it won't take flight"*



3



Assign ownership

- Outreach driven
- Visionary
- Consistent message

4



5



By Millennials, For Millennials

6

*Go to where
the millennials are*



7

Utilize social media...

EFFECTIVELY!



8

Build Relationships.

Make Friends.

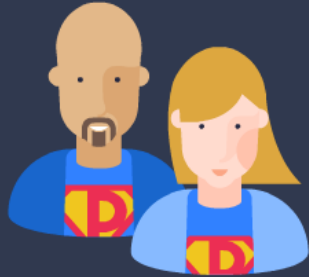
Create Partnerships.



Win - Win - Win

9

Creatively Use Your Assets



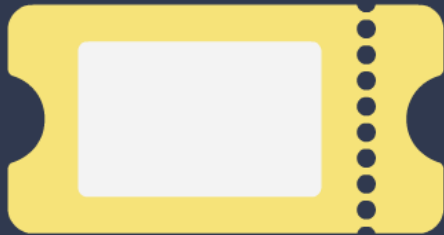
Staff



Technology



Buildings



Events



Relationships



Communication Channels

10



*Things to Keep
in Mind*



*Work Smarter
Not Harder*



*TRY
Something
NEW*



*Provide a
meaningful
experience*



CO

CO

CO



*Watch Your
LANGUAGE*



*communicate
communicate
communicate*



Continuous Process



Keep Tabs

Unexpected Results



Developed Synergies Amongst the Community



Let's Keep In Touch



@WeAre_M3



www.facebook.com/MCNeighborhood



www.mymanatee.org/m3

Let's Discuss