Bridging the Divide: Engaging Millennials in Board Service

U.P. Nonprofit Conference 2019
Presented by:
Kevin Peterson
Learning Objectives for Today

• Gain knowledge of demographic & sector trends
• Understand best practices to Millennial board member recruitment & engagement
• Compare engagement approaches across generations
• Explore the impact the Millennial generation will have on the social sector
Social Demographics

• Post-Millennial (Gen Z)
  • Born in 1997 or later
  • Oldest is 22

• Millennial
  • Born 1981 to 1996
  • Age range of 23 to 38

• Gen X
  • Born 1965 to 1980
  • Age range of 39 to 54

• Boomers
  • Born 1946 to 1964
  • Age range of 55 to 73

• Silent
  • Born 1945 or earlier
  • Youngest is 74
Social Demographics

Births underlying each generation

Number of U.S. births by year and generation

Source: U.S. Department of Health and Human Services National Center for Health Statistics.

PEW RESEARCH CENTER
Board Demographics: Profile of Boards by Age

- 41% 65 or Older
- 16% 50 to 64
- 26% 40 to 49
- 17% Under 40

BoardSource: Leading with Intent 2017
Board Demographics: Executive Satisfaction

- Race/ethnicity: 18% Satisfied, 18% Neutral, 65% Dissatisfied
- Socioeconomic status: 22% Satisfied, 42% Neutral, 36% Dissatisfied
- Persons with a disability: 10% Satisfied, 58% Neutral, 32% Dissatisfied
- Age: 49% Satisfied, 21% Neutral, 30% Dissatisfied
- Gender: 53% Satisfied, 19% Neutral, 28% Dissatisfied
- LGBTQ: 13% Satisfied, 59% Neutral, 28% Dissatisfied

BoardSource: Leading with Intent 2017
Board Demographics:
Board Chair Satisfaction

- Race/ethnicity: 31% Satisfied, 28% Neutral, 41% Dissatisfied
- Socioeconomic status: 39% Satisfied, 47% Neutral, 14% Dissatisfied
- Persons with a disability: 9% Satisfied, 71% Neutral, 20% Dissatisfied
- Age: 65% Satisfied, 20% Neutral, 15% Dissatisfied
- Gender: 71% Satisfied, 14% Neutral, 15% Dissatisfied
- LGBTQ: 19% Satisfied, 67% Neutral, 14% Dissatisfied

BoardSource: Leading with Intent 2017
Board Demographics: More Nonprofits = More Boards

Number of non-profit organizations in millions

- 1.16 in 1998
- 1.2 in 1999
- 1.26 in 2000
- 1.3 in 2001
- 1.37 in 2002
- 1.37 in 2003
- 1.39 in 2004
- 1.41 in 2005
- 1.48 in 2006
- 1.47 in 2007
- 1.51 in 2008
- 1.56 in 2009
- 1.58 in 2010
- 1.44 in 2011
- 1.41 in 2012
- 1.51 in 2013
- 1.56 in 2014
- 1.56 in 2015
Board Demographics: Less People in the Room

BoardSource: Leading with Intent 2017
Opportunity

Millennials became the largest generation in the labor force in 2016

U.S. labor force, in millions


Pew Research Center
Opportunity

• 50% of GenX and Millennials started their philanthropic journey by the time they were 20
• 98% started giving by the time they were 30

Generation Impact, 2017
Opportunity

“Next gen...prefer having relationships with fewer organizations than did their grandparents and parents, they are predisposed to maintaining more profound and longer partnerships with their chosen organizations.”

- Engaging Generation Impact, Sharna Goldseker & Michael Moody
Opportunity

“Millennials and Gen Z want to combine their job and dreams and passions more. They expect companies to encourage and support this...Unless you ignite people’s passions in their jobs, they are going to get bored with their companies.”

- 2018 Board Leadership Study, Alice Korngold
Opportunity

“Board service provides a serious development experience, especially for young people like me. At work, you’re not put into this level of leadership, so board experience prepares you well.”

- 2018 Board Leadership Study, Alice Korngold
Opportunity

- Michigan has one of the highest concentrations of older residents in the country, with 21 counties with a median age above 50 years old.
- This includes 6 of the Upper Peninsula counties.
- Just 2 U.P. counties have median age under 40 years.

Bridge Magazine: Michigan is No. 1! At getting old. That’s not good news. 2019
Opportunity

• Board service provides the opportunity for individuals to put down roots in a community

Northern Michigan University is in Marquette, Michigan.
October 6 at 7:00 AM

"Like most kids from the Upper Peninsula, my main goal was to leave the U.P. when I got out of high school" - Dan Truckey, Director of the Beaumier U.P. Heritage Center
Opportunity

The millennial generation is the most diverse; with 44% minority

Brookings Institute, 2019
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Board Demographics: Board Chair Satisfaction

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*BoardSource: Leading with Intent 2017*
Recommended Practices

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- Practice authenticity

Even if the answer is a disappointing one, like ‘Here’s why we don’t think this will work for our organization,’ that at least communicates that you have respect for the person.
Recommended Practices

- Death to the junior board
- Avoid “tokenism”
- Recognize where they are in their careers
- Build in mentorship opportunities
- Practice authenticity
- Be proactive & have a plan
Resources

- The Brookings Institute
  - The millennial generation: A demographic bridge to America’s diverse future
- BoardSource
  - Leading with Intent
- Pew Research Center
  - Millennial life: How young adulthood today compares with prior generations
- Generation Impact
  - Engaging Generation Impact
Thank You
Say Hi to Our Panelists!