

Meaningful Engagement

How Small Organizations can Design and Sustain Young Professionals Engagement

Naomi Pabon-Figueroa-Literacy Coordinator, Literacy New York Buffalo-Niagara

Kate Sarata-Executive Director, The Service Collaborative of WNY

Speed Networking



Who we are

Organizational **Culture** and Values

Influencing Culture During Transition

- ★ Organizational Development Components
- ★ Intergenerational Resources

Influencing Culture from the Beginning

- ★ Culture Reading
- ★ Intergenerational Resources



Common Threads

Competency Area 1: Relationship Building

- ★ Treat People Well. Be authentic. Set a standard of how people are treated. Lead by example.
- ★ Self-awareness. Know what makes you different. Be aware of why others will engage with you instead of others.



Competency Area 2: Leadership

- ★ Understanding of 'system' and how to perform in the given 'system'
- ★ Make peace with the reality that not everyone will engage



Competency Area 3: Professional Judgement

- ★ Seek Peer Support

- ★ Shared Vision

- ★ Balance of Structure and Autonomy



Competency Area 4: Organizational Management

- ★ Try new things, but remember, change isn't always necessary
- ★ Tailor a breadth of opportunities whenever possible
- ★ Create Opportunities

Activity



1. Answer one or all of these questions:
 - ★ How do you want young professional involvement to change?
 - ★ What do you want to see different?
 - ★ What outcomes do you want to see?
2. Spend a few minutes and jot down some thoughts about what you want to see different. Make a list. Draw.

Now, Partner Up

Use the following questions as guidelines. Work with 1-2 questions most pertinent to you.

- ★ What is the purpose of increasing young professional involvement
- ★ Do enacted values match the values of the organization?
- ★ How do I know my perceived values are accurate?
- ★ How do I fit in to shaping change?
- ★ What can I commit to doing when I return?

Report Out!

Individual or Group

Resources

- ★ Drive: The Surprising Truth About What Motivates Us. Daniel H. Pink
 - YouTube Video: <https://www.youtube.com/watch?v=u6XAPnuFjJc>
- ★ Case Foundation: “Millennial Engagement: The next generation (Millennials born between 1980 and 2000) are tech savvy, entrepreneurial and educated”
 - <https://casefoundation.org/program/millennial-engagement/>
- ★ Charity Village: “Engaging the next generation: Attracting millennials to work in the nonprofit sector”
 - https://charityvillage.com/cms/content/topic/engaging_the_next_generation_attracting_millennials_to_work_in_the_nonprofit_sector/last/215#.WqAotOjwaUl
- ★ “You Can’t Dictate Culture — but You Can Influence It”. Harvard Business Review
 - <https://hbr.org/2011/06/you-cant-dictate-culture-but-y>

Thanks!

Any questions?

You can find us at naomipfigueroa@gmail.com & katesarata@gmail.com

That's a Wrap!

