

Talking about Y generation: Generation Y, holographic lecturers and the new Division of Student Life.

Dr Paul Redmond
Director of Student Life

‘BC’: Before the Crunch

- **Employers competing for graduates.**
- **Final-year is crunch year.**
- **Qualifications.**
- **All experience counts.**
- **Students targeting employers with CVs.**

‘AD’: After the Downturn

- **Graduates competing for employers.**
- **First year is crunch year.**
- **Experience.**
- **Strategic placements count.**
- **Employers targeting students via LinkedIn.**



The University of Manchester

The War for Talent

“In the boardroom bunkers and in the cubicle-filled trenches, the early skirmishes of the next war are being fought. For the moment, most of the action is guerrilla warfare - brief raids in which the companies under attack are often unaware that they've been hit. Ultimately, though, the war will be global, and for businesses, the stakes will be success and perhaps even survival.”

McKinsey, *'The War for Talent.'*

Weapons of Mass Rejection

The world has changed.

- Politically. Economically. Socially. Technologically.
- Demographically.

‘Men make their own history but under conditions directly encountered, given and transmitted.’

Karl Marx, *The 18th Brumaire of Louis Bonaparte*

‘The key question to ask is not how old people are but
when they were young.’

Porter, 2000

‘Idealist’

‘Boomers’

1945 – 63

Gen. X

1964 – 79

‘Reactive’

‘Civic’

Gen. Y

1980 – 1999

‘Millennials’

2000 – ?

‘Adaptive’

Boomers

- Loyal to brands
- Idealistic
- Visionaries
- Optimistic
- Social (and financial) capital.
- Socially liberal, politically conservative
- Family-orientated
- Property owners
- Traditional – prefer standardised experiences.

Generation Y

- Connected – 24/7
- Self-confident and opinionated
- Collaborative
- Eco-friendly
- Brand-aware
- Thrill-seekers; “Travelling” not “Holidays”
- Evangelists, seeking authenticity
- Lifestyle-orientated
- Civic minded
- Meaning-seekers
- Digital natives

‘Helicopter Parents’

- **White Knight**
- **Agent**
- **Bodyguard**
- **Banker**
- **Black Hawk**

“We used to run courses each year to bring students up to speed with our IT systems. Now we run courses every summer for staff, to bring them up to speed with the technology students carry with them in their pockets.”

University IT manager.

Generation Y faces a future of:

- **Ubiquitous globalisation.**
- **Ubiquitous technology.**
- **Ubiquitous information...**

This information will be

- **About everything**
- **From anywhere**
- **Anytime**
- **At unlimited speed**
- **On all kinds of devices...**

This will make it incredibly easy to

- **Create**
- **Collaborate**
- **Connect**
- **Copy**
- **Share**
- **Codify**
- **Export.**

They will work in jobs

- **That don't yet exist;**
- **In organisations not yet trading;**
- **In markets currently not invented;**
- **Producing products and services we don't yet know we need;**
- **Using skills and knowledge we don't know exists;**
- **With people whom they'll never meet.**



The University of Manchester

Division of Student Life



The University of Manchester

Division of Student Life

Careers Service

Counselling Service

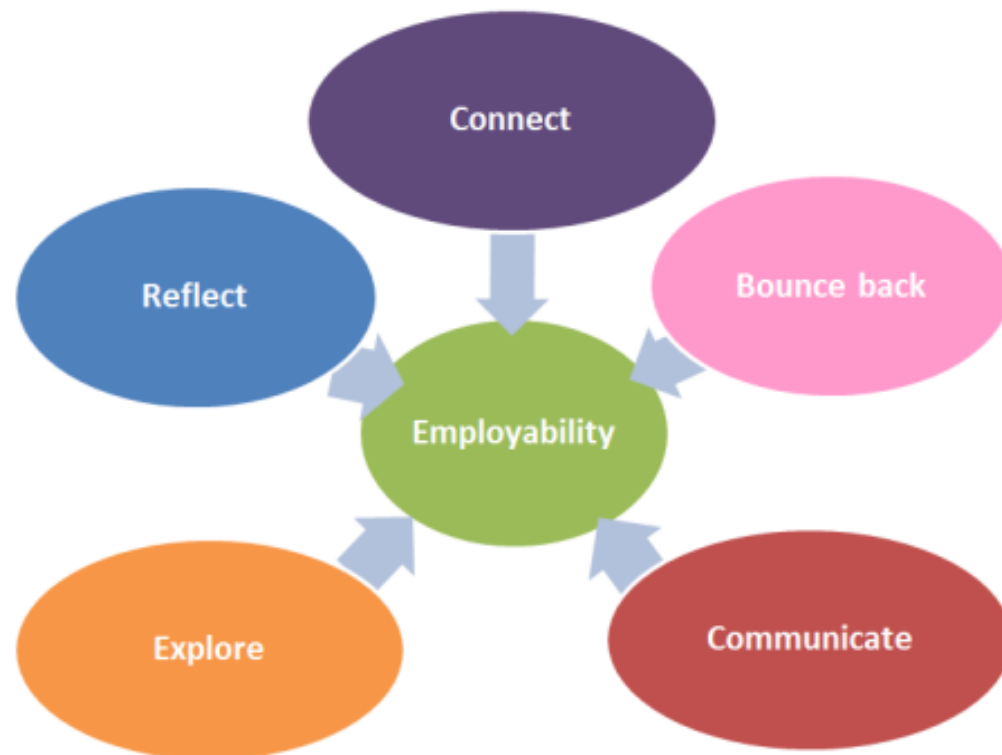
Disability Support Office

Sport Manchester

Student Information, Advice and Guidance

Access Summit

Manchester Employability Model



Make the Most of Manchester

The Manchester Ways to Wellbeing

Connect...

Learn & Discover...

Be Active...

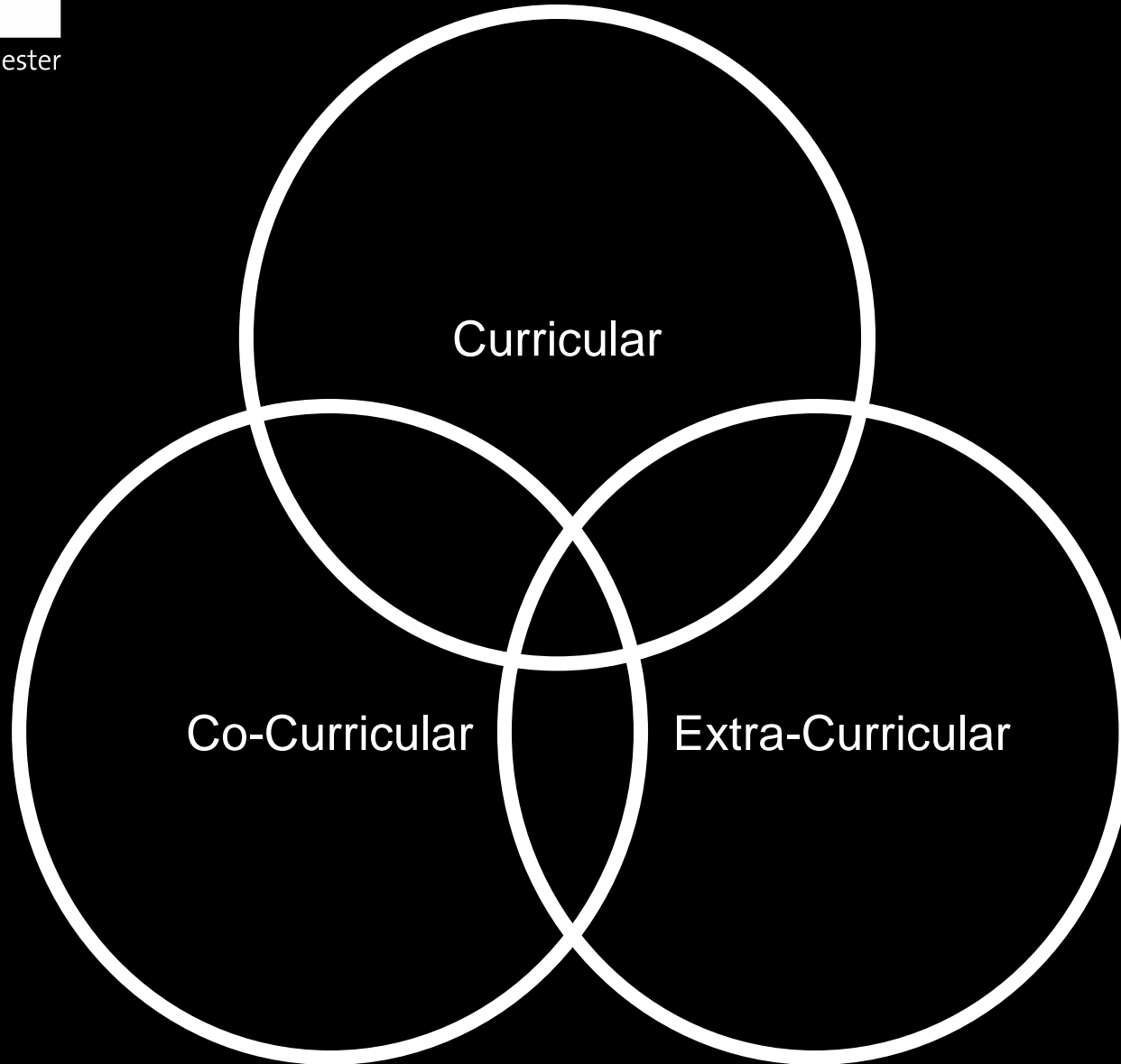
Take Notice...

Give...

Be Healthy...

Five points.

1. ‘Student life’ – all about the intersections.



2. ‘Student life’ means hundreds of thousands of daily ‘Moments of Truth.’

3. Students need expert help in envisaging alternative futures.

‘A choice architect has the responsibility for organizing the context in which people make decisions.’

Richard H. Thaler, *Nudge: Improving Decisions About Health, Wealth, and Happiness*

4. Social media: opportunity *and* threat.



Dr Paul Redmond

Director of Employability and Educational Opportunities at the University of Liverpool.
Liverpool, United Kingdom | Higher Education

Current	Director of Employability and Educational Opportunities at University of Liverpool
Past	UK President at Association of Graduate Careers Advisory Services (AGCAS) Deputy Director of Student Services at Liverpool Hope University
Connections	500+ connections
Websites	Company Website

Dr Paul Redmond's Summary

Presenter and speaker, author, researcher, media contributor, university manager. I'm fascinated by the changing world of work and the challenges facing today's students and graduate recruiters.

Dr Paul Redmond's Experience

Director of Employability and Educational Opportunities University of Liverpool

Educational Institution; 5001-10,000 employees; Higher Education industry
2006 – Present (8 years) | Liverpool, United Kingdom

Responsible for developing and coordinating the University's employability strategy, managing and leading Employability and Educational Opportunities, and overseeing the Access Agreement.

UK President

Association of Graduate Careers Advisory Services (AGCAS)

Nonprofit; 11-50 employees; Higher Education industry
2012 – July 2014 (2 years) | United Kingdom

President of the Association of Graduate Careers Advisory Services - the UK's leading membership association for careers and employability professionals.

Deputy Director of Student Services

Liverpool Hope University

Educational Institution; 5001-10,000 employees; Higher Education industry
January 1997 – November 2006 (9 years 11 months)

Reporting to the Director, managed and coordinated a complex range of student-facing services.

Dr Paul Redmond's Publications

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Paul Blackmore

5. Tangible goals.