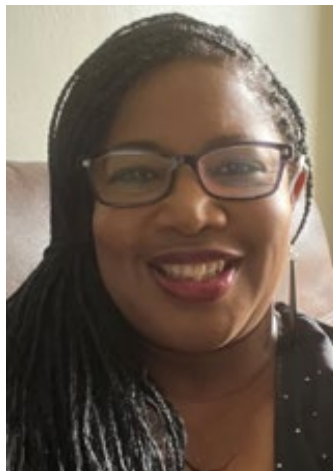


HLAA Chapter Development Workshop

ReCharge: Changes of Today's Membership



Tanya Butler Williams, MHA
Florida State Chapter Coordinator
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Welcome

HLAA

- National Office - Rockville, MD
- State Organizations
- Chapters/Support Group Leaders
- Members



Objectives

1

Understanding the traits of today's Potential Members

2

Review the four phases of change

3

Understand the progression of change.

4

Identify what will allow chapters to move forward successfully

5

Apply concepts to ReCharge chapters after COVID

Understanding the traits of today's Potential Members

Five Generations Working Side by Side in 2020



TRADITIONALISTS

Born 1900-1945

Great Depression
World War II
Disciplined
Workplace Loyalty
Move to the 'Burbs'
Vaccines



BOOMERS

Born 1946-1964

Vietnam, Moon Landing
Civil/Women's Rights
Experimental
Innovators
Hard Working
Personal Computer



GEN X

Born 1965-1976

Fall of Berlin Wall
Gulf War
Independent
Free Agents
Internet, MTV, AIDS
Mobile Phone



MILLENNIAL

Born 1977-1997

9/11 Attacks
Community Service
Immediacy
Confident, Diversity
Social Everything
Google, Facebook



GEN 2020

After 1997

Age 15 and Younger
Optimistic
High Expectations
Apps
Social Games
Tablet Devices

What are the traits, beliefs, and life experiences that influence how each generation work, communicate, and respond to change?

- **Traditionalists**—born 1925 to 1945.
- **Baby Boomers**—born 1946 to 1964.
- **Generation X**—born 1965 to 1980.
- **Millennials**—born 1981 to 2000.
- **Generation Z**—born 2001 to 2020

<https://genhq.com/five-generations-of-employees-in-todays-workforce/>

Traditionalists

Born 1925 –1945



Personality: Dependable, straightforward, tactful, loyal

Shaped by: The Great Depression era, World War II, radio and movies

Motivated by: Giving and receiving respect, Getting recognition and providing long-term value to the organization.

Communication style: Prefer Personal touch, handwritten notes instead of email

Chapters should: Provide satisfying work and opportunities to contribute; emphasize stability

Baby Boomers

Born 1946 –1964

- Personality: Being optimistic, competitive, can be a workaholic, but is team-oriented
- Shaped by: The Vietnam War, civil rights movement, Watergate
- Motivated by: loyalty, teamwork, duty
- Communication style: Whatever works and is the most efficient.
- Chapters should: Provide specific goals and deadlines for projects and task; put them in mentor roles; offer coaching-style feedback

Generation X

Born 1965 –1980

- Personality: they most likely Flexible, informal, skeptical, independent, : Will favor diversity; quick to move on if a group fails to meet their needs; resistant to change if it affects their personal lives
- Shaped by: The AIDs epidemic, the fall of the Berlin Wall, the dot-com boom
- Motivated by: Diversity, work-life balance, their personal-professional interests rather than the others interests
- Communication style: Whatever work and is most efficient, including phone calls and face to face
- Chapters should: Give them immediate feedback; provide flexible arrangements; extend opportunities for personal development



Millennials

Born 1981–2000

Personality: Competitive, civic-minded, open-minded on diversity, achievement-oriented, Seeking challenge, growth, and development; a fun work life and work-life balance; likely to leave an organization if they don't like change

Shaped by: Columbine, 9/11, the internet

Motivated by: Responsibility, the quality of their, unique work experiences

Communication style: IMs, texts, and email
Chapter should: Get to Know them Personally,

Give specific projects that allows flexibility managed by results.

Provide immediate feedback

Generation Z

Born 2001–2020



- Personality: Global, entrepreneurial, progressive, less focused
- Shaped by: Life after 9/11, the Great Recession, access to technology from a young age
- Motivated by: Diversity, personalization, individuality, creativity
- Communication style: IMs, texts, social media
- Worldview: Self-identifying as digital device addicts; valuing independence and individuality; preferring to work with millennial managers, innovative coworkers, and new technologies
- Chapter should: Offer opportunities to work on multiple projects at the same time
- Allow them to be self-directed and independent



What has happened since COVID?

Hitting rock bottom

Leaders have stepped down suddenly

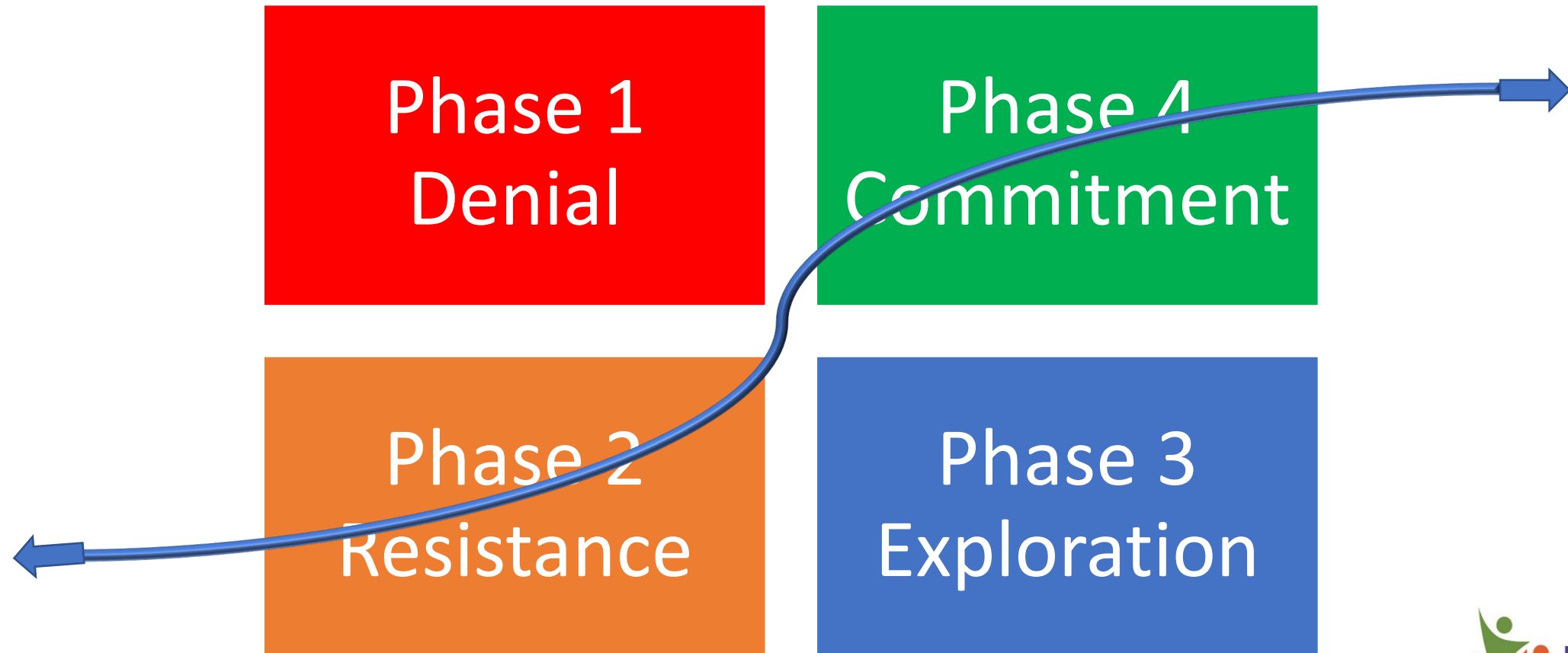
Continued poor communication

Chapters have stopped meeting, memberships start shrinking

Change Principles

- Change is an ongoing process rather than an event.
- There is a progressive sequence of change behaviors that needs to be experienced.
- People may not proceed smoothly through each phase.
- Seemingly negative behaviors are normal.
- Progression through the phases = Opportunity for growth
- (Change Story-Opportunity)

Leading Through Change



Factors that contribute to why you are needed in your community

Members Factors:

- Social Isolation
- Disconnection
- Powerless
- A place to feel needed
- Others like me

Chapter Factors:

- Networking
- Engages understanding
- Activate coping
- Emphasis importance of hearing health
- A place to feel needed



ReCharge your Chapter/Group/Members

1

- Understand why current members have responded in the way they have.

2

- What could be the root cause for the responses.

3

- Think of 2 ideals how you can ReCharge your chapter/group.



Let's ReCharge in 4 Steps!!



- **Exposure:** Provide information and training, allow for questions, and look for answers (Media/Social media)
- **Adoption:** Find and build leaders; or members for small projects that benefit the group
- **Implementation:** Develop a plan that tailor the program to fit your needs, and pilot other ideals (Personal Invitations/word of mouth)
- **Practice:** Monitor how the new ideal is going, and make improvements or changes as needed.

Things to remember about your meetings

- Continuously educate about HLAA and encourage understanding of how we work together as one organization supporting people with hearing loss on national, state, and chapter levels.
- Making a summary statement
- Asking for comments/questions
- Reminding members of next meeting
- Requesting volunteers, if necessary
- Giving a final greeting
- Making final notes



ReCharge ... are you ready?

WHAT CAN MY CHAPTER MEETINGS LOOK LIKE?

- Every other month
- Take summer off
- Consistent dates
- Plan in ADVANCE
- Explore virtual meetings more
- Create successful virtual meetings
- Have a clear goal and purpose for the meeting
- Invite and keep track of attendees
- Create dialogue and engage your attendees during the meeting.







Thank you

Tanya Williams
Florida State Chapter Coordinator
fl2016scc@gmail.com

HLAA Chapter Leader Resources
<https://www.hearingloss.org/chapters-state-orgs/chapter-leader-resources/>

Carla Beyer-Smolín
HLAA Chapter and Membership Coordinator
chapters@hearingloss.org

