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# Workforce 2025

Years it took to reach an audience of 50 million

- Radio – 38
- TV – 13
- Web – 4
- iPod – 3
- Facebook – 2

*(Did You Know 2.0, 2007)*



# Workforce 2025

- By 2010, Gen Y will outnumber Boomers and 96 percent of them will have joined a social network.
- Generation Y and Z consider e-mail passé. In 2009, Boston College stopped distributing e-mail addresses to incoming freshmen.

*(Socialnomics, 2009)*



# Workforce 2025

Today's 21-year-olds have:

- Watched 20,000 hours of TV
- Played 10,000 hours of video games
- Talked 10,000 hours on the phone
- Sent/Received 250,000 e-mails/text messages

*(Did You Know 2.0, 2007)*



# Workforce 2025

U.S. Department of Labor estimates that today's students will have 10-14 jobs by the age of 38.

*(Did You Know 2.0, 2007)*



# Workforce 2025

1 in 4 U.S. workers have been with their employer for less than one year.

- 1 in 2 have been with their employer for less than five years.

“We are currently preparing students for jobs and technologies that don’t yet exist... in order to solve problems we don’t even know are problems yet.”

*(Did You Know 2.0, 2007)*



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# Research

- Online survey
- Young (18 - 26), dislocated, military and incumbents in Virginia
- Understand attitudes of audience



# Research

- Incumbent and military audience found a job in manufacturing the most appealing.
- A low percentage of the young audience found a job in manufacturing appealing.



# Young Audience

- Said they did not have many friends working in manufacturing.
- Believed a job in manufacturing would be labor intensive.
- Did not think that a job in manufacturing would allow them to lead the life they would like to lead.



# Young Audience

Messaging –

- Enhanced job/career opportunities
- Prepare for challenging jobs in the new economy
- Develop skills to make products I can be proud of

In addition –

- Financial benefits
- Better quality of life



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