

Visioning 2026
Generational Trends
August 23, 2006
11:30 -1:00 p.m.
City Council Chambers

Attendees: Dave Amick Debb Hickman, Jeff Gerhart, Jennifer DeWalt, Kendrick Marshall,
Travis Fisher, James Brewer, Mark Claussen
Facilitators: Jennifer Adams, Gregg Hanson

The group started discussion on traits for different generations – communications and what the point of reference was for each group.

Loyalty – GI v Y

Dependence on employers GI

Interdependent Y

Values – work hard for what they are paid GI least amount of work for the most money – Y

Compensation for being there v compensation for work done

Education – means to an end

Careers – many

Skills gap – lifelong training for computer skills Disabilities and Health care

Retirement – Social Security – GI knowing that there will be no safety net –X & Y

What can we do in this area (NE NE) to continue to work and make work interesting for older workers – value age and experience

Mentoring – young people mentoring older workers on computer/technology skills.

Helping people make exit plans for work and business to maintain usefulness

Masses (cookie cutter approach)v individuals (customized to each situation)

Community is where I choose it to be – I am a hub with the spokes of my network radiating out (Entitlement, technology, taxes, transactions)

Time – available 24/7 for work

Spiritual time/Sabbath/downtime

Youth if you get buy in to community they will contribute

Access to technology for everyone – not just a few

How do we make Norfolk/Northeast Nebraska successful in 2026 and attract every generation to live here?

Factors to consider for Generational Dialogue group meeting on August 30 at 11:30 a.m. at the City Council Chambers:

How do we make Norfolk/Northeast NE successful in 2026?

Work place

Community – building and diversity

Education

Housing/lifestyle (what do we want NE NE to look like)

Entertainment

Sustainability – taxes, infrastructure, values

Business

Relationships

Communication

Access to tech./etc. for everyone

Participation (informed on issues) in Government

Visioning Dialogue Group – Generations session 2
Wednesday, August 30, 2006
City Council Chambers

Present: Jennifer DeWalt, Kendrick Marshall, Becky Maggart, Nancy Sinclair, Jim Brewer,
Debb Hickman, Mechele Grimes, Stephanie Hoff, and Dave Amick
Facilitating: Gregg Hanson, Jennifer Adams

Members introduced themselves and an overview of the process and last session results were given. Members were then split into two groups to discuss issues raised at the last session, trends and articles given out. They were asked to consider the following questions: 1) Based on the key factors identified last time and the trend-factors we have selected, what 3 ideas do you think will be important to Northeast Nebraska in 2026? And 2) Based on the Innovation article, what ideas/connections may help Northeast Nebraska prepare for 2026?

These are the results from the two groups:

Group 1 – trend’s question

- 1) The evolution of work/workforce
- 2) Immigration
 - A. Freelance contract/compensation
 - B. Internationally working
- 3) Population Aging
 - A. Cost
 - B. Housing
 - C. Wellness/health/workers
- 4) Technology
 - A. Access
 - B. Infrastructure
 - C. Education

Article question:

- 1) flexible and adaptable
- 2) increasing homogenization

Group 2 – trend’s question

- 1) Ethnic Integration
- 2) Education
 - a. Technology
 - b. Creativity
 - c. Communication
- 3) Economics
 - a. Job creation
 - b. Business Creation
 - c. Health care – costs/prevention
 - d. Workforce
 - e. Housing

For the last half hour members looked at the issues that were indicated and discussed how they would change in twenty years.