

# Communication Chaos

## Is Anyone Listening?

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TRS



IFE A Webinar Series



Each generation imagines itself to be more intelligent than the one that went before it, and wiser than the one that comes after it. - George Orwell

# **Silent Generation (Children of the Depression)**

Born between 1922-1945

## **Communications**

- Face to Face
- Formal typed or handwritten letters

## **Baby Boomers**

Born between 1946-1964

## **Communications**

Telephone

E-mail (lots of it)

Team meetings

Cell phone (for talking not usually texting)

## **Gen Xers**

Born between 1965-1980

### **Communications (uses all types)**

Like to work with latest technology

E-mail

Cell phone (talk & text)

Blog

Instant message

Online forums

# **Millenials (Y Generation)**

Born after 1981

## **Communications**

Expect the latest technology

Text

Online social networks

E-mail (for work or school)

Instant message



***Time is really the only capital that any human being has, and the only thing he can't afford to lose. - Thomas Edison***

**1985: First Mobile Phone**

**1987: CrackBerry Addiction Begins**

**1989: Motorola StarTAC is First Clamshell**

**1999: Introduction of Mobile Web**

**2000: Goodbye External Antenna**

**2001: First Camera Phone**

**2001: Introduction of 3G High-Speed Data**

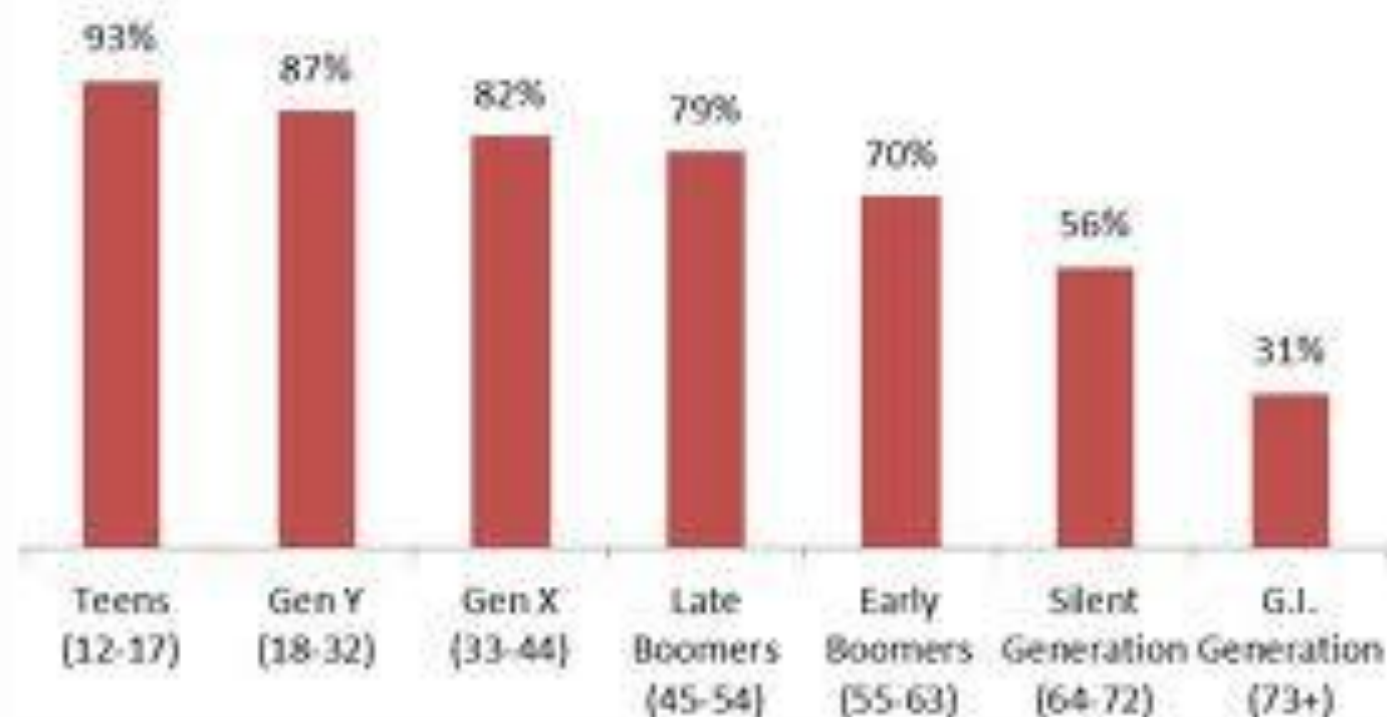
**2007: Apple Releases the iPhone**

**2010: The First Real Google Phone**



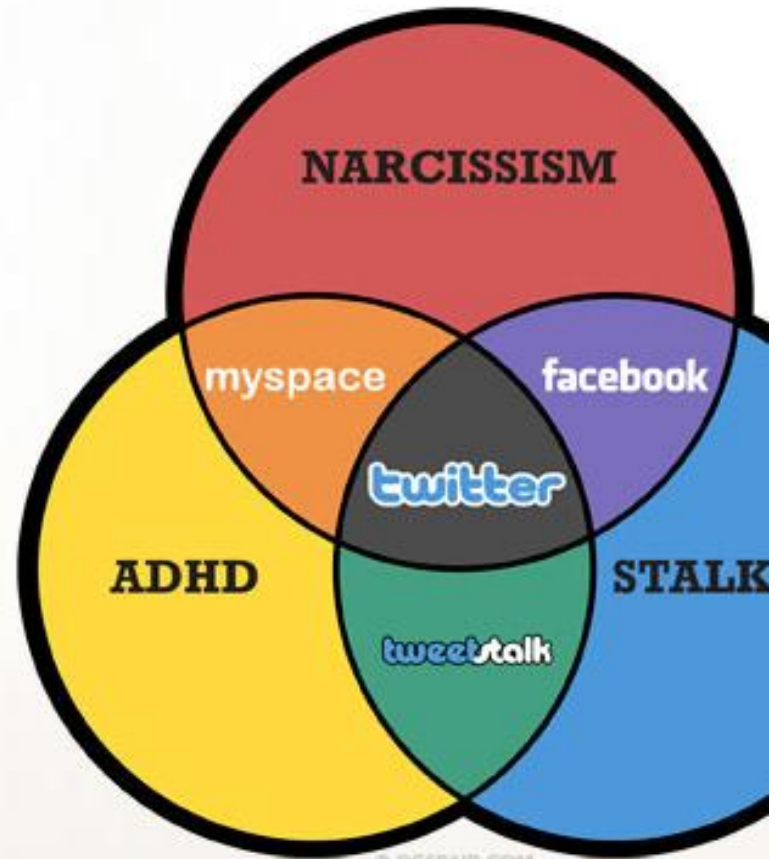


## Internet Use by Generation



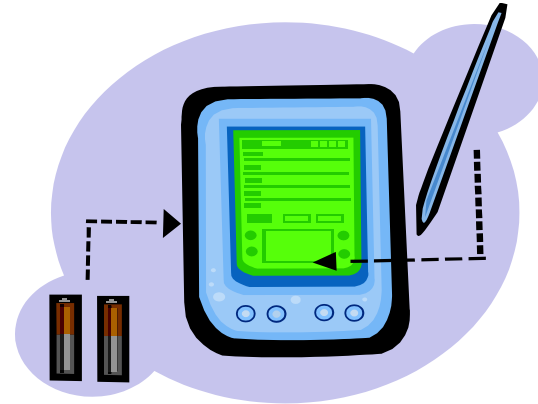
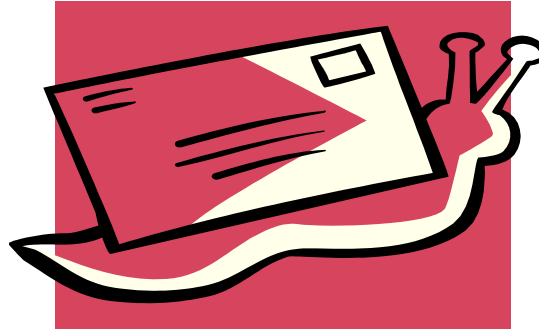
# SOCIAL MEDIA

UNLOCKING THE AWESOME POTENTIAL OF BEHAVIORAL DISORDERS



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## Speed of Communication

# Communications

24/7

Immediate

Schedule

Reminders

Changes

Appreciation

Evaluate



# Volunteer Awareness

- **Five Years Ago:** Here is our event.
- **Today:** Here is our event and this is why we are important to you.
  - Wired: The new word of mouth is viral
  - Wireless: Smartphones

# Volunteer Engagement

- **Five Years Ago:** This is how you can help.
- **Today:** This is how your skills, interests and social commitment are important to making this event successful.

# Volunteer Registration

- **Five Years Ago:** We will tell you what job, time and where to work.
- **Today:** Here are your volunteer options. Consider your interests and availability. Select your own jobs and shifts.

# Event Communications

- **Five Years Ago:** Updates and last minute changes onsite.
- **Today:** Updates and last minute changes are communicated through volunteer management systems in conjunction with email, text, automated phone messages and social media communication tools.



# Volunteer Appreciation

- **Five Years Ago:** Thank you. We will call you next year.
- **Today:** Thank you. Here is how your participation impacts our event. Here is the impact we, collectively, made on our community, our cause, our world.

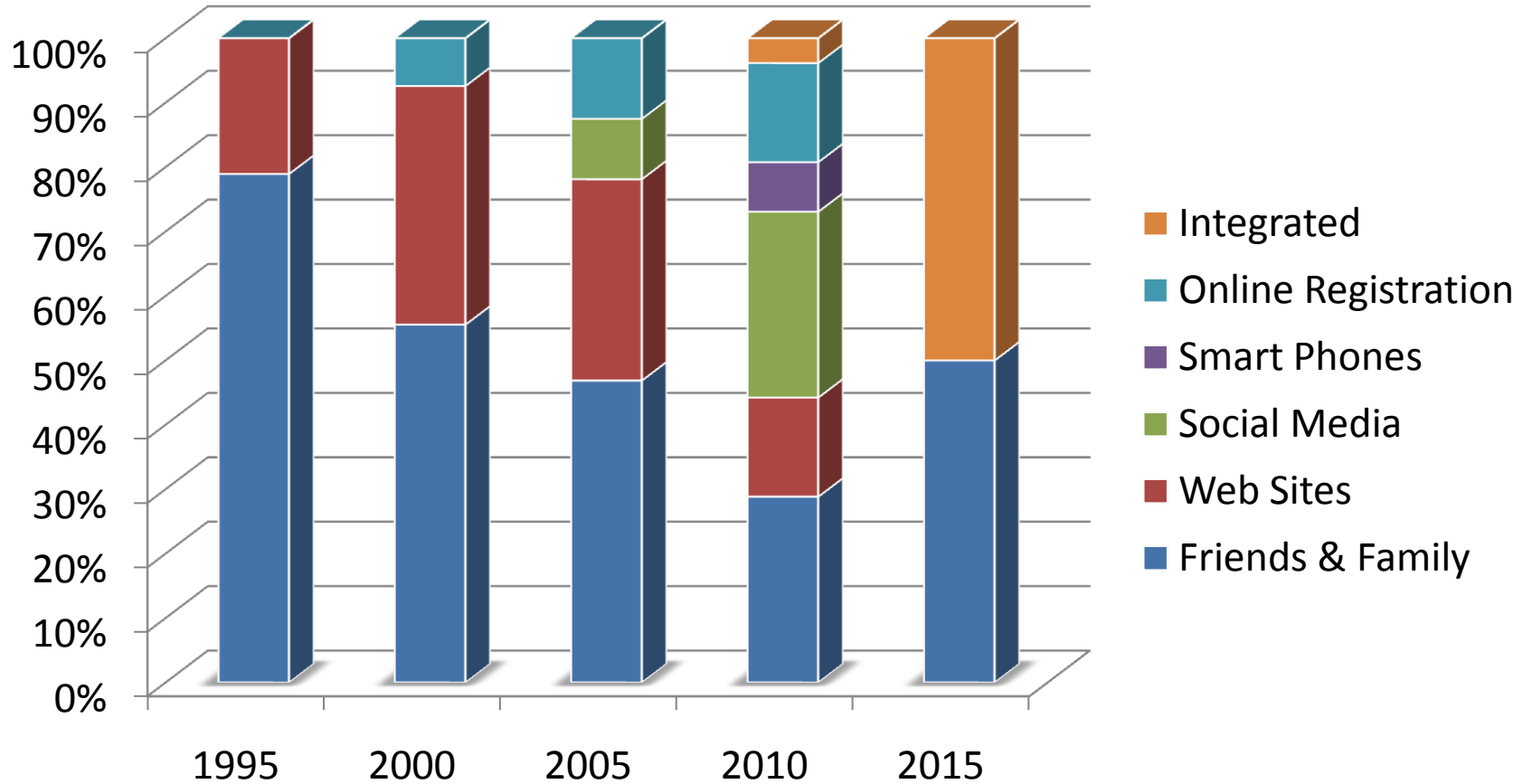
# Ongoing Volunteer Communications

- **Five Years Ago:** Evaluation
- **Today:** Online survey with opportunity to make recommendations. Continuous updates. Shared photos online. Opportunities to collaborate, coordinate and complain online.

# **Law Of Digital Darwinism**

Survival of the loudest  
and most opinionated.

# Volunteer Management Evolution





*"No, you weren't downloaded.  
You were born."*

