**GETTING READY FOR**

**TOMORROW – A NEW**

**GENERATION, NEW NEEDS**

“The advent of generational differences is

upon us.” (Fleshner, 2008). “Managing

and retaining employees is becoming

increasingly difficult as the workforce

becomes more diverse”. (Moody 2008)

These concepts sparked the idea for a

study to look into motivating new

Intramural Program student employees/

volunteers at Laurentian University.

The new generation, referred to as the

‘Internet / Net Generation” was expected

to appear for the first time in the

2008/2009 academic intake. The

anticipation of the “Net Generation”

spurred our departmental staff to execute

a survey in order to determine direction

for future operating decisions.

While past and present student

employees seemed interested primarily in

monetary rewards, the question remained

about which motivators would work best

for the “Net Generation”. Data was

collected from a group of first year

students to determine if the new

generation did indeed require different

motivators. Questions on this survey

covered the demography of students,

preferred reward systems, and ranking of

potential (non-tangible/tangible) rewards.

The results of the sample are shown below.The top 4 ranked reward choices for

both physical and non-tangible rewards

showed no clear indicator of

preference, but it is obvious that the

“Net Generation” desires more than

just money/wages to become and stay

engaged. The sample students displayed

interest in receiving a combination of

both physical and non-tangible rewards

as motivation to become and remain

Intramural Sports Program student

employees/volunteers.

It is felt that a subsequent survey at the

beginning of each school year, of the

student employee group, would ensure

the provision of the right type of

motivation for each unique group. The

current study helped the Laurentian

University Intramural Program staff to

address resource allocation and staffing

initiatives for the coming year as a

direct result of real data.

It is suggested that other

school/organizations use the same

process to determine motivators for

their specific group(s) as well.