

# THE EMERGING MILLENNIALS

*Policy Roundtable 2*

*St. Louis County Strategic Planning*

*January 18, 2013*

# WHAT CAN WE ACHIEVE TODAY?

- *Recap from last week's meeting*
- *Seek answers to some key questions and begin to form new or revised policies/goals that will inform the strategic plan*
- *Build consensus/align leadership*
- **Next time:** *begin to think about strategies and actions that will help us achieve our goals for the next 5 years*

## Agenda 1.18.2013 9-11am

15 min	Overview presentation
45 min	Discussion of goals for disadvantaged youth
10 min	Break
50 min	Discussion of goals for attraction & retention of young adults

## RECAP FROM MEETING 1

- Introduction to the Strategic Planning Process and Other 2 Policy Roundtables
- Introduction to the Phenomenon of the Large and Emerging Millennial Generation
- Panelist Presentations
  - Realities facing teens, especially disadvantaged teens
  - Preferences and issues of the older Millennials



## **TAKE HOME MESSAGES FROM THE PANEL**

- **Karen:**  
*Kids are well-connected but they need stronger conversational/communication/conflict resolution skills.*
- **Dave:**  
*Social/emotional experiences create characters and characters create community (from James Heckman). We need to transition from investing in physical asset-based infrastructure to virtual & social asset-based infrastructure.*
- **Ryan:**  
*We need to invest in the community here that will create value for millennials and keep them engaged and committed.*
- **Nate:**  
*We keep building communities that do not answer the preferences and market and that is a mistake. Other models (transit-orientation, mixed use) are crucial to our survival as an urban center.*

## **WE HEARD YOU SAY...**

- **County needs to model an intergenerational approach.**
  - Cross-mentoring at work. Need to train Millennials to communicate better, especially face-to-face. Older generations need Millennials to teach them their creativity and technology use.
- **Millennials are struggling to forge a path as previous generations have done.**
  - Millennials have been trained to be cooperative and have been taught that “everyone’s a winner,” at the expense of competitiveness, ambition, and promotion.
  - Society is no longer bringing up its young—it’s ever more up to the individual or family, so some millennials are not getting the skills they need.
- **We need to invest in and recognize virtual-based community building.**
  - Millennials are attracted to connectivity and creative solutions (GOOD Ideas conference, Mayor Slay’s Vanguard Cabinet connecting Millennials to industry).
  - We won’t reach Millennials through traditional paths anymore (in-person meetings, etc.)

**POSSIBLE  
THEMES FOR  
THE  
RELATIONSHIP  
BETWEEN  
MILLENNIALS  
AND ST. LOUIS  
COUNTY**

- **Invest In Our Kids**  
*We need to teach kids the emotional/social skills they need to thrive. They are largely the future of St. Louis County.*
- **Learn From Each Other**  
*We need to leverage each other's communication styles and paths. Cross-mentoring can help intergenerational understanding and efficiency at work.*
- **Realize The Market**  
*Millennials have specific priorities that are different from the norm. It's time to retrofit parts of St. Louis County to better connect people and assets and to foster livability principles, or we will fall behind other urban areas.*

## SPORTS PROGRAMMING AND RECREATIONAL OPPORTUNITIES

### *Parks and Recreation*

- Recreational facilities
- Day camps
- Sports lessons (swimming, ice skating, etc.)
- Outdoor education classes

## NEIGHBORHOOD STABILIZATION AND OUTREACH

### *Police*

- Neighborhood policing (Spanish Lake)
  - National Night Out
  - School resource officers
  - Teen academy/police explorers program
- Neighborhood stabilization
  - Career day/school engagements
  - Neighborhood preservation
  - Problem properties unit
  - Clean, Green, & Beautiful (with Health)
  - Community service projects

### *Planning*

- Youth engagement in planning

### *Public Works*

- Neighborhood preservation
- Problem properties unit
- Clean, Green, & Beautiful (with Health)
- Community service projects

## FUNDS TO OTHER REGIONAL AGENCIES TO PROVIDE YOUTH SERVICES

### *Children's Service Fund*

- Temporary shelter
- Transitional living
- Services to unwed/teen parents
- Respite care
- School-based prevention
- Crisis intervention
- Counseling services
- Outpatient substance abuse treatment
- Outpatient psychiatric services
- Home and community-based interventions (family and youth emotional health)

## PURSUIT OF LIVABILITY PRINCIPLES

### *Planning*

- Form-based zoning code
- County-wide strategic planning
- Community Development Block Grant Funds
- 1<sup>st</sup> home loan program

### *Highways & Traffic*

- Planning cooperation with Metro

### *Economic Council*

- Startup incubators

## LIFE SKILLS FOR TEENS

### *Human Services*

- Doors to Success (case mgmt, GED, job prep, counseling, life skills)
- Workforce Investment Act youth program
- Drug abuse and delinquency program (as mandated for accreditation by CARF)
- Outstanding Student Leadership
- Social Service Collaborative (Spanish Lake)
- Youth Resource Center (Spanish Lake)

### *Police*

- DARE and DARE dances

## REHABILITATION OF TROUBLED YOUTH (ONCE THEY'VE REACHED THE COURT SYSTEM)

### *Family Court*

- Delinquency supervision
- Group counseling (anger mgmt, etc.)
- Special probation for youth in gangs

### *Human Services*

- Lakeside Center residential services

## FUNDING FOR HOUSING IMPROVEMENTS

### *Planning*

- Community Development Block Grant Funds
- Home Investment Partnership Program
- Lead Hazard Control

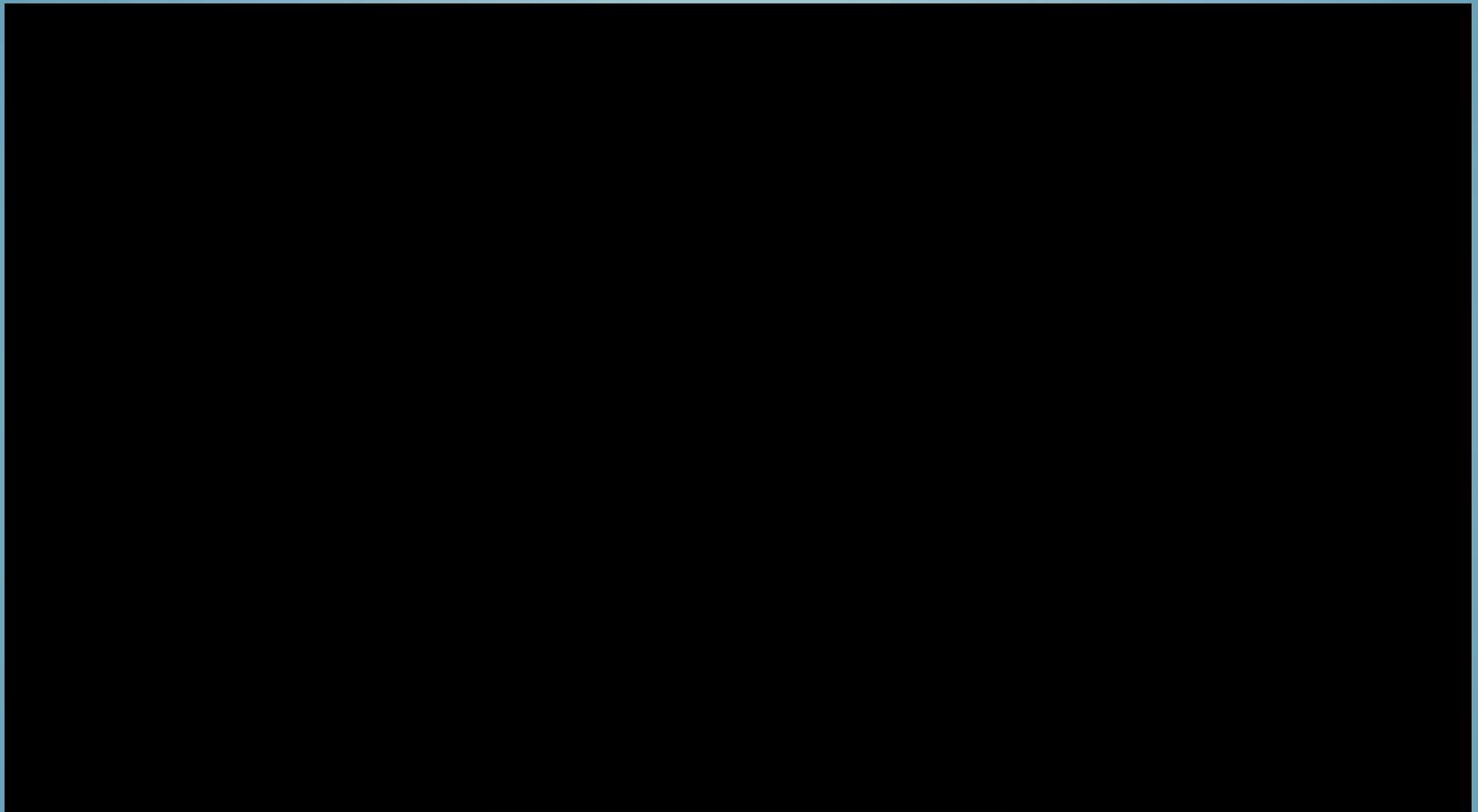
## DIRECT HEALTHCARE AND HEALTH SERVICES

### *Health*

- Teen Health Consultant program (peer counseling)
- Immunizations
- Education classes
- Dental
- Teen and pediatric care

### *Human Services*

- Summer Food Service Program (nutrition when school is out)



## CRITICAL QUESTIONS

### MILLENNIALS PART 1

- *Here in St. Louis County, what do you see are the greatest **opportunities** to raising teens into successful adults?*
- *What are the greatest **challenges** to raising teens into successful adults?*
- *Disregarding limitations, what do you feel should be our **highest priorities** for policies that relate to disadvantaged youth here in St. Louis County?*
- *How do the current policies of St. Louis County **affect our ability** to move toward our priorities? What needs to happen to get ourselves there?*

## CRITICAL QUESTIONS

### MILLENNIALS PART 2

- What do you see are the greatest **opportunities** to attracting Millennials to relocate here and retaining the Millennials that are born and educated here?
- What are our greatest **challenges** to attracting Millennials to relocate here and retaining the Millennials that are born and educated here?
- Disregarding limitations, what do you feel should be our **highest priorities** for policies that relate to attracting to and retaining Millennials here in St. Louis County?
- How do the current policies of St. Louis County **affect our ability** to move toward our priorities? What needs to happen to get ourselves there?