DECEMBER 12, 2019

GENERATION EXCHANGE

Presented by Suite Life on Tech

WHAT DID WE WORK ON?

Throughout the semester, we analyzed mentor and mentee interview videos

CLIENT OVERVIEW

GENERATION EXCHANGE

Our goal was to pinpoint how we can help Generation Exchange be a more sustainable nonprofit with our focus being on mentor and mentee relationships

Finding ways to build lasting and meaningful relationships between digital natives and analog natives through Generation Exchange and beyond.

Literature Review

INTRA- & INTER- PERSONAL EXPERIENCES

Experiences mentees and mentors are having with each other and the workshops

DIGITAL DIVIDE

The gap between mentor and mentee technology knowledge

RECIPROCAL LEARNING

The process in which mentor and mentees teach eacother

BRANDING

How these relationships and the mission and values of Generation Exchange are displayed to the public

INTER- & INTRA-PERSONAL EXPERIENCE

- Gaining communication skills
- Understanding different perspectives
- Have a community based outlook instead of only understanding themselves
- Connection with society

DIGITAL DIVIDE

- Understanding the gap between different generations and their knowledge about technology
- Learning technology is like learning a new language for the analog natives

RECIPROCAL LEARNING

- Collaboration allows for better communication and engagement
- Both mentors and mentees benefit from the experience
- They can work together to reach their goals

BRANDING

- **Article:** The Role of Internal Branding in Nonprofit Brand Management: An Empirical Investigation
  - People within the organization need to understand and believe in your missions and values
  - Emotional brand attachment
  - Transforming their mission into a reality

METHODS

WHAT WE ANALYZED

1 Mentor and Mentee Interviews
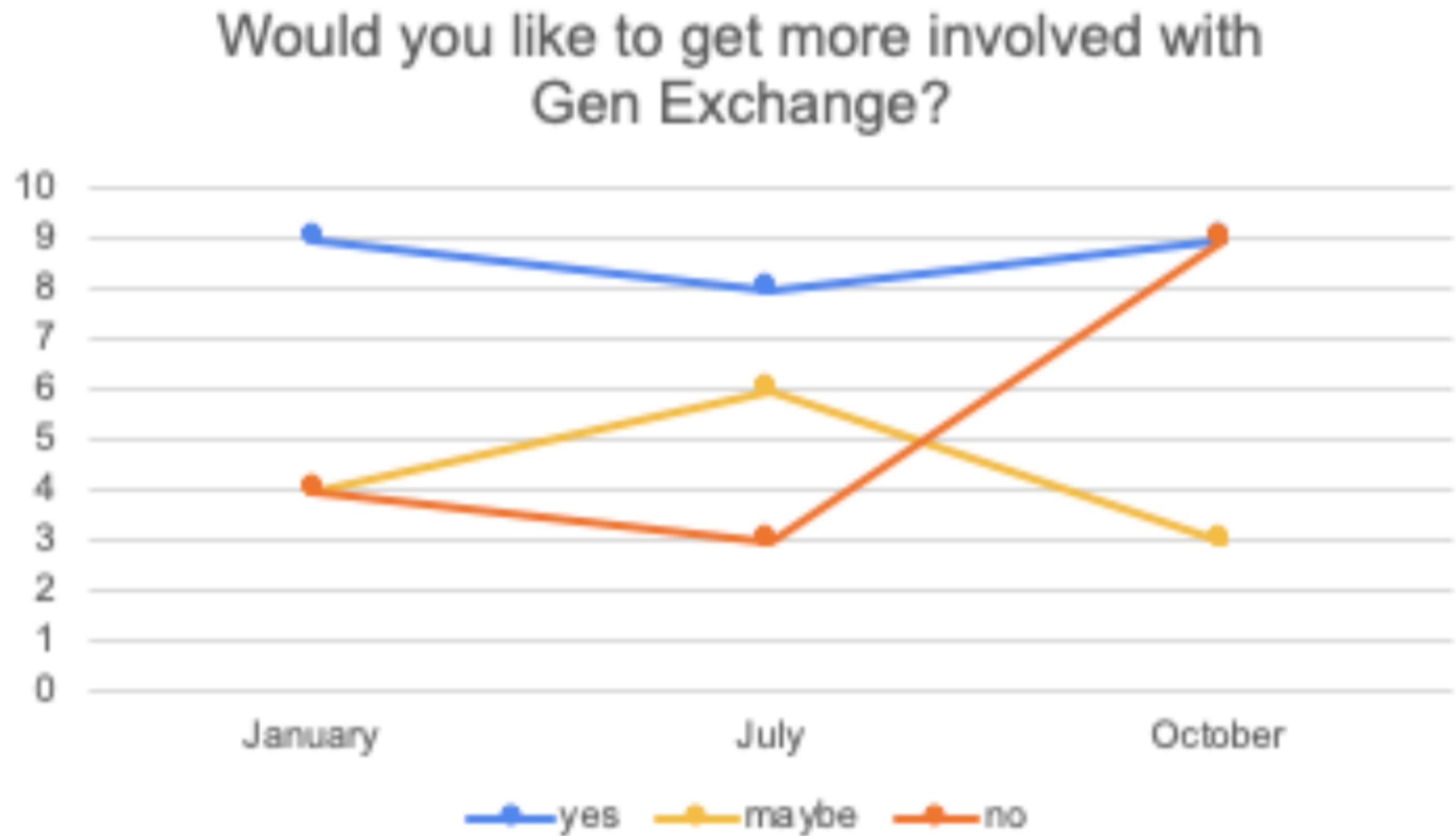
2 Mentor and Mentee Feedback Forms

FINDINGS AND RESULTS

BASED ON OUR RESEARCH

Using our methods, we came to these conclusions about how people felt about the Generation Exchange workshops
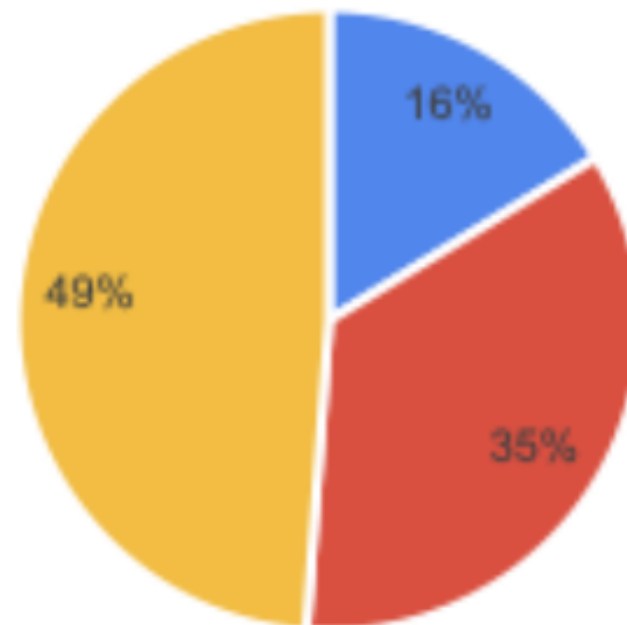
Charts 2 &3

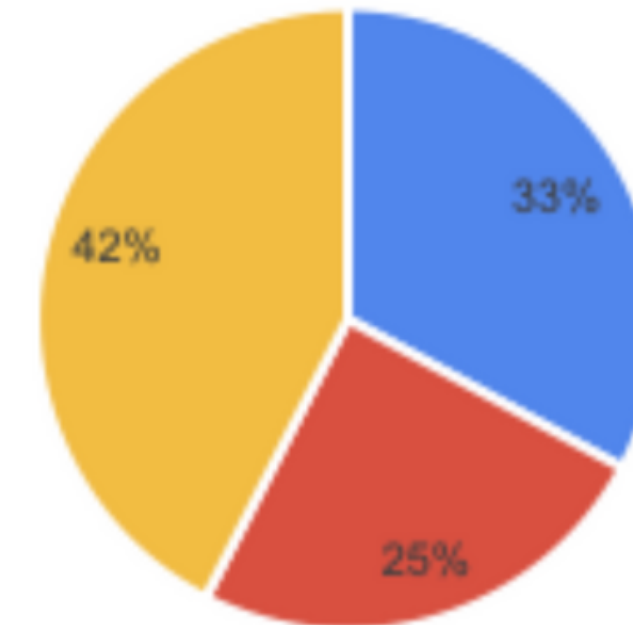Are you interested in Tech Sherpas?

- Yes - No - Maybe

16%

35%

49%

Are you interested in being a Tech Sherpa?

- Yes - No - Maybe

33%

25%

42%

Themes	Definitions	Findings
Branding	Giving meaning to organization by shaping brand in mind of consumer	Unique aspects of workshops-no agenda, one-on-one
Digital Divide	Gap between people with/without access to technology	Both ends working together to close gap
Inter/Intrapersonal experience	Awareness of self and others	New perspectives, value of knowledge, connected
Reciprocal learning	Switch between learner and teacher roles	Solving problems together, sharing skills

Table 1

Mentees

"this is such a great environment to be paired with someone else who's not judging me and I don't have to be embarrassed that I'm not as savvy"

"being with her helped me be much more confident today in her presence."

Mentors

"it was amazing to see how happy she would get and then she would figure things out! That was priceless to me."

"diversity of opinion fuels creativity, and what we need in this life is really creative problem-solving, and that includes generational diversity...it helps really give you a depth of field in your own perspective."

Quotes

HOW DO OUR FINDINGS RELATE TO OTHER STUDIES?

- Informal learning environment
- Social support
- Sharing ideas help bridge the digital divide
- Feelings of empowerment form knowledge

DISCUSSION AND RECOMENDATIONS

HOW CAN YOU USE THIS?

Insight 1

Majority of participants would not participate in additional involvement

Insight 2

The unique environment of the Generation Exchange workshops creates an open-ended learning experiences catered to individuals needs

Conclusion

The workshops are successful but the company lacks brand loyalty

Build and highlight strong relationships

Use this to capitalize your brand

Establish a brand identity

How are you different from other nonprofits?

Targeting more specific demographics

Advertsing to the right people

SOCIAL MEDIA

HAVING A DIGITAL PRESENCE IS KEY

- Forming an online community for mentees and mentors
  - motivating them to keep interacting with technology + GE
- Participants should be championing the brand
  - interacting/tagging photos, having community of young people
- Promoting relationships more with videos
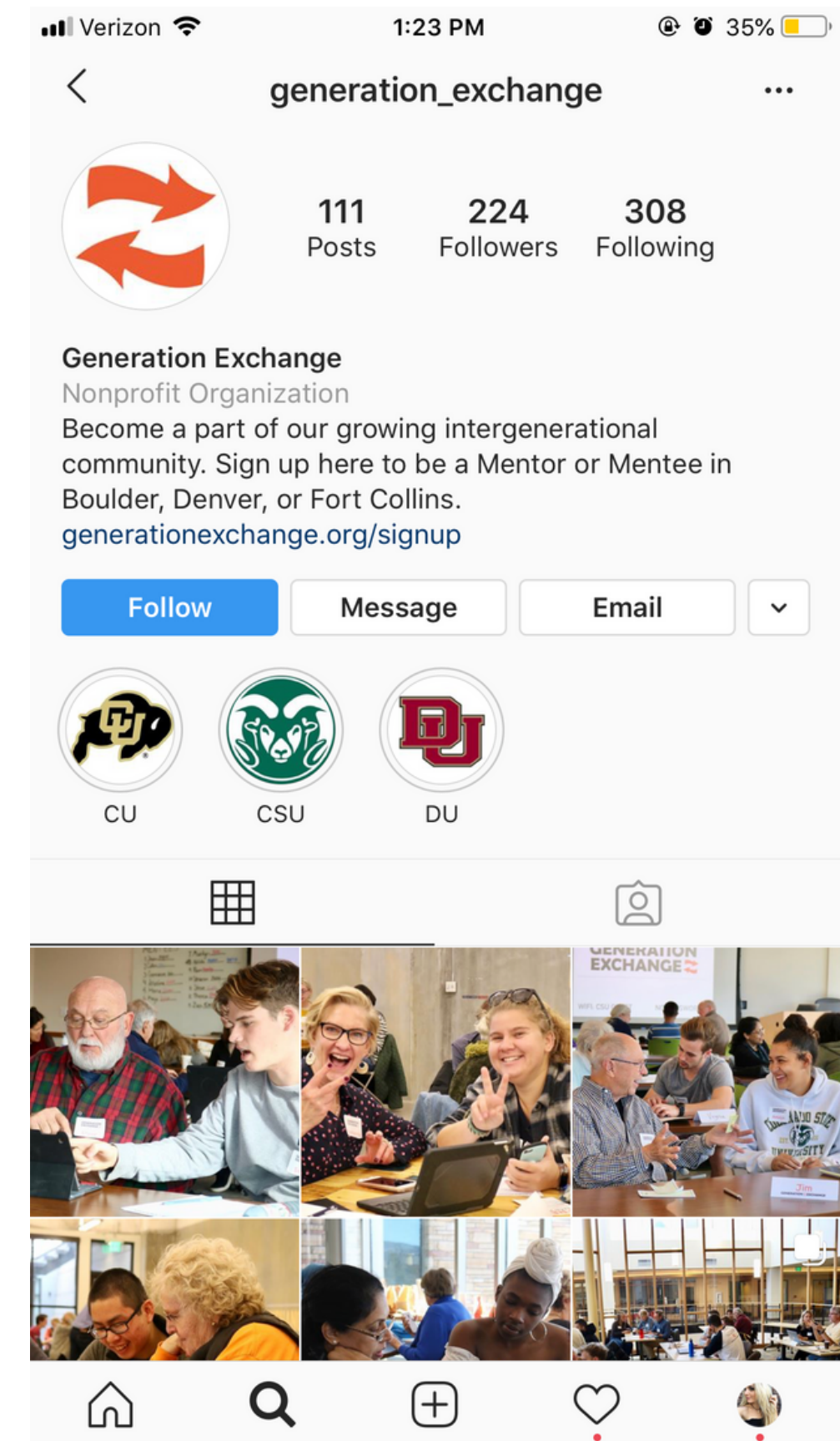
MORE FUN, ENGAGING AND NEWSWORTHY EVENTS

TO PROMOTE & EXCITE

Competitions

Having competitions between school or volunteer groups to post on social, news content and to get people more engaged!

Social Hour

Have social hours before workshops so participants are more comfortable. This is an opportunity to promote connection on social media as well.

Personalizing Mentees/Mentors

Looking at their interests and personalities to match together to build a better relationship

FUTURE RESEARCH THAT COULD HELP

Qualitative research on why people are and are not interested in additional involvement

Structuring surveys to cater to the needs of the company

Learning more about their participants and trying to cater to them

Questions from surveys didn't get deep enough

The promotional videos didn't give us insights to issues that may be occuring between participants

Needed more diversity in video interviews

CONCLUSION

Our themes helped us uncover why Generation Exchange is successful and what areas need to be improved.

It made it easier to compare and contrast our findings from past studies to those from the Generation Exchange study.

Build and highlight strong relationships and then use this to build a brand

THANK YOU

QUESTIONS?