



Generation NOW

Young Professional Community Report

Mission

To provide all young professionals with world-class networking, mentorship, and career training



Values

We promote diversity, equity and inclusion to increase productivity and innovation in the workforce.

We use networking to foster community and provide opportunities for advancement.

We put people first in all that we do.

We believe in continual improvement and the transformational power of professional development

So far there are
5,000
young professionals
trained by GenNow

plus we honored
500
Cincinnati leaders and
their achievements

and in 2020 we delivered
3
professional development
surveys analyzing impact

Survey Summary

Many respondents felt there was not enough professional development in general or POC communities. A large majority wanted to pursue future professional activities, particularly courses & seminars, networking, and mentoring events. Respondents voiced a large interest in diversity and inclusion trainings.

Survey respondents (74 total) were:

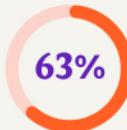
- Mostly aged 25-34 (35%) or 45-54 (31%). One person withheld age.
- Identified mostly as Black or African American (51%) or White or Caucasian (41%).
- Mostly female (68%).
- The highest percentage of respondents (75 total) were in a middle management position (32%), but representation from other career levels was approximately even across the board.

Demographic area:

34% African American, 32% White American, 15% Asian American, 8% Hispanic American, and 5% other.

Out of 51
respondents

Community Gap



Feel there are not enough professional development opportunities for YPs, especially POC (75%).

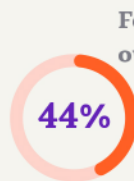


Think a 6- to 9-month leadership program is needed for YPs, especially for those early in their careers.

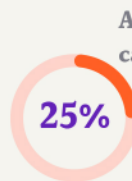
Interest in programming

Most respondents found courses and workshops (79%), networking (62%), and mentoring (62%) to be the most helpful activities.

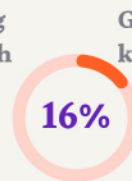
Top 3 reasons people sought professional development:



For their
own skills



Advancing
career path

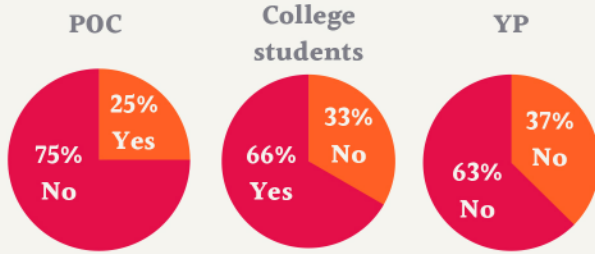


Gain personal
knowledge

The survey revealed the program is certainly filling a need in the general community.

Respondents were only slightly more in favor of 10-week online courses (34%) while most would be willing to do 10-week online courses and/or a 6-9 month leadership course (43%).

Are there enough professional development opportunities for this group? Respondents replied:



Are these opportunities helpful?

Respondents replied yes for:



What other programs or resources are needed for young professionals of color?

- GOOD networking or REAL chances to connect with decision makers
- I think people willing to mentor young professionals or just young kids in general goes a long way
- How to assimilate with non-African Americans outside the workplace
- Ongoing business support
- Feedback, connections

What professional development or access is needed to help develop skills and career advancement to our community for young professionals?

- Connections to finding jobs
- Mentoring
- Successful entrepreneurship
- Culture change
- Access to leaders, application, and follow up
- Internships, mentors hip, career coaching, etc
- Racial diversity
- Resource listings.
- First generation college graduates, need grooming and professional skills development
- How to become indispensable in your current job and sought after for other jobs.
- financial resources and an organization or individual committed to developing programming for young professionals.
- Access to mentors, opportunities
- Maybe because I haven't researched enough, but more offerings online in the evening. More offerings that are industry specific which can be challenging.
- Community involvement and awareness
- Scholarship funding
- The knowledge just needs to be more widespread, there are so many nonprofits, universities, and groups in our community that serve young professionals in one way or another, we just need to spread the wealth!
- Affordability, convenient locations-for example, I live on campus but don't have a car so I would love for it to be on campus.
- Mentoring, Paid internships, free or affordable workshops that have flexible hours.
- Access to professionals willing/wanting to help
- Guidance for goals, learned skills, experience
- Resume building, interview strengthening, and stuff of that nature
- Professional communication skills
- Understanding Organizational culture
- Opportunity
- It would all depend on what each individuals needs or room for improvement are.
- In person trainings, meetings, mentoring - no more video webinars!
- Internships
- Paid internships?
- more leading roles for our Black leadership
- Entrepreneurship
- Skills, dealing with conflict as a leader and as an employee, balancing ideas with implementation realities
- working collaboratively
- How to Create Wealth not just a business
- unsure of Q meaning

