



EAA 2022 Summer Staff Conference

WELCOME!

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Intern Leadership Program: Engaging the Next Generation of HR Professionals & Leaders

Courtney Lamers, MRA

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Background



War for talent

Strategic planning

EAs' "sweet spot"

600 survey results



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From the Member ...



- Trouble finding talent
- Trouble retaining talent
- Losing years of knowledge
- Leaders moving up younger and quicker
- Not enough time in the day



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Intern Leadership Program



- Enhance current program
- Professional development
- Networking for interns
- Saving employers' time
- Leads to:
 - Attraction of interns
 - Retention of interns
 - Corporate brand recognition




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Professional Development




- Weekly live presentations & business case discussions
- Panel discussions
- On-demand podcasts

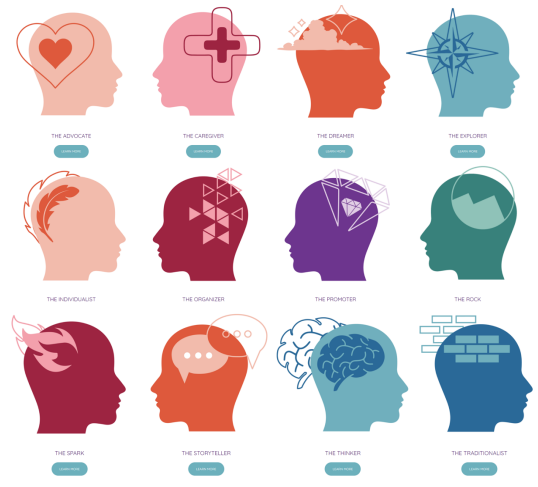
Problem Solving	Facilitation Skills	Project Management	Leading Through Change
Communication & Leadership Styles	Presentation Skills	Emotional Intelligence	Diversity & Inclusion
Generational Differences	Communication Skills	Success Strategies for Personal Growth	The Best Employees I've Ever Had & Why

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Networking: Like | Minded





76.1% Self-assured person, balancing self and others

Confident

60.2% Tends to look for opportunities to utilize skills

Inventive

70.5% Those that tend to make firm decisions and stick to them

Determined

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Summer 2021



74

Interns

18

Members

33

Learning



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Summer 2022



106
Interns

18
Members

3
EAs





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Future of Next Gen Programs

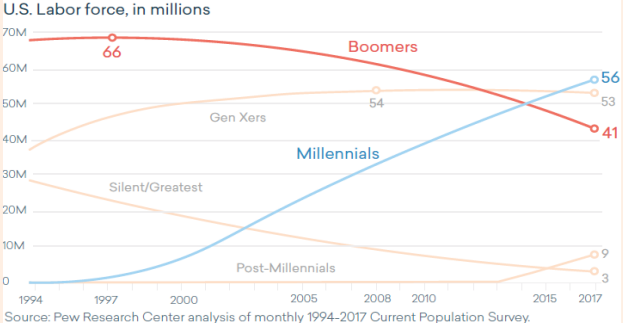
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Emerging Leaders Roundtable

“We have hundreds of years of experience walking out the door.”

Retirements:
2017 2.2M
2018 2.2M
2019 1.5M
2020 3.2M



Year	Silent/Greatest	Boomers	Gen Xers	Millennials	Post-Millennials
1994	30M	66M	40M	0M	0M
1997	25M	66M	45M	2M	0M
2008	15M	54M	50M	30M	0M
2017	10M	41M	53M	56M	3M

Source: Pew Research Center analysis of monthly 1994-2017 Current Population Survey

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Emerging Leaders Roundtable



- Taking over at 35 instead of 55
- If they didn't get trained, how can they train others?
- Succession planning
- Bench strength
 - Clear paths and steps for advancement
 - Exposure to senior leadership
 - Mentors and career support

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Digital Natives



- Small group of members in every location
- Review current/potential products and services, member experience and communication, technology, and the future
- Recommend new services and delivery methods
- Keep MRA fresh and up-to-date
- Provide a younger voice
 - What do they most utilize and value currently?
 - How can MRA continuously improve and engage?
 - What is MRA's future value and relevance?

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Engaging the Next Generation



- Emerging Leaders Roundtable
- Digital Natives Advisory Committee
- HR Bootcamp
- Intern Program
 - Recruiting interns
 - Intern program development
 - Consulting
 - Resources
 - Events
 - Bundles for all companies

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Thank You!

Courtney Lamers



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