



Business and
Professional
Women's
Foundation

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Baby Boomlets ... MyPod Generation ... Gen Why?

BPW Foundation Uses Social Media Methodologies to Conduct Gen Y Research

December, 7, 2009, Washington, DC -- The 80 million-strong 'Y' Generation is creating quite the buzz. By 2025, Gen Y (born between 1978-1994) will comprise nearly 75 percent of the world's workforce. Business and Professional Women's (BPW) Foundation's *Young Careerist* (YC) research project will ask Gen Y women about their views of the workplace and share knowledge with employers looking to recruit and retain young women as well as improve their bottom line.

"This primary research gives voice to a distinct group of working women who are vital to developing a diverse and skilled workforce," said BPW Foundation chair Roslyn Ridgeway. "Gen Y women, we want to hear from you- what do you need to be successful in the workplace? What do you want employers to understand about your generation?"

From their comfort with technology, to their multicultural perspectives, to their insatiable desire for making a difference, Gen Y is expected to revolutionize the workplace and the workforce. As this new group of employees joins the multigenerational workforce, BPW Foundation seeks input from both employers and Generation Y women to provide a framework through which to view YC career choices and challenges. Preliminary YC research has produced a *Snapshot of Generation Y*, an issue brief and two bibliographies.

"BPW Foundation is conducting research to transform the workplace for today's workforce, particularly women and families," reports BPW Foundation CEO Deborah L. Frett. "The positive relationship between women in management and corporate financial success is well documented, but what does that mean for the next generation of women leaders and their employers?"

Understanding and addressing the needs of Generation Y women is and will be critical if employers want to maintain a competitive edge. Employers may participate in the research project by hosting a group interview or focus group of current Gen Y women employees.

The research will be conducted using a combination of social media and traditional research methods.

As part of this project, BPW Foundation created the online resource YCCentral.org and social media channels, including the *Young Women Misbehavin'* blog, Facebook and Twitter. Initial research via Twitter and Facebook will begin December 8; group interviews and online surveys will begin in Spring 2010.

Through the YC research project, BPW Foundation seeks to fill the research gap on Generation Y women.

- How do Generation Y women define success?
- What do Generation Y women expect from employers?
- How can employers attract and retain Generation Y women?

To participate in the YC Research Project, contact Kara Nichols Barrett at kbarrett@bpwfoundation.org

BPW Foundation has a solid record of researching the issues and workforce practices that lead to a successful workplace. Our research provides insights to employers and policy makers on the needs and challenges of key groups of working women with a variety of skills, education and training. Such research is critical because its results can be applied to other groups of workers.

BPW Foundation is a 501 (c) (3) research and education organization that advocates on behalf of working women and families. BPW Foundation supports workforce development programs and workplace policies that recognize the diverse needs of working women, communities and businesses. To learn more, visit www.bpwfoundation.org.

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