

Communicating with Today's Student Athlete



Tuesday, March 31, 2009

3:15 PM—5:15 PM

Millennials are filling the rosters of community college sports programs throughout the state. Focusing on the most up-to-date information and research on the Millennial Generation, this session will begin with a brief overview of the generational structure and a summary of the characteristics of the six current generations. An in-depth look at what is right, what is wrong, what works, and what does not; and what buttons to push should result in a more effective level of communication with the Millennial Generation. Tips, suggestions, and strategies for communicating with Millennial athletes will also be addressed.

Jim and Sherry Forkum, principal consultants for Advanced Knowledge Consulting, have a combined background of over sixty years of teaching experience primarily at the community college, four-year college, and university levels. They have taught in Washington, Colorado, Hawaii, and throughout California. Currently, both have and are currently conducting research on Adult Learning and improving instruction in the community college and university settings with emphasis on generational differences and technology, specifically relating to the Millennial Generation.

They began their journeys into the areas of Adult Learning and generational differences through Capella University's Ph.D. program. The learning through Capella opened up the opportunity to put their learning to work for them by becoming consultants in these two specific areas. They have been presenting this information to varied audiences, from coast to coast and in Hawaii, for the past four years. Their presentations have been to faculty and staff at community colleges, four-year colleges, and universities, Peace Officers Training and Standards groups, the California Highway Patrol Training Academy, various law enforcement agencies, labor organizations, numerous conferences in the field of Education, private businesses, and to Millennials on various campuses.

Delivering a fun, dynamic, and informative presentation, audiences find Jim and Sherry passionate about the Millennials and helping all generations know more about why they are the way they are and reasons why we all need to enjoy our differences from Silents to Millennials.

Jim is currently dean of physical Education, dance, athletics, and athletics director at Santa Rosa Junior College in Santa Rosa, CA, and Sherry is a professor of English and faculty instructional technology advisor at William Jessup University in Rocklin, CA.