

# The Millennial Challenge



# **Evaluating the Assimilation of Millennials into the Army Officer Corps**

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Duke University, AY 2018

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AWC Faculty Advisor: Dr. Bill Johnsen



# <u>Agenda</u>



- Research question
- Millennial characteristics
- Army officer characteristics
- Survey development and methodology
- Survey results
- Research findings and recommendations



### Research Question



# What are the trends the millennial officers are showing in their service and can the Army learn from the millennial perspective?

- a. What are the characteristics of the millennials?
- b. How is the U.S. Army officer corps changing its institutional and cultural behaviors to best assimilate the millennial generation?
- c. Is the Army officer corps retaining enough quality officers to lead our tactical formations in the future?
- d. Should there be concern in the development of future Battalion and Brigade commanders?



### **Millennials**







# <u>Millennials</u>







### <u>Millennials</u>









### **Millennials**









### Millennials



### What are some of the characteristics of the Millennial generation?

1980-1995

23-38 years old

Largest generation<sup>2</sup> Highly educated

In Debt

Constantly connected

Non-conformist

Team oriented

Diverse

Multi-taskers

Work-life balance

**Philanthropists** 

Require immediate compensation/appreciation

Inclusive

Demand mentorship and development



### <u>Millennials</u>



### How can describe millennials professionally?

- Purpose driven -- for the greater good
- Professional development is key to work happiness
  - Training
  - Education
  - Mentorship
  - Career progression
- Organization's culture is key
- Integrated work and life experiences



UNCLASSIFIED

As of 11 SEP12





Army Doctrine Publications (ADP) [15 ADPs]

**Fundamental** principles

Army Doctrine Reference Publications (ADRP) [1 per ADP]

Detailed information on fundamentals

Field Manuals (FM)

Tactics and Procedures

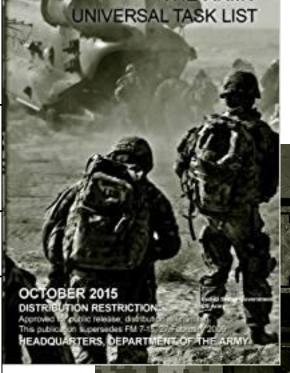
Army Techniques Pubs (ATP) Authenticated version on APD

Input through wiki version



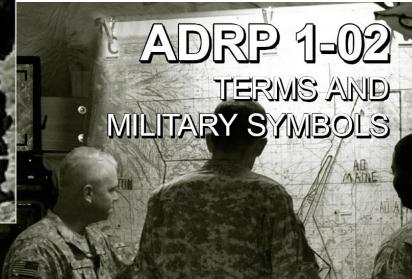
MilWiki Website: https://www.milsuite.mil/wiki/Portal:Army Doctrine United States Army Combined Arms Center

Techniques Techniques Techniques Techniques Techniques Techniques APD Website: http://armypubs.army.mil/doctrine/index.html



**ADRP 1-03** 

THE ARMY









Army standardizes 'thinking outside the box' procedures

The new Army Doctrinal Publication 9-0: Thinking Outside the Box codifies timetested methods for thinking unconventionally in "the proper Army fashion," officials said.

"The goal was to have a single, fixed way of thinking outside the box so we can make sure everyone is doing it right," said Chief of Staff of the Army Gen. Mark Milley. "Now I'm confident that all of our soldiers will think outside the box in accordance with Army regulations."





Insert pictures of Army officer work-life balance





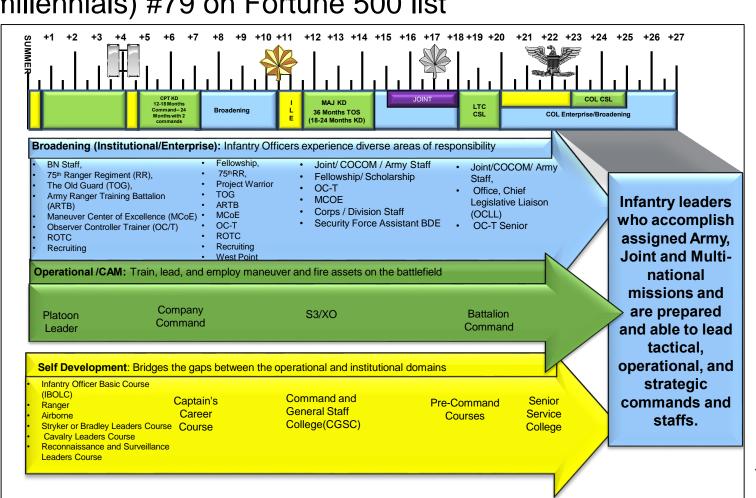






### **Army Officer Corps characteristics selected for comparison**

- Size: ~87,000 officers (~ 79,000 millennials) #79 on Fortune 500 list
- Talent Management
  - Career path
  - Training and development
  - Evaluations
  - Mentorship
- Compensation
- Culture







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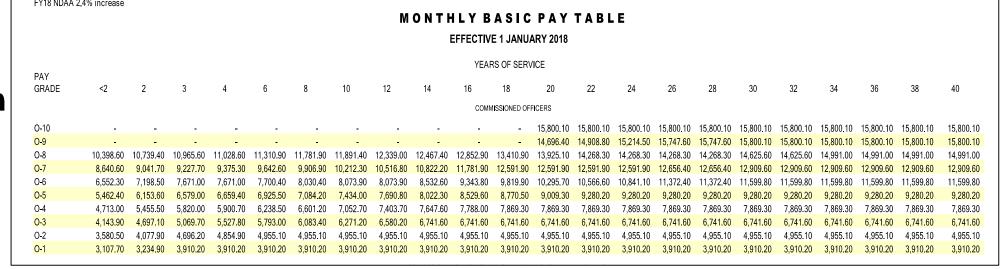
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Empathy, and Warrior Ethos/			eing others' views and concerns after sly enforce discipline within his organ					
Service Ethos and Discipline. Fully supports SHARP, EO, and EEO.)			er corps, he ultimately failed to capture					
c. 2) Presence:								
(Military and Professional			sets the example for his troopers by r exemplified resiliency by immediately					
Bearing, Fitness, Confident,								
Resilient)	combat so soon after the death of his father and while injured. Kylo needs to work on his confidence as I have personally witnessed him blubbering like a baby to a gross melted blob of plastic.							
c. 3) Intellect:		-	plaster beams mid-flight with the Force	. While he is a				
(Mental Agility, Sound Judgment,			he First Order failing to obtain the map					
Innovation, Interpersonal Tact, Expertise)	us to Luke Skywalker.	a, rej to s enoices ieu to u	ie i nist order runnig to obtain the maj	tilut would lead				
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c. 4) Leads:	Kylo inspires his subord	linates to achieve and the	n exceed the highest standards by enco	uraging and				
(Leads Others, Builds Trust,			onal persuasion (and the desire to not					
Extends Influence beyond the Chain of Command, Leads by Example,			lo served as an ambassador for the Fire					
Communicates)		places like Jakku and Tal		,				
c. 5) Develops:	Kylo actively sought to	improve his Dark Side tra	aining, culminating in the brutal killing	g of a close Famil				
(Creates a positive command/ workplace environment/Fosters			p the force skills of a troubled young v					
Esprit de Corps, Prepares Self,	must work on establishi	ng a more positive comm	and climate in which he does not use I	nis lightsaber to				
Develops Others, Stewards the Profession)	destroy thousands of cre	edits worth of First Order	property.					
c. 6) Achieves:	Kylo successfully comp	leted a number of high pr	ofile missions, including the recovery	of HVTs Poe				
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(Gets Results)			on his watch). He removed barriers to					
(Gets Results)	lightsaber) and rewarded	d his subordinates with av	wards like shiny armor and their lives.	Kylo needs to				
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Relative Military Compensation

Initial entry = \$55k

6-year CPT = \$93k

20-year LTC= \$135k

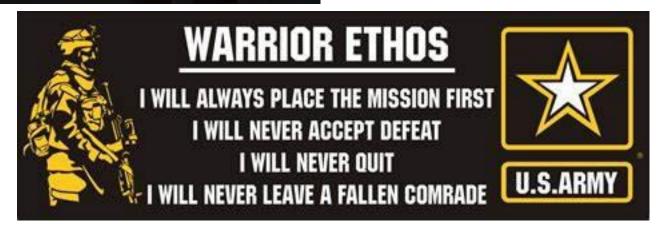




# THE COMMISSIONED OFFICER AND THE WARRANT OFFICER OATH OF OFFICE

I (insert name), having been appointed a (insert rank) in the U.S. Army under the conditions indicated in this document, do accept such appointment and do solemnly swear (or affirm) that I will support and defend the Constitution of the United States against all enemies, foreign and domestic, that I will bear true faith and allegiance to the same; that I take this obligation freely, without any mental reservation or purpose of evasion; and that I will well and faithfully discharge the duties of the office on which I am about to enter, so help me God.

# ARMY VALUES LOYALTY: BEAR TRUE FAITH AND ALLEGIANCE TO THE U.S. CONSTITUTION, THE ARMY, YOUR UNIT, AND OTHER SOLDIERS. DUTY: FULFILL YOUR OBLIGATIONS. RESPECT: TREAT PEOPLE AS THEY SHOULD BE TREATED. SELFLESS-SERVICE: PUT THE WELFARE OF THE NATION, THE ARMY, AND YOUR SUBORDINATES BEFORE YOUR OWN. HONOR: LIVE UP TO ALL THE ARMY VALUES. INTEGRITY: DO WHAT'S RIGHT, LEGALLY AND MORALLY. PERSONAL COURAGE: FACE FEAR, DANGER, OR ADVERSITY (PHYSICAL OR MORAL).





# <u>Methodology</u>



### What do I need to answer the research question(s)?

- Why did the millennial officers join?
- What is their opinion of the Army's Talent Management practices
  - Overall assessment
  - The value the Army places on evaluations
  - Their opinion of what is assessed
  - Understanding of the structure career path
  - Professional and civilian education opportunities
  - Operational/assignment opportunities
  - Mentorship
- Do they expect to remain in their current branch/functional area
- Opinion of Army compensation
- Inclusivity
- Work-life balance
- Their desire to conform to some of the Army customs, traditions, etc....
- Demographics: Age, rank, branch, commissioning source, expected length of service
- Are their overall expectations being met

### **Survey specifics**

20 focus area questions

6 demographic questions

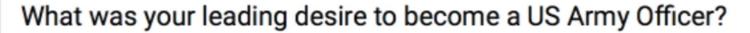
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Many different types of units

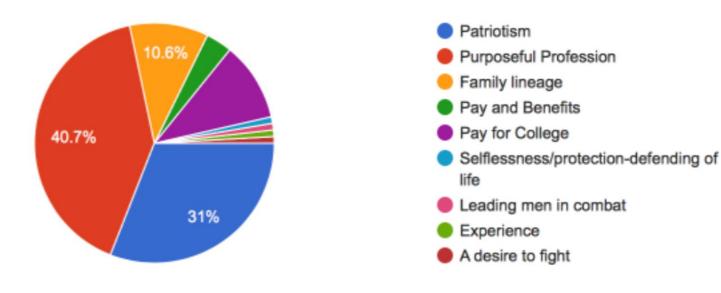
Google docs







113 responses



### **Analysis**

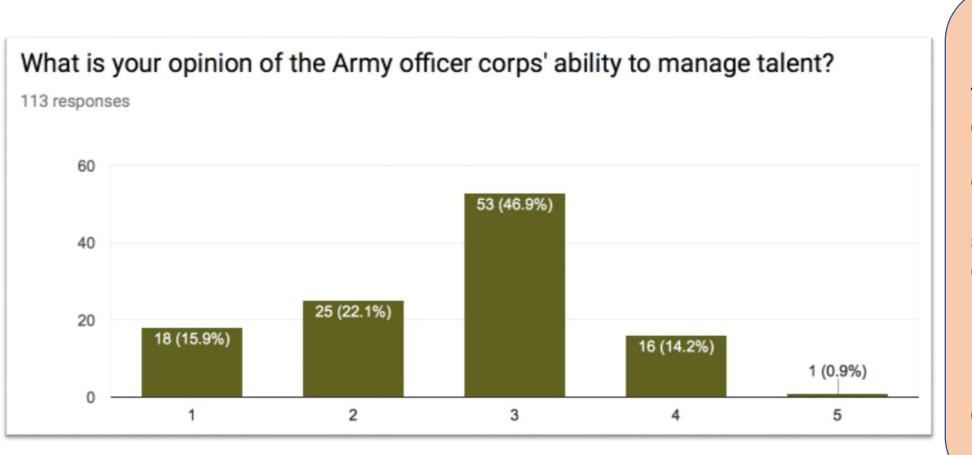
75% = Purposeful, patriotic or like response

10% = Compensation – most of these respondents state they will not retire from Army

10% Family lineage -Survey fell short to see if family lineage is a big factor, no demographic question







### **Analysis**

Trend is neutral to very dissatisfied

Of the 17 satisfied – most indicate they are staying in past company command

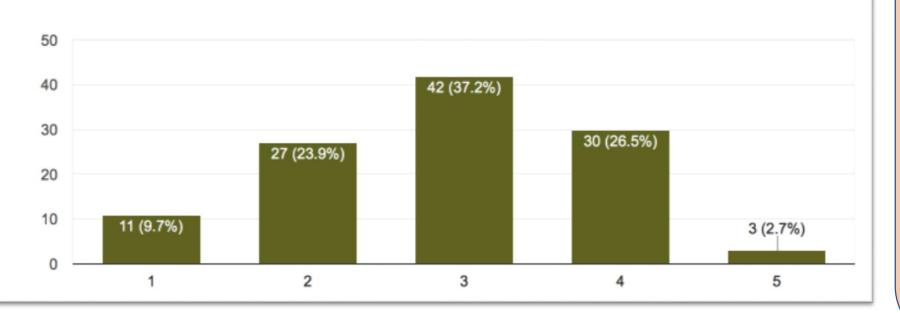
Must be a focus for the institution to inform/educate the officers on the methodology





What is your opinion of the current Officer Evaluation Report (OER), DA Form 69-10, as the best tool used to determine an officer's promotion and command potential?

113 responses



### **Analysis**

70% to neutral to dissatisfied

Likelihood of officer remaining in past company command increased the more satisfied they were

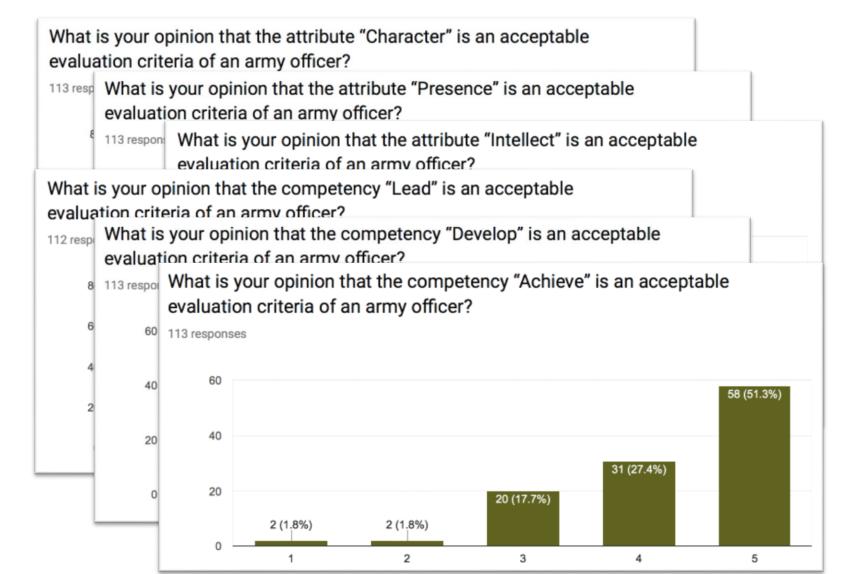
My initial thought would be it is experience but actually counter with:

 $1 \times MAJ = 1$ 

 $2 \times MAJ = 3$ 







### **Analysis**

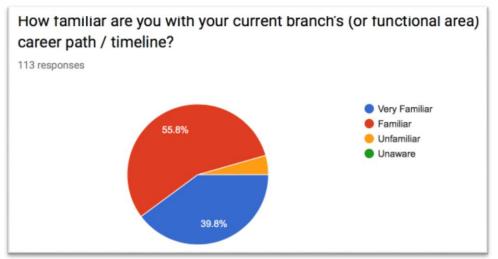
Very positive trend

All attributes and competencies were overwhelmingly very/satisfied

Both millennials and myself believe the updated evaluation criteria are good









### **Analysis**

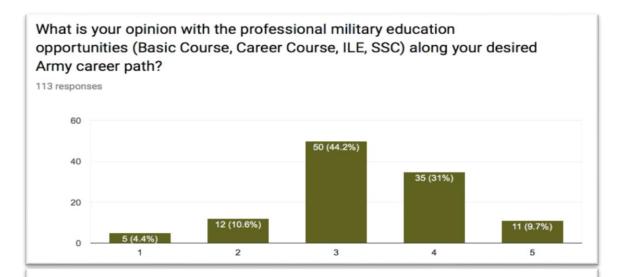
95% of officers were either familiar or very familiar with their career path

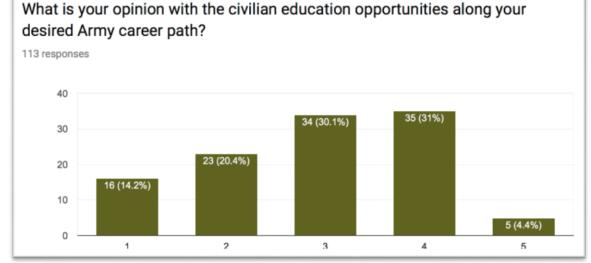
Almost all will use it to make career decisions

Army must sustain informing their officers on career paths









### **Analysis**

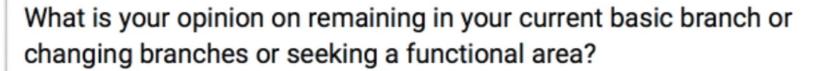
Professional education trends are similar to career path trends

Overall, more civilian education is desired

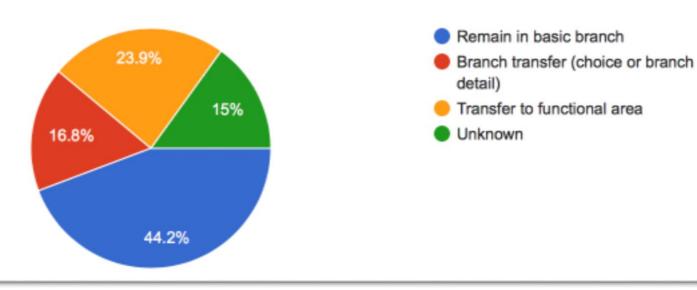
Could be a lack of opportunities or knowledge of the available opportunities







113 responses



### **Analysis**

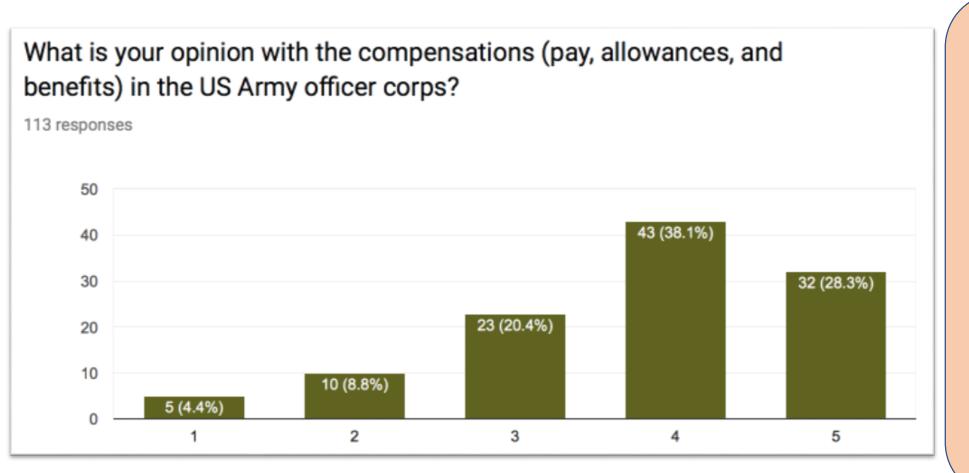
Most of the unknowns (15%) had positive indicators

Of the Branch transfer/detail, only 2 will serve past initial obligation

Functional areas may be gaining a more positive view from the force







### **Analysis**

Only 13% have a negative opinion

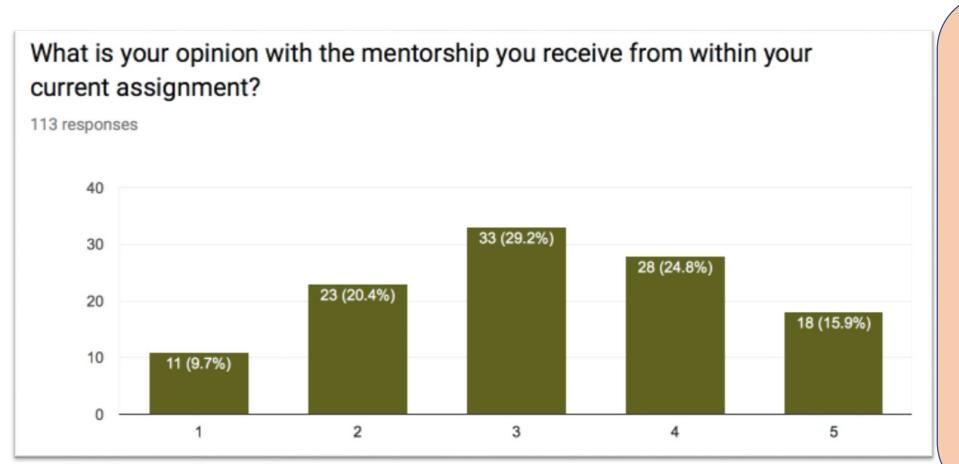
Information is available

Pay and incentives are good

Supports the research that millennials want to be properly compensated







### **Analysis**

Very even response average

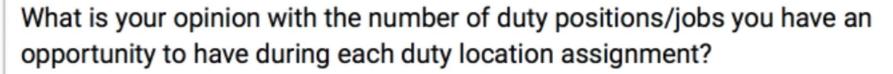
The higher the rank, the more positive the response

66% of majors are very satisfied

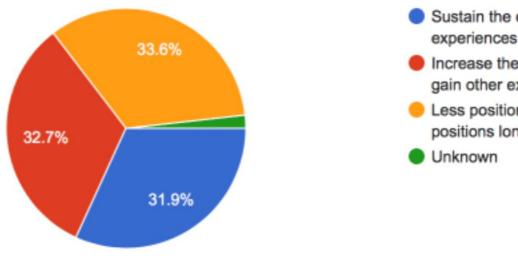
8 LTs were very dissatisfied; only 2 LTs were very satisfied







113 responses



- Sustain the current number of
- Increase the number of positions to gain other experiences
- Less positions and remain in those positions longer

### **Analysis**

1/3 for each response

No real trend to confirm job hopping

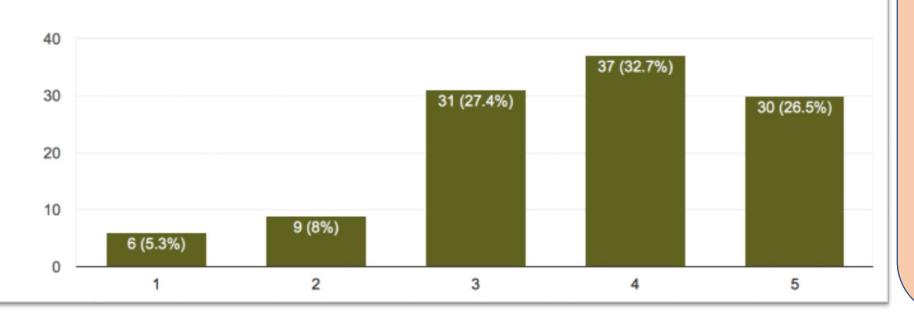
Survey did not establish a trend to determine what was more important to the officers: the number of training positions or duration in position





What is your opinion with the Army officer corps when it comes to inclusion (ADRP 6-22 defines inclusive as: the organization integrates everyone, regardless of difference)?

113 responses



### **Analysis**

60% were satisfied or very satisfied

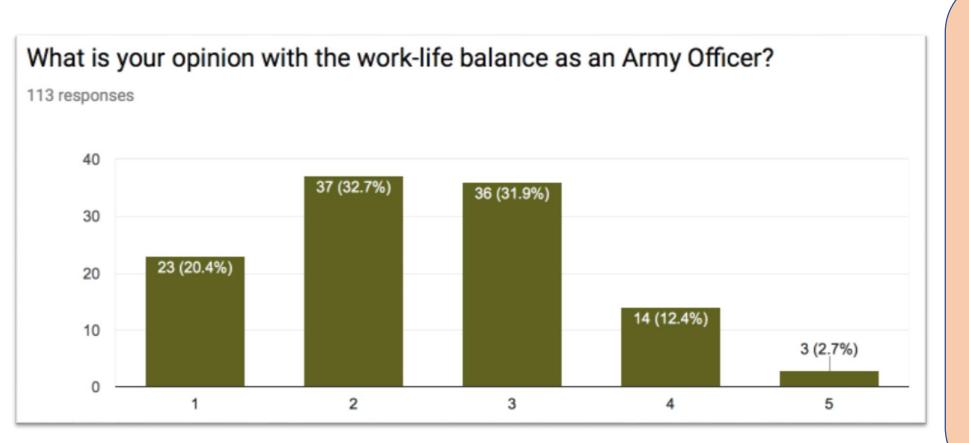
13% were dissatisfied

No demographic questions based on race, gender, marital status, etc....

This has been a major focus area for the Army







### **Analysis**

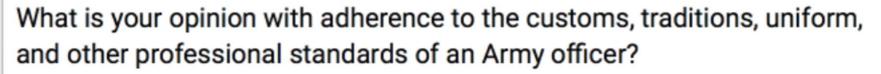
Very negative trend

Of the 17 satisfied or better officers – all are looking to serve at least through company command

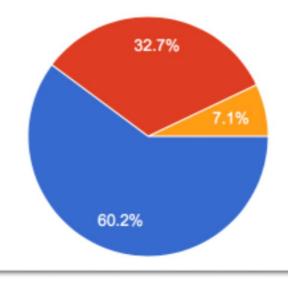
Not meeting the Millennial desires but not sure if the Army has ever met this balance







113 responses



- Very Comfortable and try to adhere to them
- Understand the value and selectively choose
- Find them to be out of date or out of touch
- Find no value in them

### **Analysis**

Positive trend – 93% see the value

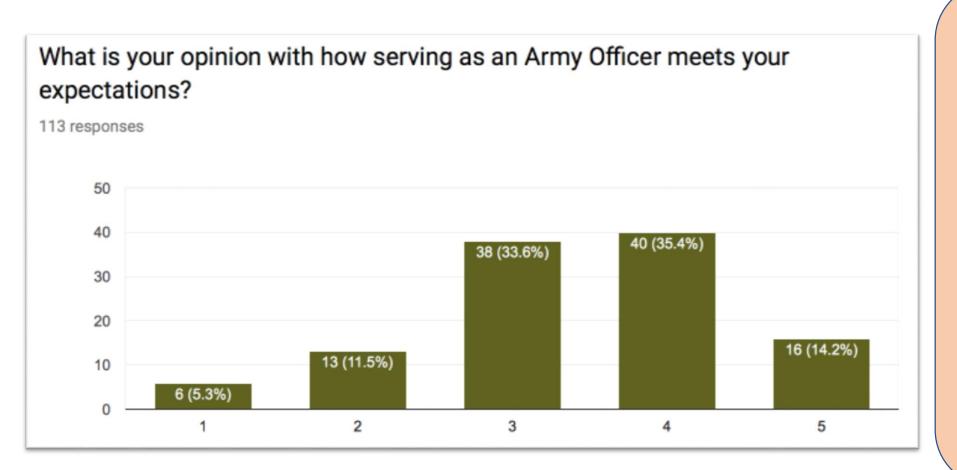
7% find the traditions out of touch

-- Most were USMA grads

Most surprising result of the survey







### **Analysis**

Very Dissatisfied = 0 / 2 / 4

Dissatisfied = 0/7/6

Neutral = 1/21/16

Satisfied = 0/27/13

Very Satisfied = 2 / 10 / 4

Legend: (MAJ / CPT and post CCC LT / LT)



### Recommendations



### For the Army:

- Sustain the career path
- Communicate more to the millennials
- No longer about assimilation but may be about time to pass the torch

### For the millennial officers:

- OERs are here to stay
- Work life balance how important is it?

### For future study:

- Does the Army still need the Branch Detail program
- Investigate the possibility to increase civilian education (degrees, certs, experiences)
- Here comes Generation Z what is needed to assimilate this cohort?



# Backup slides





# The Millennial Challenge



### **Areas of Commonality**

- The Army is a purpose driven profession
- The attributes and competencies as evaluation criteria
- Career path focused on development
- Professional education and duty position experience for growth
- Compensation
- Inclusion
- Customs, courtesies, norms, values

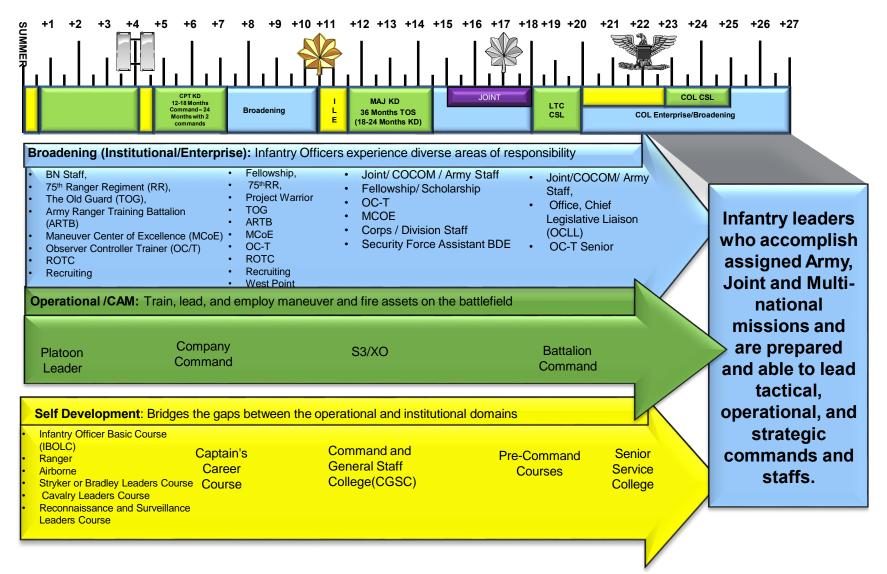
### **Areas of Conflict**

- The annual officer evaluation report and the reliance on centralized board proceedings
- Junior officer mentorship
- Civilian education incorporation in career path
- Work-life balance/integration



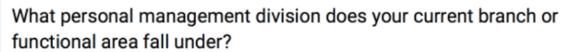
# Infantry Officer Timeline



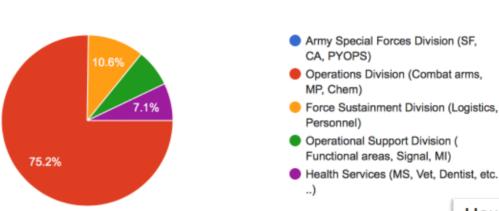


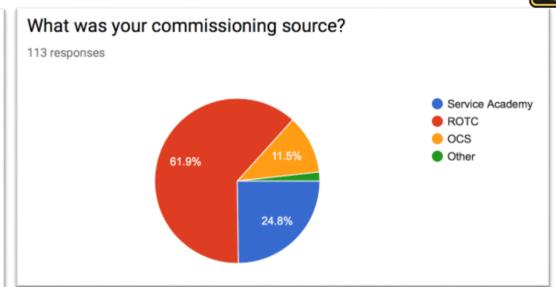






113 responses





# What is your current pay grade? 112 responses Lieutenant (Pre-Career Course) Lieutenant (Post-Career Course) Captain Major 1LT Lieutenant (attending career course)

