

**LAWSON STATE COMMUNITY COLLEGE**  
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## **NEWS RELEASE**

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### **Lawson State Hosts Trans-Atlantic Technology and Training Alliance (TA3) Symposium**

(BIRMINGHAM, AL) - How are technology and millennials reshaping the workplace environment? How do we prepare young people to be effective and successful in work and life? How can community colleges keep pace with these changes?

Learn the effective answers to these questions and more when Lawson State Community College hosts the 2016 Trans-Atlantic Technology and Training Alliance (TA<sup>3</sup>) Symposium, *Reaching the Millennial Workforce: New Ways of Learning, Earning, and Interacting in the Digital Age*, June 5-8, 2016 in Birmingham, AL.

“Our agenda includes subject matter experts that will bring important marketplace intelligence to our constituents – leaders of community and technical colleges and associated groups – to help them understand the future contexts in which we are preparing our students and workers,” said Dr. Perry W. Ward, president of Lawson State Community College. “To ensure diverse occupational representation and a voice for millennials, we are forming a Millennial Focus group to engage directly with each topic and panel.”

Millennials now comprise the largest generation. According to the Pew Research Center, "Millennials are defined as ages 18-34, in 2015, that now number 75.4 million, surpassing the 74.9 million Baby Boomers (ages 51-69)." Also dubbed as Generation Y, Millennials are characterized as the first born in the age of technology and digital world, confident, apt to job-jump, easier to disassociate politically and religiously, and more ethnically and racially diverse.

The sponsoring organization of the Symposium, the Trans-Atlantic Technology and Training Alliance is a consortium of community and technical colleges in the United State and Europe. It operates with a mission to share practices that prepare workers to be creative and productive employees; improve access for non-traditional students; provide opportunities for multi-cultural faculty development and student exchange; support business development; and strengthen the role of the colleges in providing business, social, cultural, and entrepreneurial services.

Membership currently consists of colleges and organizations from Denmark, Germany, Spain, Northern Ireland, Wales, The Netherlands and the United States. The TA<sup>3</sup> is open to new and active members that offer pre-baccalaureate post-compulsory education (including some four-year degree programs), that embrace the TA<sup>3</sup> mission.

Register to explore if this new breed of generation is prepared, and how, to lead. To register, visit our website, <http://ta3symposium2016.eventbrite.com>. For more information contact L. Burke Murphy, TA3 Director, [bmurphy@skilledwork.org](mailto:bmurphy@skilledwork.org), at (738) 769-2900 or (734) 478-0521, <http://www.ta3online.org> and/or Geri Albright, Lawson State PR Director, [galbright@lawsonstate.edu](mailto:galbright@lawsonstate.edu) at (205) 929-6315.