

Innovative Workforce Strategies for Older Adults



Presented by:

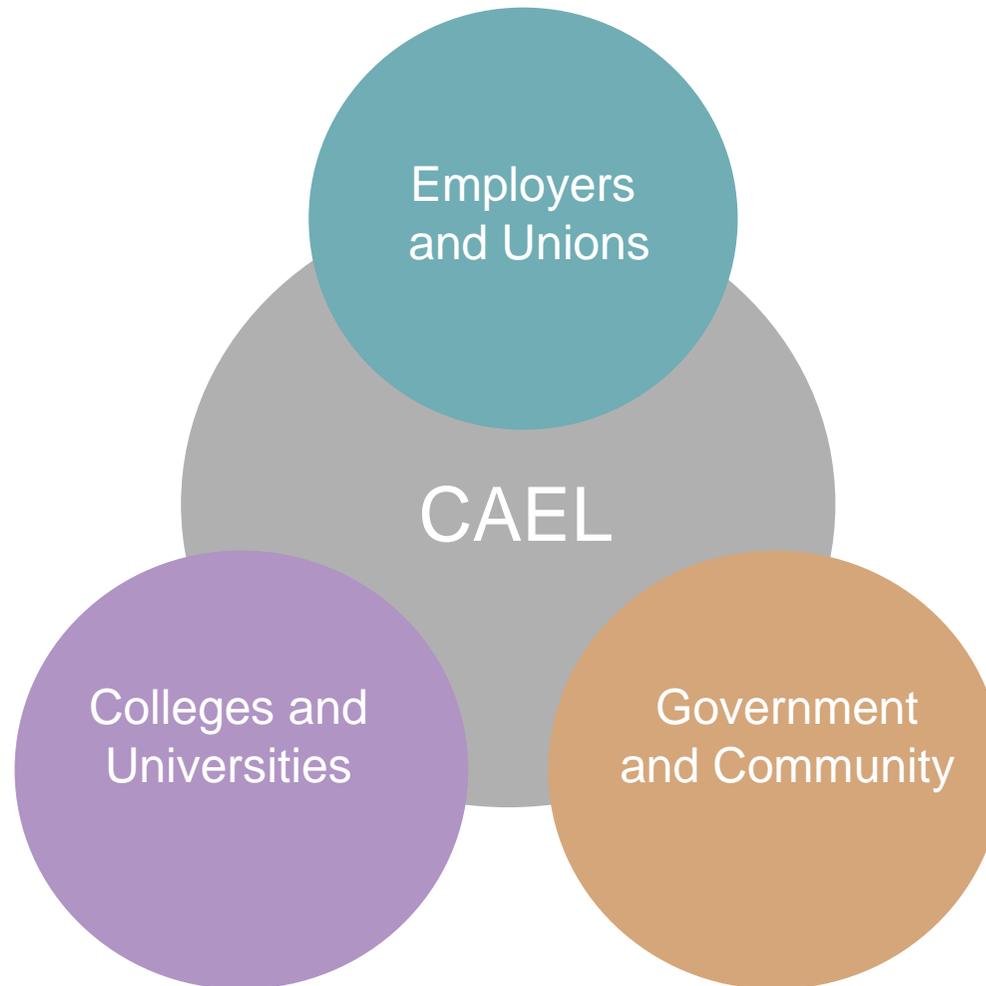
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Governor's Workforce Investment Board

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CAEL's Unique Integrator Role



New Face of Maturity



Aging Worker Initiative

- ▷ The Aging Worker Initiative (AWI) seeks to expand the workforce investment system's understanding about how to best serve the older worker population and develop models to share with all local workforce investment areas. Its ultimate goal is to provide better, more expansive services to older Americans for many years to come.

Source: <http://www.doleta.gov/brg/indprof/AWI/>

Aging Worker Initiative

- ▶ July 2008, awarded three year, \$3.6 million grant from Atlantic Philanthropies for Aging Worker Initiative.
- ▶ First government/philanthropic partnership: Department of Labor issued SGA to states with award amounts up to 1 million for up to 13 states.
- ▶ Grants address workforce challenges facing older adults-developing models for talent development that recognize older workers as valuable labor pool.

AWI Sites

Organization	State
Tecumseh Area Partnership, Inc.	Indiana
Quad Area Community Action Agency, Inc.	Louisiana
Coastal Counties Workforce, Inc.	Maine
Baltimore County Office of Workforce Development	Maryland
Macomb/St. Clair Workforce Development Board, Inc.	Michigan
South Central Workforce Investment Board	Pennsylvania
Goodwill Industries of Houston, Inc.	Texas
Vermont Associates for Training & Development, Inc.	Vermont
Seattle-King County Workforce Development Council	Washington
Fox Valley Workforce Development Board	Wisconsin

Getting Older

- ▷ *In 2009, older workers (55+), comprised 19% of the American workforce, up from 12% in 1999.*
- ▷ *A decade from now, at the current rate of increase, older workers are expected to make up 25% of the workforce.*

Source: Heidkamp, Corre, and Van Horn (2010). *The “New Unemployables”: Older Job Seekers Struggle to Find Work During the Great Recession. The Sloan Center on Aging and Retirement. Retrieved from http://www.bc.edu/content/dam/files/research_sites/agingandwork/pdf/publications/IB25_NewUnemployed.pdf*

Older Workers in Maryland

Maryland

- Population: 5,699,478
- Population Over 55: 23.7%
- Median Age of Workers: 41 Years
- Unemployment Rate for Mature Workers: 5.09%
- Total Population Over 55 in Poverty: 6.9%

Baltimore

- Population: 2,690,886
- Population Over 55: 27.6%
- Median Age of Workers: 40.9 Years
- Unemployment Rate for Mature Workers: 4.90%
- Total Population Over 55 in Poverty: 7.7%

Need for Longer Work Lives

- ▶ Between 2010 and 2030, labor force growth will slow to 10.5% while population will grow 17.5%
- ▶ Lead to slowdown in GDP without increase in productivity, participation or immigration
- ▶ Ratio of non-workers to workers will rise from 52% to 62%; participation older workers could bring to 53%

Mature Workers

Recent studies on mature adult workers show:

- ▷ 70% of baby boomers plan to work in their retirement years or never retire
- ▷ 30% want to pursue a degree/certificate to advance in career
- ▷ 55% want to learn to improve job skills
- ▷ They expect to 'retire' from current job career at age 64 and then launch an entirely new career*

Mature Workers

Key obstacles that hinder continued work at older ages:

- ▶ Employer perceptions about the cost of employing older workers.
- ▶ Employer concern that conflicts result when older workers managed by younger workers
- ▶ Changes in industry and job skill requirements may hinder older workers.

Source: United States Government Accountability Office. Testimony before the U.S. Senate Special Committee on Aging. *Older Workers: Some Best Practices and Strategies for Engaging and Retaining Older Workers*. February 2007.

Successful Transition Strategies

- ▷ Using cohort classes as part of the training to prepare older adults for new roles
- ▷ Providing ongoing guidance and support by advisors who are trained to understand the challenges faced by other older adults
- ▷ Scheduling reverse job fairs that better showcase the skills and experience that older adults bring

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Maturity Works

Grant Overview

- ▷ Nearly \$1 million dollars from the Department of Labor
- ▷ Only organization in Maryland to receive funds (10 Nationwide)
- ▷ **Regional Partnerships** – *Baltimore County Office of Workforce Development (BCOWD), Baltimore City Mayor's Office of Employment Development (MOED), Baltimore County Department of Aging (BCODA), The Community College of Baltimore County (CCBC), Baltimore City Community College, University of MD Baltimore County (Erickson School), and Healthcare Partners within the Baltimore Alliance for Careers in Healthcare*



Project's Goals

- ▷ Strengthen the pipeline of entry-level mature workers in healthcare
- ▷ Retain experienced technical and professional healthcare personnel after retirement



Target Population

- ▷ 55 years and older
- ▷ Unemployed/dislocated workers
- ▷ Workers seeking to advance in their careers



Targeted Occupations

- ▷ CNA/GNA/Nurse Assistant/Extender
- ▷ Medical Billing
- ▷ Medical Coding
- ▷ Sterile Processing Technician
- ▷ Surgical Technician
- ▷ Unit Clerk/Coordinator
- ▷ Physical Therapy Aide

Qualification Criteria

- ▷ Must be 55 years of age or older
- ▷ If displaced or unemployed, must register with one of the Baltimore County or Baltimore City One-Stop/Career Centers
- ▷ Pass required assessments
- ▷ Attend information, interview and orientation/registration sessions
- ▷ Must be willing to successfully complete the required training and workshops
- ▷ Must be willing to secure employment

Benefits To 55+ Individuals

- ▷ Career awareness and guidance through information sessions
- ▷ Skills assessments, skills enhancements referrals and job search strategies
- ▷ Job readiness workshops, such as résumé development, interviewing techniques and soft skills
- ▷ Tailored Job fairs

Benefits To 55+ Individuals (Cont.)

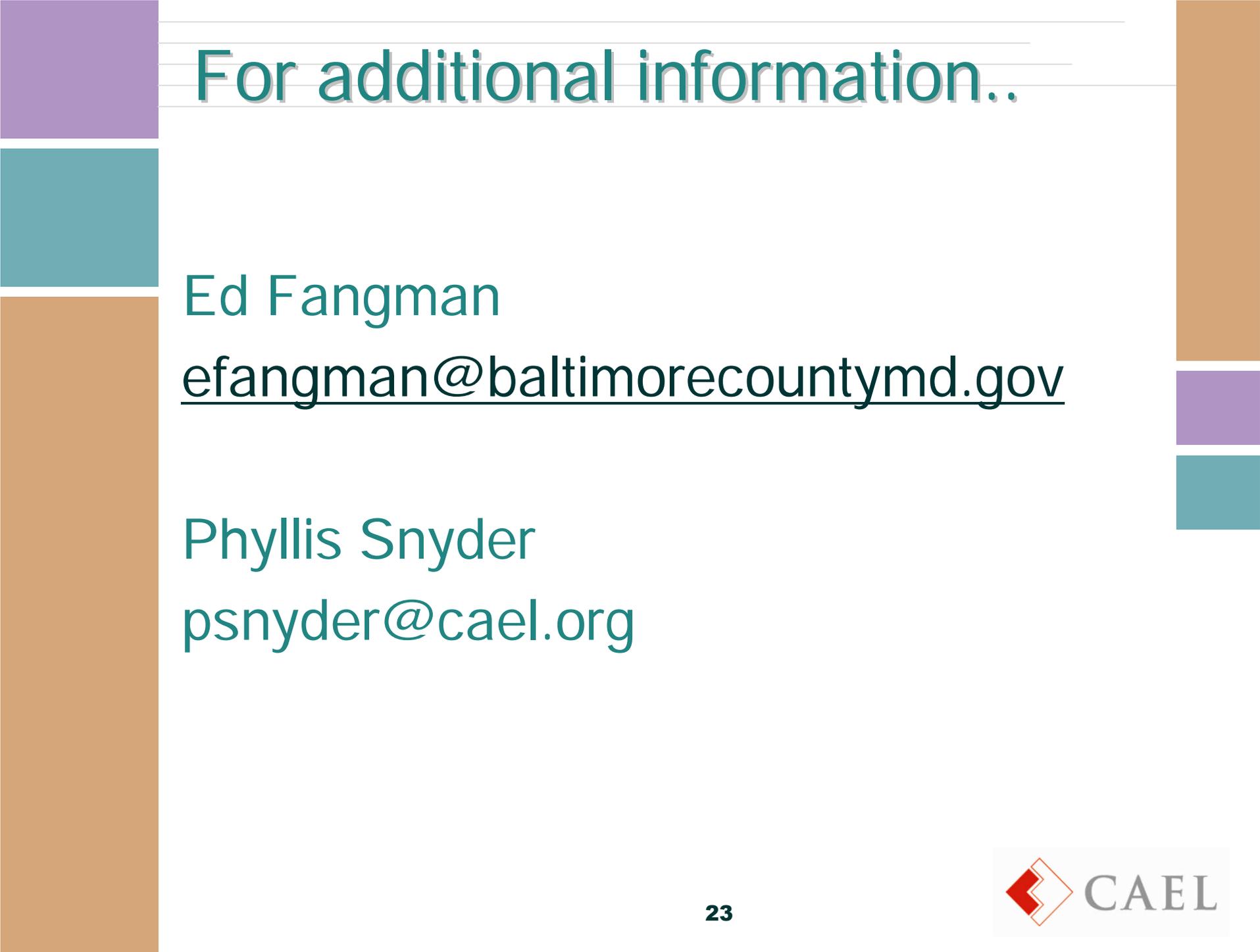
- ▷ Training for one of the targeted occupations by the Community College of Baltimore County (CCBC)
- ▷ Healthcare certification, where applicable
- ▷ Assistance in obtaining employment in targeted occupation
- ▷ All of the above services supported with grant funds

Progress To-Date

- ▷ One hundred and seventy eight (178) participants have received services through the grant
- ▷ Fifty (50) participants completed training
- ▷ Three (3) reported securing employment
- ▷ Thirteen (13) still attending

Progress To-Date

- ▷ Two (2) incumbents started pre-requisites
- ▷ Fifty (50) new participants registered to begin pre-requisites in September for Unit Clerk and Physical Therapy Aide trainings
- ▷ Twenty (20) job seekers are in the process of being screened for the above two new trainings



For additional information..

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