Tapping Mature Talent

Presented by:
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Associate Vice President, Policy and Strategic Alliances
Adult Learners CAEL Serves

General Public

- Mature Workers: training or encore careers
- Young Adults: not yet in higher ed pipeline
- Displaced and Unemployed: not yet enrolled
- Workers: already enrolled
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/
Tapping Mature Talent Initiative

- July 2008, awarded three year, $3.6 million grant from Atlantic Philanthropies for Tapping Mature Talent 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
<table>
<thead>
<tr>
<th>Organization</th>
<th>State</th>
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<tr>
<td>Tecumseh Area Partnership, Inc.</td>
<td>Indiana</td>
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<tr>
<td>Quad Area Community Action Agency, Inc.</td>
<td>Louisiana</td>
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<td>Coastal Counties Workforce, Inc.</td>
<td>Maine</td>
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<td>Baltimore County Office of Workforce Development</td>
<td>Maryland</td>
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<td>Macomb/St. Clair Workforce Development Board, Inc.</td>
<td>Michigan</td>
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<td>South Central Workforce Investment Board</td>
<td>Pennsylvania</td>
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<td>Goodwill Industries of Houston, Inc.</td>
<td>Texas</td>
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<tr>
<td>Vermont Associates for Training &amp; Development, Inc.</td>
<td>Vermont</td>
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<tr>
<td>Seattle-King County Workforce Development Council</td>
<td>Washington</td>
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<td>Fox Valley Workforce Development Board</td>
<td>Wisconsin</td>
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Role of CAEL

- Provide technical assistance to the regions
- Policy development & dissemination on a regional and national level
1. By 2015, workers over 50 are projected to comprise 20% of the workforce.
2. People in the 45-64 year old range outnumber the population under 15.
3. Research has found no significant relationship between age and job performance.
4. Population over 65 has increased 10 fold in the past 100 years.
5. People 55+ take fewer sick days than their younger counterparts do.
6. In the beginning of the last century, life expectancy was 47 years.
7. The fastest growing users of the Internet are people over 50.
8. By 2020, there will be double the number of people over 85 than there were in 1990.
9. Older workers have fewer accidents on the job than younger workers.
10. Rate of learning decreases with age.
Why Mature Workers?
Our Aging Population

Percent of States’ Populations 50+ in 2006

Data: U.S. Census Bureau, 2006

Our Aging Population Cont.

Projected Percent Change in States’ Populations Age 50+ Between 2010 and 2030

<table>
<thead>
<tr>
<th>Generation</th>
<th>Born</th>
<th>Est. Size</th>
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<tr>
<td>Silent</td>
<td>1920–45</td>
<td>52 million</td>
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<tr>
<td>Boomers</td>
<td>1946–64</td>
<td>73.2 million</td>
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<tr>
<td>Generation X</td>
<td>1965–80</td>
<td>70.1 million</td>
</tr>
<tr>
<td>Millennials</td>
<td>1981–2000</td>
<td>69.7 million</td>
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In 2000, 18.4 million people age 55+, or about 1/3 of the 55+ population, were in the labor force.

The Bureau of Labor Statistics estimates that there will be nearly 32 million mature workers by 2015.

Between 2002 and 2012, the number of workers 55+ is expected to increase by nearly 50%.

By 2012, workers 55+ will account for 19% of the labor force; workers 40+ will make up about 53% of the labor force.
Mature Workforce

Workforce Participation Rates among Older Adult Population, 2005

Source: American Association of Retired Persons (AARP).
Recent studies on retirement show:

- 24% of all workers planned to increase their retirement age in 2010
  - Less than 20% said they had anticipated an increased retirement age prior to 2009
- 24% of workers intend on waiting until at least age 70 to retire while 9% predict they will never retire, due to lack of financial security
- 70% of workers intend on working for pay while retired
  - 90% of these workers report financial reasons

Mature Adult Workers

- Mature workers are interested in taking jobs, now and in retirement, that improve the quality of life in their communities.

- Why do boomers want to keep working?
  - Staying involved with other people
  - Providing a sense of purpose
  - Providing additional income
  - Putting job skills and life experience to use
  - Providing opportunity to help improve quality of life
  - Trying something totally different

Key obstacles that hinder continued work at older ages:

- Employer perceptions about the cost of employing older workers
- Employee perceptions about the costs and benefits of continued work
- Changes in industry and job skill requirements, which may hinder older workers from remaining employed or finding suitable new employment

Employer Engagement Strategies

- Reverse Job Fairs
- Employer Dialogues
- Interactive Job Matching Website
- Employer Awards
- Internships
- Technology training
- Work Search Techniques
- Transferable Skills
- Networking
- Confidence/Self-esteem
- Flexibility
• Needs range from GED credential to post-graduate credential
• Mature learners value prior learning assessment, accelerated programs, career counseling, and job placement
• Access issues include technology, transportation, scheduling, and financial aid

- State/regional summits
- National report and forum
- Mature Worker taskforces
- Recommendations for WIA
- Promising state practices
Common State Policy Challenges

- Disjointed services
- Program misalignments
- Impact of federal funding requirements
- Lack of dedicated resources
- Lack of worker navigators and employer liaisons in workforce system
Promising State Practices

- Create a Mature Worker Taskforce
- Learn More about Mature Workers in Your State
- Build Capacities Of Workforce Agencies
- Increase Investment In State Workforce Services For Mature Workers
- Engage Employers and Raise Their Awareness of the Value of Mature Workers
- Remove Policy and Regulatory Barriers
Examples of Promising Practices

- Florida
- Connecticut
- Arizona
- Kansas
Lessons from TMT

- Employers do not fully grasp the value of the mature workers
- There is an issue of self-inflicted ageism
- Mature workers benefit from system navigators
- Short-term training can yield long-term results
- Good will and PR should not be underestimated
- This is an economic proposition, not a social service
Questions to Ponder

- What is the age demographic of your state’s workforce? What is it projected to be in 20 years?
- How is your state reaching employers? Are there growth industries that are particularly mature worker friendly?
- How prepared is your mature workforce for today’s and tomorrow’s skill needs? What are the skills gaps? How is the postsecondary system responding?
- What programs are serving mature workers? What are the outcomes? How are programs coordinated? What is missing?
Contact Information

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