Baby Boomers on Campus: What Works

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The Demographic Revolution: It’s Here

Our nation faces a demographic revolution as 78 million baby boomers enter their retirement years.
Boomers Go Plus 50

• A baby boomer turns 50 every 7.5 seconds.

• Each day in 2008 – 10,000 baby boomers are turning age 62.
Society’s Stereotypes About Aging Have Not Kept Up With Reality
The New “Third Stage” of Life

• Thanks to advances in healthcare, the traditional “third stage” of life has also expanded.

• Most baby boomers can expect to spend three decades in retirement.
Not the Stereotypical Retirement

Plus 50 adults want to stay actively engaged in the workplace, in education and in service opportunities.
What is the Plus 50 Initiative?

Innovative program reaching out to adult learners who are age 50 and up that is benchmarking standards of excellence among community colleges nationwide.
Who is participating
– Community Colleges
Colleges' Plus 50 Program Focus Areas

- Academic / Enrichment / Personal Interest: 86%
- Training / Re-Training: 58%
- Service and Volunteering: 30%
A Workforce Short on Experience

Just as in the general population, the workforce is aging. But it’s also shrinking in size – with fewer younger workers available to take the place of older ones who are leaving.
Projected Workforce Changes

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Source: U.S. Bureau of Labor Statistics
The Loss of Experienced Workers: The Impact

- Shortages in skilled worker and managerial positions.
- A loss of institutional knowledge to the business or company.
- The loss of expertise and experience.
- A leadership void in the workplace.
Most people ages 55 to 70 continue to work, either full or part time, for money or for personal fulfillment.
For Many:
Not Working Is Not an Option

Many people will stay in the workforce well into retirement age so they can maximize their Social Security benefits.
Working is a Given for Many

“Seniors Program”

v.

Training and Retraining
Workforce Courses Offered to Plus 50 Learners

- **Courses That Lead to a Certificate, License, or Professional Credential**
  - Existing courses marketed to plus 50 learners: 72%
  - Existing courses redesigned for plus 50 learners: 19%
  - Developed specifically for plus 50 learners: 14%

- **Standalone courses that students can take to upgrade or acquire a specific skill**
  - Existing courses marketed to plus 50 learners: 61%
  - Existing courses redesigned for plus 50 learners: 36%
  - Developed specifically for plus 50 learners: 22%

- **Customized training (training customized to meet the needs of a specific business or employer)**
  - Existing courses marketed to plus 50 learners: 45%
  - Existing courses redesigned for plus 50 learners: 30%
  - Developed specifically for plus 50 learners: 26%

- **Other**
  - Other: 50%
  - Developed specifically for plus 50 learners: 8%

Source: Plus 50 Initiative National Survey
Marketing and Leveraging

Marketing

First Step—Needs Assessment

Training and Retraining

Leverage and Partner
Needs Assessment

• Student/Community Interests and Attitudes
  – Focus Groups
  – Student Surveys

Boomers Are Diverse!
Needs Assessment

• Environmental Scan
  – PEST Analysis (Political, Economic, Social, Technological)
  – SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats)
    • Brand Assessment
  – Who else is serving Boomers in your area?
    • Community & Non Profit Organizations
    • Municipal Programs/ Agencies
    • Businesses
Needs Assessment Results: Customer Profile

Know as much as you can about your target market.

- Age
- Race/Ethnicity
- Gender
- Address
- Religion
- Educational Level
- Familial Status
- Housing Status
- Major Recreational Activities
- Level of Technological Savvy

Information Sources
- US Census Bureau
- State/Area Department of Labor
- Municipalities
- Non Profit Organizations
Advertising & Promotion Methods

- “Please tell your friends about us!”
- Outreach
- Word of Mouth
- Email Marketing
- Use appropriate images
Training: Making It Work

The Program Concept
- Create a multigenerational environment
- Expand the program offerings
- Provide flexible enrollment options
- Modularize programming
- Utilize multi-modal delivery

CAREER BUILDER
- Monthly start
- Regular progress assessment
Cool Stuff: How Did We Do It?

Strategic Partnerships
- Public Workforce System
- Employers
- Business Intermediaries
- Educational Institutions
- National, state and local aging organizations
- Community and faith-based organizations
It’s All About the “L” Word

Leveraging Students
– Plus 50, TANF, WIA Adult Low Income and Dislocated Workers, Worker Retraining, Voc Rehab, Self-pay

Leveraging the Instructional Program
– Modify the program to suit multiple audiences
  • Individual Intake and
  • Orientation by group
  • Common goals
  • Work together; help each other
Leveraging Dollars

Leveraging Instructional Funding
– A little bit of this; a little bit of that
  • General funds, Worker Retraining, WorkFirst
– Each fund is charged according to the percentage of students enrolled.

Leveraging Fees
– Multiple funders
  • Senior Waiver, AARP, ALTCEW, WIA, Worker Retraining (may also include +50), TANF, DVR
Plus 50 Initiative Website

http://plus50.aacc.nche.edu/
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