

Rocky Mountain Conference on Aging Aging in the Workplace

50+ and Fabulous

Presenter Name: Aldeena Kemper and Sally Donga
Presentation Date and Time: 10/25/07 1:30pm

This presentation focused on a workforce program designed and implemented in Douglas and Arapahoe counties. The main purpose of the program is to assist individuals ages 50 and over to secure employment. The presenters gave an overview of how and why the program was created as well as how it works in practice.

Kemper and Donga first discussed the reasons behind a 50+ work resource center. Those over the age of 50 who have been laid off from a job are likely to have been in that job for an extended period of time. They often do not know how to search for a job effectively in today's marketplace. The resource center offers practical advice and guidance to people searching for employment, such as creating targeted resumes, practice interviews and job-hunting tips.

The 50+ work resource centers engage in a number of activities to advertise their services. The main events they hold are major job fairs. These have grown quite rapidly and the most recent fair had over 2500 attendees and 81 employer booths. The resource centers also offer targeted workshops. They keep up with present and past clientele mostly through email.

It was also interesting to hear about the actual development and implementation of the 50+ program from a planning and evaluation standpoint. The presenters discussed how they track participation and success rates to later evaluate the program. They made the importance of such data clear as future funding depends on it.

Submitted by: Amanda Meier, University of Northern Colorado, November 3, 2007