AGELESS LEARNING

In the News

Plus 50 In the News

- “Rethinking Retirement: Tips for Older Job Searchers,” USA Today, April 23, 2013
- “NACC One of Two Community Colleges to Receive Grant,” Times-Journal, April 15, 2013
- “Chancellor Dorsey Pushes Workforce Training at Community College,” The St. Louis-American, April 10, 2013
- “Waubonsee to Launch Plus 50 Initiative with Free Workshops,” Waubonsee Community College (press release), April 3, 2013
Plus 50 Conference 2013: From Credentials to Careers
More than 100 representatives from 82 community colleges attended the Plus 50 Conference: From Credentials to Careers last week, held in conjunction with the 93rd Annual AACC Convention. Attending the conference were 7 experienced and 63 recently-involved community colleges in the Plus 50 Encore Completion program, as well as representatives from 18 community colleges that also are involved in helping baby boomers complete degrees or certificates that are in-demand. During the conference, the attendees learned how to identify resources, apply best practices for helping plus 50 students, and mobilize support. They also learned how the initiative will be monitored and evaluated, so other colleges throughout the country can learn from it and replicate it.

Marketing and Public Relations Materials DVD: Don’t Forget to Unpack!
Grantee colleges attending the conference received two marketing and public relations materials DVDs (one is for program staff and the other is for the marketing department at your college). The DVD is loaded with resources to help you, including logos, banner ads, a rack card, a course book cover, print ads, design templates for marketing materials, Microsoft Word templates, radio ads, brochures, a messaging framework, branding guidelines, microsite designs for the web, a PowerPoint presentation that can be customized easily, and a photo bank. All of these materials are designed to help you reach out to key audiences in your college and community. If you have any problems using your DVD or the templates, please let us know.

Remember That News Release About the Conference? Don’t Forget To Send It Out!
A boilerplate news release was distributed to grantee colleges in their conference packets (and e-mailed) for use after the conference. Please work with your public information officer to modify the release and distribute it to your college’s local media contacts.

Building the Momentum: Sharing Plus 50 Student Stories Via Video, Sign Up Today!
Student stories are one of the most effective ways to market your plus 50 program, because they help potential students see your programs and believe that college is possible. AACC has a small and easy to use video camera that grantee colleges can check out. It comes with simple instructions and information on how to conduct a student story interview, or an interview with your staff. It holds about two hours of footage. You can mail the camera back to AACC Plus 50 staff and we’ll process it into YouTube videos on our AACC Plus 50 Initiative YouTube channel. We’ll also send the footage back to you, so you can post it on your website or college YouTube channel. Sign up today by contacting Mary Sue Vickers.
From the Colleges: Ivy Tech Community College Pharmacy Tech Program Scores Big with Partnerships
When LaShung Willis set out to start the Plus 50 Encore Completion program at Ivy Tech Community College, located in Valparaiso, Indiana, she knew that partnerships would be crucial to sustaining the program. The pipeline she has set up to help out-of-work plus 50 adults start new careers as pharmacy technicians is a great example of how partnership building can benefit a program. WorkforceOne will provide a grant to help plus 50 students who are unemployed cover their tuition costs for the Ivy Tech program. The college will provide the training and help prepare students for certification. Local employer Walgreens has agreed to hire plus 50 students successfully completing the program and certification exam.

Social Media Outreach: Help & Advice for Your College
Among people age 50-64, 52% use social networking (see the research) and many community colleges are using Twitter, Facebook, and YouTube to market their programs and services. If your college is seeking resources and advice on best practices for using social media, check out the following resources:

- The Role of Social Media in Community Colleges – a free downloadable paper summarizing research on community college leaders and their views on social media engagement that offers recommendations for college staff to consider.

- Developing a Successful Social Media Strategy for Baby Boomers – this blog post on Digital Sherpa offers advice on reaching out to baby boomers through social media, noting that marketers must consider how end users access social media when assembling a strategy.

- Tips to Engage Baby Boomers and Seniors in Social Media – this training session by FrogLoop offers insights from AARP’s social media marketing strategy and provides helpful tips for others seeking to market programs to baby boomers.

- “Integrating Social Media into a Marketing Strategy” – this Community College Times article discusses using an integrated social media approach that drives traffic to a college website.

- “What if Colleges Used Social Media Well?” – this philosophically-leaning article by Inside Higher Ed opines what the world might be like if colleges used social media well and how it might impact knowledge dissemination.

Resources to Support Your Plus 50 Program
COMPLETION

_**Pathways to Success. Integrating Learning with Life and Work to Increase National College Completion: A Report to the U.S. Congress and Secretary of Education**_

Increasing degree and certificate completion among nontraditional students will require modifications in the structure and delivery of higher education, as well as changes to federal student aid programs, says this report by the Advisory Committee on Student Financial Assistance. Recommendations and a transcript from a 2011 hearing with experts offering suggestions to improve college completion rates are included. Recommendations are structured around identifying barriers to access and persistence for nontraditional students, the best practices used in the field to support student completion, and the role of the federal government in supporting college completion efforts.

LEARNING

_**“Teaching with Blogs”**_

How do you teach students to relax and write online in blogs? One instructor ponders in this _Inside Higher Ed_ article how to get students to flex their literary muscles and open the doors to expression. He learned to comment on what the students actually wrote, versus what he might anticipate. Offering feedback, helping students manage their online blogging identities, and providing supportive criticism are discussed.

TRAINING & RE-TRAINING

_**Online Work Readiness Assessment (OWRA) Tool**_

Need to assess how ready a plus 50 student is to pursue a given career? The Web-based OWRA Tool offers social service agency caseworkers and staff services for clients through four modules, including a detailed, comprehensive assessment of client’s strengths, barriers, and work readiness. OWRA offers an innovative approach to creating a self-sufficiency plan for clients that summarizes their strengths and barriers, and makes recommendations on placement into work activities and work supports.