AGELESS LEARNING

In the News

- “When Does It Pay to Go Back to School in Midlife?” PBS Next Avenue, July 2, 2013
- “San Jacinto College Teams Up With AACC to Increase Adult Learner Graduation,” Career Focus (San Jacinto College), July 1, 2013

Grantee Colleges Apply Branding Standards
Using the new Plus 50 branded graphic materials online and in publications is important because it helps people see a unified message about the Plus 50 Encore Completion Program and the Plus 50 Completion Strategy. It's also easy to do—thanks to the DVD distributed at the April conference and guidance offered by AACC. We've already seen several examples of colleges applying the branding:

- Hazard Community and Technical College recently posted a new Web page for its plus 50 program using some of the branding materials provided to the colleges in April.
- Lansing Community College is using the “Take Your Knowledge to the Next Degree” tagline on its website. A document explaining the branding guidelines and how they are applied is available online.
- The University of Alaska Anchorage Community and Technical College is using the Plus 50 branded banner alongside its college logo in a rotating flash module on its website.

If you’ve got a great example you’d like us to know about, or you have questions about using the branded materials, please contact Mary Sue Vickers.
How to Build a Great Plus 50 Program: Use the Standards of Excellence

As your college works to build an outstanding program assisting adults age 50 and over, you will want to be efficient and effective. One of the best ways to do that is to use the standards of excellence when implementing your program. Based on experiences and suggestions from community colleges in the program, the standards of excellence offer practical advice to assist program managers. Colleges are advised to use needs assessment and ongoing evaluation, secure broad-based organization and institution support, develop community partnerships, offer learner-centered programming, provide learner support services, provide accessible and accommodating materials and environments, offer professional development for faculty, and publicize through integrated and targeted marketing. This website offers a full framework for the standards of excellence and offers links to resources and tips corresponding to each of the eight standards of excellence.

April 2013 Conference Presentations Available Online!
All of the presentations from the April 2013 5th Annual Plus 50 Conference are available on our website by scrolling down the page. Review the teaching tips and techniques for plus 50 learners, brush up on implementation and learn how to captivate your plus 50 market, drill down on needs assessment, learn how to work effectively with your marketing department, and the review data collection process.

Now Seeking: College Applicants for the Plus 50 Encore Completion Program
AACC is offering grants to additional member community colleges to start a Plus 50 Encore Completion program on their campus. The goal of the program is to help 10,000 students over age 50 earn certificates or degrees in the high-demand fields of health care, education, and social services, enabling them to increase their employment competitiveness while improving their communities. The request for proposals is available now. Applications will be accepted through September 13, 2013. If you know of a college that would like to grow its programs for plus 50 adults, encourage it to apply.

Build the Momentum: Share 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 2 hours of footage. You can mail the camera back to AACC Plus 50 staff and we’ll process it into YouTube videos for inclusion 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 before our fall schedule gets filled up by contacting Mary Sue Vickers.

Help for Your E-Newsletter
Many Plus 50 community colleges publish an e-newsletter for prospective or current students and/or staff. Feel free to use articles, links or tips from this e-newsletter in your own e-newsletters.

Resources to Support Your Plus 50 Program

COMPLETION

An Open Letter to College and University Leaders: College Completion Must be Our Priority
The National Commission on Higher Education Attainment calls upon its colleagues in this document to make retention and completion a critical campus priority to stem the unacceptable loss of human potential represented by the number of students who never make it to graduation. This document provides a blueprint for a campus-level college completion campaign designed to prevent students from falling by the wayside as they pursue a college degree. Campus leaders are urged to consider three main areas for reform: changing the campus culture, improving cost-effectiveness and quality, and making better use of data.

LEARNING

Helping Adult Learners Navigate Community College and the Labor Market
This Aspen Institute brief focuses on the barriers adult students face in enrolling in community college, completing a degree, and using that degree to launch a productive career. The brief also includes promising strategies to overcome these challenges from a study of six “Courses to Employment” partnerships between community colleges, community-based organizations, local workforce agencies, and others. Although the brief is focused on those enrolling for the first time, many of the challenges, as well as the strategies for overcoming them, are relevant to adults returning to postsecondary education with significant college credit but no degree. In particular, providing intensive college and career advising and developing strong partnerships with community-based organizations and local workforce centers to reach and engage adult learners are important to help them succeed. Additionally, like those returning to college with credits, adults enrolling for the first time can be “ping-ponged” around campus as they seek to enroll; providing comprehensive enrollment support, with multiple campus departments represented, in off-campus locations can help alleviate this.
partnerships also place a heavy focus on ensuring that adult learners receive extensive career counseling, both to guide their course selection and to help them navigate the job-hunting process after they earn their degrees.

TRAINING & RE-TRAINING

Pioneer Employer Hospital Initiative
Using credentialing programs in partnership with community colleges is one way hospitals are expanding workforce training and improving the skill sets of their frontline workers. This document from the Washington State Hospital Association discusses how employers partnered with community colleges to purchase seats in nursing programs for their employees so they could grow professionally and expand their knowledge. This document was produced for the Pioneer Employer Hospitals Study, a national effort to identify and promote hospitals that help entry-level workers develop careers in health care. It is an effort to discover and promote best practices in workforce management. This document compiles all of the major lessons discovered through this project, which involved 11 hospitals. An implementation toolkit is also available to assist employers seeking to expand workforce development programs.

PLUS 50 TRENDS

Money Smart for Older Adults
This instructor-led training discusses how to prevent financial exploitation, encourage advance planning, and improve financial decision-making for older adults. The training covers common types of elder financial exploitation, scams targeting veterans, identity theft, medical identity theft, scams that target homeowners, planning for unexpected life events, and how to be financially prepared for disasters. The curriculum for instructors and participant resource guide are available for download. Materials were created by the Federal Deposit Insurance Corporation and the Consumer Financial Protection Bureau.