In the News

Plus 50 In the News

- “Marc Freedman to Discuss Encore Careers for Older Adults Sept. 26 at STLCC,” The St. Louis American, September 9, 2013
- “Campus Support for Students Age 50 and Over,” [LINK: ] National Organization for Associate Degree Nursing, August 29, 2013

Final Day: 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.

Higher Education Pays: But a Lot More For Some Graduates Than Others
Choosing a course of study is important, but so are other choices that students make while pursuing a postsecondary degree or credential. This report from College Measures shows that several factors influence earnings, including what degree graduates earn, what institution awarded
their degree, and the field in which the degree is earned. Five states provided data for the report: Arkansas, Colorado, Tennessee, Texas, and Virginia. One of the most interesting findings in the report for community colleges assisting plus 50 adults is that postsecondary 2-year degrees and occupation-driven credentials, can often out-earn 4-year degrees. In Texas, researchers found that graduates with technical associate degrees earned on average over $11,000 more in their first year after graduation than did graduates with bachelor’s degrees. Graduates with career-oriented associate degrees in applied sciences out-earned their counterparts with bachelor degrees in Colorado by more than $7,000 and in Virginia by more than $2,000. Another important observation made by the researchers for community college marketing staff to pay attention to, is their finding that “what you study” is more important than “where you study.”

**Infographic: “Baby Boomers Making Retirement Work for Them”**

This bright and visual infographic shares significant information and statistics about baby boomers. Many (71%) will continue working into what are considered to be the traditional retirement years. Thirty-three percent of all Internet users are baby boomers and 51% of those ages 50–64 are socializing online. Interestingly, 32% of people age 50 and over watch videos online and 33% use social networking sites regularly.

**Presentation Resource: The Decision-Making Behavior of Post-Traditional Students**

This presentation from Inside Track examines how non-first-time, non-full-time post-traditional students make decisions about their education using data on 140,000 prospective and enrolled post-traditional students. The data revealed that most post-traditional students are pursuing a degree to advance in their current career, start a career, or change a career, while only 10% were pursuing one as a personal goal. Online students also are more likely to be starting a career than on-campus post-traditional students. The less selective the institution is, the more likely it is that post-traditional students will consider factors like convenience and academic program quality.

**Resources to Support Your Plus 50 Program**
COMPLETION

Degrees at Work: Engaging Working Adults to Earn a College Degree

Degrees At Work aims to have 15,000 working adults in Greater Louisville, Kentucky, complete bachelor’s degrees by 2020. The project is working to improve how working adults access the post-secondary system, trying to increase the affordability of education, and promoting the adoption of education-friendly programs, policies, and practices among Louisville employers. The program is also measuring and reporting the completion rates of working-age adults who return to school. Degrees At Work is part of a larger community commitment to increase by 55,000 the number of adults with post-secondary degrees by the year 2020. That would mean at least 40% of working-age adults in Louisville would hold a bachelor’s degree and 10% would have an associate degree. The website includes information for potential students and employers.

LEARNING

“How to Teach Baby Boomers”

Discovery-oriented classrooms involving discussion and engagement, are more stimulating and useful for teaching baby boomers, says the author of this article for boomers, Next Step. The baby boomer prefers classes in which the instructor acts largely as a facilitator for group discussion. Baby boomers in the classroom have interesting life experience and knowledge to share, and the most successful instructors teaching plus 50 adults, are those who recognize the value of incorporating these traits into how the classroom is managed.

TRAINING & RE-TRAINING

The Impact of Population Aging and Delayed Retirement on Workforce Productivity

As the population grows older, an increasing share of the workforce will be past age 60. Older workers have often been considered less productive than younger ones, raising the issue of whether an aging workforce will also be a less productive one. This paper uses evidence from the monthly Current Population Survey files to shed light on the issue. It documents the rapidly growing role of older workers in the labor market and the steady improvement in their relative earnings. The paper offers evidence that more productive workers stay in the workforce longer than less productive ones. Using a standard measure of worker
productivity (hourly wages), workers between ages 60 and 74 are more productive than average workers who are younger. Compared with workers between ages 25 and 59, the pay premium for older workers is currently between 10% and 20% of the average wage earned by the younger workers. That pay premium has been increasing for a decade. There is little evidence the aging workforce has hurt productivity.

PLUS 50 TRENDS

“10 Great Cities for Over-50 Job Seekers”
This Huffington Post–Post 50 article, created by Grandparents.com, discusses the 10 cities rated the best for plus 50 job seekers. The 10 cities listed on this visually-friendly slide show have low unemployment rates, job growth in baby boomer-friendly sectors (especially health, education, and government), and lots of perks.