AGELESS LEARNING

In the News

Plus 50 in the News

- “Encore Completion Program at Panola College,” Panola Watchman, November 22, 2013
- “Greenfield Community College to Train Adults for Medical Jobs,” WWLP, November 20, 2013

Adult College Completion Network Webinar on Project Win-Win
On December 10, 2013, the Adult College Completion Network will host a free webinar discussing Project Win-Win, an effort that brought together 61 institutions to identify and find students who had completed enough credits for an associate degree, but never received one. Webinars are free but registration is required. Webinar recordings and notes are archived online.

January 10 Webinar: Best Practices for Career Pathways and Credentials
Many colleges are developing career pathways models to better align education and training programs with the needs of employers. The goal is to help individuals attain relevant certifications, connect successfully to work, and advance to higher levels of education and wages over time. This webinar on January 10, 2013, at 11:00 a.m. (ET), will highlight two
career pathways models and provide specific how-to information for other states and local areas interested in developing career pathways initiatives. This webinar will include an interactive question and answer period.
Registration is required.

Did You Know? Associate Degree Programs Provide the Majority of New Registered Nurses
This fact sheet from the American Association of Community Colleges demonstrates that the majority of new registered nurses (57.3%) hold an associate degree in nursing. In 33 states, most candidates for licensure held an associate degree. Many Plus 50 programs are helping older adults transition to careers in health care, including nursing.

Plus 50 Encore Completion Program Websites Go Online
Several community colleges involved with the Plus 50 Encore Completion Program have been busy getting Web pages for their programs online. AACC provides templates, graphics and tools to help colleges create an online presence for their program efficiently. Here are some examples that show how the materials can be used:

- Pima Community College
- Raritan Valley Community College

If your Web page is already up and we haven’t listed it yet in our newsletter, please let us know by sending an e-mail to Mary Sue Vickers.

Resources to Support Your Plus 50 Program

COMPLETION

Career Pathways Toolkit
Produced by the Employment and Training Administration within the U.S. Department of Labor, this toolkit outlines six key elements needed to better align education and training with workforce needs. The elements are (1) build cross-agency partnerships and clarify roles, (2) identify sector or industry and engage employers, (3) design education and training programs, (4) identify funding needs and sources, (5) align policies and programs, and (6) measure system change and performance.

LEARNING

Financial Aid Toolkit
This helpful toolkit provides federal student aid information, as well as outreach tools for counselors, college access professionals, nonprofit mentors and others. The toolkit is produced by Federal Student Aid, an office of the U.S. Department of Education. A search for toolkit resources
for “adult students” yields 67 results offering basic information on topics like how to apply for federal financial aid and choosing a career.

**TRAINING & RE-TRAINING**

*Rise of the Medical Assistant: Frontline and Nonclinical Health Care Jobs Growing in Number, Complexity, and Importance*

This report by College for America discusses how our nation’s growing health care system is increasingly reliant on medical assistants and other professions. This report examines six positions—all rapidly growing—that are increasingly crucial to the smooth functioning of the nation’s health care industry: (1) community health workers, (2) medical assistants, (3) medical office specialists, (4) medical records technicians, (5) office supervisors, and (6) patient representatives. Of these, medical office specialists and medical assistants are projected to have the third and fourth largest increase in new jobs through 2020 among all jobs and all industries tracked by the Bureau of Labor Statistics. Registration is required to download the report.

**PLUS 50 TRENDS**

“How to Tap Into the Baby Boomer Market Using Facebook”

This blog post discusses how marketers seeking to reach out to baby boomers can use Facebook. It recommends putting content first and that marketers focus on providing solid Facebook page posts with helpful information for baby boomers. The author recommends writing posts that are visual and encourages marketers to use a photo, preferably with your logo in it. The writer also recommends posts that link to the emotions of the reader. One way Plus 50 programs can do this is by talking about the desire many baby boomers have to go back to school to complete a degree, the need to go back to school after a layoff to train for a new career, or the longing to fulfill a lifelong dream to have a career that helps others. Family-centered posts tend to resonate with the baby boomer population. Plus 50 programs can talk about how having a new degree inspires others in a family to achieve, enables baby boomers to provide for themselves and their families, and instills pride in the family.