AGELESS LEARNING

In the News

Plus 50 In the News

- “LP Adults Offered Free Workshops to Head Back to School,” The Alternative Press, April 22, 2014
- “El Camino to Offer Free Job Training to Baby Boomers,” Daily Breeze, April 13, 2014
- “Plus 50 Program,” Zane State College, April 3, 2014
- “Plus 50 Program Open House Slated for April 17 at HCC,” Halifax Community College, April 2, 2014

Using Facebook to Market a Plus 50 Program

Raritan Valley Community College launched a Facebook page in August 2013 for its plus 50 program. The page features the “Take Your
Knowledge to the Next Degree” branding prominently in the header and is updated regularly. The page offers information about the college and its plus 50 program.

**Grant Opportunity: TAACCCT Grants**
President Obama and Vice President Biden announced earlier this month, during a visit to the Community College of Allegheny County, that the U.S. Department of Labor has released the fourth, and final, Solicitation for Grant Applications (SGA) for the Trade Adjustment Assistance Community College and Career Training (TAACCCT) grants program. A total of $450 million will be awarded to individual institutions (up to $2.5 million) and consortia of institutions located in the same state or economic region (up to $15 million). The deadline to apply for a grant is July 7, 2014. This article in Community College Daily summarizes the changes and new requirements with this final round of grants. Applications that show strong partnerships with industry, the public workforce system, or registered apprenticeships will have an advantage.

**National Encore Entrepreneur Mentor Month**
The Small Business Administration (SBA) and AARP are co-hosting National Encore Entrepreneur Mentor Month in April. This event targets entrepreneurs over the age of 50. Throughout April, SBA district offices, state AARP offices, and SBA resource partners will host more than 100 events (workshops, conferences, seminars, etc.) to help entrepreneurs 50+ start or grow a business. AARP and the SBA can be great partners for plus 50 programs. Learn more and see a map of participating locations here. The SBA also offers resources to help plus 50 entrepreneurs.

**Webinar: The Nuts and Bolts of Developing and Delivering Flex Curricula**
Development of Flexible Option’s curricular offerings at the University of Wisconsin has required close collaboration between faculty and program administrators. Speakers from the university will provide details on the development of the academic aspects of the program, the process used to work through these issues, and the early lessons they have identified as the program has rolled out. This free webinar on May 1, 2014, is hosted by the Adult College Completion Network. You can get more information and register.

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

“Remediation is Badly Broken”
In this essay for Inside Higher Ed, Stan Jones of Complete College America calls on higher education to approach remedial education differently and improve completion rates. One of the solutions discussed is the Accelerated Learning Program, developed by community college instructor Peter Adams. The program has doubled success rates for students, with 74% completing gateway courses in English in one semester. Jones notes that many institutions are not eliminating remedial instruction. Rather, they are shifting their approach to offer remedial instruction alongside other gateway courses. He writes, “By delivering co-requisite remediation alongside the college-level course, we eliminate attrition points—the moments where students are most likely to fall out of the system.”

LEARNING

Sharpening Our Focus on Learning: The Rise of Competency-Based Approaches to Degree Completion
Competency-based education in the higher education system is the focus of this paper by Rebecca Klein-Collins. The author defines a competency-based education as one that focuses on what students know and can do, rather than how they learned it or how long it took to learn it. This paper defines unifying concepts shared by different competency-based education programs, describes current competency-based models, and examines the national policy context that could determine the extent to which these programs are able to go to scale. The author argues that competency-based education provides an opportunity to rethink what a college degree means for student learning while addressing concerns regarding higher education’s quality and cost.

TRAINING & RE-TRAINING

Will Delayed Retirement by the Baby Boomers Lead to Higher Unemployment Among Younger Workers?
This working paper from the Center for Retirement Research at Boston College investigates the oft-repeated claim that delayed retirement by older workers will result in higher unemployment among the young. Using 1977–2011 data from the Current Population Survey (CPS), the analysis shows no evidence that increasing the employment of older persons reduces either the job opportunities or wage rates of younger persons. The patterns are consistent for both men and women and for groups with different levels of education. Estimates also produce no consistent evidence that changes in employment rates of older people adversely affect the employment or wage rates of their younger counterparts. If anything, the opposite is true. Despite the fact that the labor market
downturn that accompanied the Great Recession was the most severe experienced in the post-war era, the effects of older persons’ employment on other segments of the labor market do not differ from those during typical business cycles.

PLUS 50 TRENDS

Introducing Boomers: Marketing’s Most Valuable Generation
Increasingly, baby boomers are embracing and using social media and other forms of technology, according to this paper by Nielsen and BoomAgers. The paper examines baby boomer consumer behaviors and how this generation uses technology. It offers tips on how to effectively communicate with plus 50 adults, such as including “me-focused” messaging in what you are trying to communicate.