In the News

Plus 50 In the News

- “Workshops Focus on Retooling Careers,” Sentinel, June 19, 2014
- “For Plus 50 Students, It's About Computer Skills,” Community College Daily, June 17, 2014
- “Plus 50 Workshops Offered at Piedmont Technical College Campuses,” Greenwood Today, June 13, 2014

Lessons from the Field: Colleges Offer Tips on Outreach and Marketing Strategies

Community colleges in the Plus 50 Encore Completion Program recently submitted their latest progress reports to AACC. A tradition of the Plus 50 program is sharing tips and great ideas among colleagues. Below are some comments and approaches from community colleges in the program for outreach and marketing strategies. We will feature more tips in our next newsletter!

Raritan Valley Community College (NJ) has created an interactive website that collects information from potential program participants and functions as an intake process. The information collected via the website is directly transferred to the completion coordinator and to a dedicated e-mail established for the program. A welcome response is electronically provided and a packet of information is then sent with an invitation to future workshops and a personal meeting with the completion coordinator.

Piedmont Technical College (SC) is organizing an “Instant Admissions Day” for plus 50 students.
J.F. Drake State Technical College (AL) tailored marketing of its program to the different audiences it hopes to reach. One marketing piece was tailored to those already in the health care field. A separate piece was designed for those interested in entering the health care field.

Patrick Henry Community College (VA) is hosting a “Plus 50 Pick a Career Picnic” this summer.

Highland Community College (KS) held a targeted health care career planning event. The workshops were focused and tied closely to the health care workforce training programs offered by the college. Faculty from nursing and allied health jointly hosted the event explaining the different options in health care careers. During the event, participants interested in returning to college could take an allied health test preparation workshop. Staff members from the Admissions Department were also on hand to answer students’ questions about enrolling at the college.

Edgecombe Community College’s (NC) plans for its new plus 50 student orientation program will include an explanation of education-related terms used on campus, a map of the campus, as well as a campus tour, and a Q & A session.

Hinds Community College (MS) has a 16-week Certificate of Health Care Assistant program to qualify for employment as a nurse assistant, long-term care aide, home health aide, personal care sitter, and phlebotomist. The college markets its program as “the first step to a career in nursing.”

**AARP Searches for America’s Top Baby Boomer Talent**
Calling all baby boomers who want to become America’s next big singing sensation! AARP is launching a national search to make one lucky person’s dream a reality while showing that talent is ageless. Powered by American Idol Live!, **AARP's Boomer Superstar contest** is open to anyone born between 1946 and 1964 and gives boomers the chance to compete for a $5,000 prize and an audition with music label 19 Recordings. Contestants can submit video entries online and on AARP's Facebook page through July 11, 2014, and a panel of judges will narrow the field to the top 30 semi-finalists. The general public will help to determine the top eight finalists via online voting from July 15 to August 11. Finalists will be flown to San Diego to compete in a live singing competition. Voting is open to all AARP.org registered users and each voter age 45+ (limit 1 vote per day) will be entered for a chance to win a $3,000 sweepstakes.
Resources to Support Your Plus 50 Program

COMPLETION

Promoting College and Career Success: Portfolio Assessment for Student Veterans
Earning college credit for prior learning can help students complete their studies faster, save money on tuition costs, and get ahead on their careers. This publication from the Council for Adult and Experiential Learning offers several personal stories of veterans who received credit for prior learning. Two of the examples are from plus 50 veterans. The examples also offer insight into the challenges students face when assembling and submitting portfolios for prior learning assessment.

LEARNING

Designing Meaningful Developmental Reform
This practitioner packet is designed to help community college administrators implement reforms to developmental education at their colleges. It reviews common impediments to developmental reform and presents data that supports directions colleges can take to create a system of developmental education that might serve students more effectively.

TRAINING & RE-TRAINING

The Aging U.S. Workforce: A Chartbook of Demographic Shifts
By 2020, workers age 55+ will account for 25% of the U.S. labor force, up from just 13% in 2000. This shift reflects two trends: the overall population is aging and more and more older people are working longer. The Bureau of Labor Statistics projects that by 2020, 28% of women age 65–74 will be working, up from 15% in 2000, and 35% of men age 65-74 will be working, up from 25% in 2000. This report by the Stanford Center on Longevity examines these and other demographic trends and explains what these challenges mean for employers, workers, and policy makers. The report highlights seven key issues: population age shifts, labor force shifts, industry and occupation age structures, issues and implications related to job tenure and employment, age-related work preferences, compensation, and job types.

PLUS 50 TRENDS

“How America Can Overcome the Challenges of an Aging Population”
America will have to make adjustments as baby boomers age, but these changes should be viewed as opportunities and not feared, says this article on PBS Newshour’s website. As older workers extend their
careers, employers will be forced to be more flexible about work schedules and pay scales. Innovation will be needed in manufacturing, trade, and regulations as these demographics shift. The author notes that America also will have to embrace a shift in perspective. Americans have always viewed themselves as embracing the virtues of youth—energy, physical vitality, and impulsiveness. The transformation being brought by the aging of the baby boomers will require a workforce and an approach that embraces a different set of virtues—those of patience, care, refinement, and attention to detail, virtues typically associated with age more than youth.

The American Association of Community Colleges (AACC) is the primary advocacy organization for the nation's community colleges. The association represents nearly 1,200 two-year, associate degree-granting institutions and more than 15 million students. AACC promotes community colleges through five strategic action areas: recognition and advocacy for community colleges; student access, learning, and success; community college leadership development; economic and workforce development; and global and intercultural education. Information about AACC and community colleges may be found at www.aacc.nche.edu.