In the News

Colleges Hold Plus 50 Outreach Events
A sampling of Plus 50 colleges’ student events.

Lansing Community College offered a job fair for plus 50 adults jointly with their local one-stop center, Capital Area Michigan Works!

On October 15, Wallace Community College invited the community to attend its first-ever Plus 50 Career Fair Series. The session examined how to navigate higher education for plus 50 adults.

On October 17, John Wood Community College held a free computer class for plus 50 adults. The entry level class is designed to help plus 50 adults feel more comfortable using computers and to introduce them to other opportunities at the college.

Salt Lake Community College is marketing more than a dozen October workshops offered through area employment centers.

On November 6, the College of Southern Maryland is offering an interactive coaching session to help plus 50 adults customize career plans to assist them in finding their next “best fit” careers.

Marketing Example: Community College of Baltimore College Works with ABC2 to Reach Out
The Community College of Baltimore College (CCBC) is working with ABC2 this month to share information about its plus 50 program with the community. You can watch videos on the station’s website about the
college’s plus 50 program, including one featuring CCBC President Sandra Kurtinitis discussing the program and what the college has to offer plus 50 students. Students interviewed for the program discuss the welcoming environment the college offers plus 50 students and one of the program director, Steve Edmonston, highlighting the program’s goals, followed by an article about the efforts by a laid off worker to re-invent himself and get back into the workforce.

Student Story Profiles: Want to See Your College’s Plus 50 Program Featured Online?
Would you like to see your college’s students and their successes featured on YouTube like Ivy Tech Community College, Lake Region State College, Seminole State College of Florida, Southern Arkansas University Tech, or so many other colleges? Grantee colleges for the Plus 50 Initiative can sign up with Mary Sue Vickers to receive our easy-to-use flip digital camera. You can record one or more student story profiles using our helpful questions and mail the camera back to us. Footage is edited into student story videos that we place on our Plus 50 Initiative YouTube channel to share with participating colleges. The videos can also be featured by your college. Many community colleges have found that sharing student stories is a highly effective recruitment tool for baby boomers.

Resources to Support Your Plus 50 Program

LEARNING

“Creating Pathways for Students to Complete Development Math”
The New Mathways Project is redefining and restructuring methodologies used to teach remediation in community colleges throughout Texas. The program is gradually implementing new models that help accelerate students’ progress, properly align math with their career paths and offer research-based, proven strategies and curricula to administration and faculty members. “It was a wake-up call when we saw that some students (not all) can be just as successful in college-level math without taking developmental math,” said Amy Getz, who serves as the project’s strategic implementation lead. Read more in this article found in the AACC 21st Century Center.
TRAINING & RE-TRAINING

AACC’s Guide to the Workforce Innovation and Opportunity Act (WIOA)
The new guide to the Workforce Innovation and Opportunity Act (WIOA) by AACC offers help to community college personnel seeking to better understand aspects of the new law that are most relevant to their work. Enacted in July, many of WIOA’s provisions will take effect July 1, 2015. WIOA builds a better aligned workforce system by creating a more holistic approach to workforce training programs, especially the Title I occupational education programs and the Title II adult basic education program. The 8-page guide offers advice to help community colleges.

PLUS 50 TRENDS

“Baby Boomers Are Not Tech Novices: They Just Want You to Think They Are”
This article notes that many baby boomers have adapted well to new technology and points out that stereotypes of boomers as “non-techies” are not accurate and unfair. The author suggests that patience, not age, may be a major block to accepting and learning new technology. Technology designers are responding to the needs of multi-generations, by designing new devices that are intuitive and require less training and background knowledge to operate.