AGELESS LEARNING

In the News

Plus 50 In the News

- “LCSS Joins Program to Train 10,000 Older Workers for New Jobs,” The Tribune, November 4, 2014
- “Plus 50 Helps Mature Job Seekers,” Aztec Press, October 30, 2014
- “Free BCC Program Helps Older Students Polish Skills,” South Coast Today, October 30, 2014
- “Seniors Become Fluent in Technology Through PHCC,” WDBJ7, October 28, 2014
- “Seeing More Gray in the College Classroom,” Library Journal, October 22, 2014
- “Pima Acts to Increase Enrollment,” Aztec Press, October 16, 2014

Video Submissions Capturing Efforts to Make Attending and Completing College a Goal for All

First Lady Michelle Obama recently invited colleges to submit videos capturing their efforts to make attending and completing college a goal for all students. Why not include a plus 50 student in your college’s video or your college president talking about students of all ages? Finalists have
an opportunity to hear from Mrs. Obama at their spring 2015 commencement ceremony. AACC’s Plus 50 program even has a video camera you can check out to use to make your video (contact Mary Sue Vickers for information). Videos must submitted by February 27, 2015. Get more information on contest rules and submissions.

**Resources to Support Your Plus 50 Program**

**COMPLETION**

“Focusing Outreach on Career Seekers”
Many adult college completion projects focus on reaching adults with some college credit or “near completers” who are only a few credits away from a degree, but they find that these groups are often difficult to contact and motivate. Some college completion efforts have found success by focusing on “career seekers” within this population, who are motivated to improve their employment situations. This blog post offers lessons learned from two Lumina Foundation-funded college completion projects, including AACC’s Plus 50 Initiative, that have reached out to adults seeking to make career changes.

**LEARNING**

*Getting Connected: A Social Media Project*
This research study examined use of a social media application by community college students and staff to improve student connection and success in college. It is the first longitudinal research study using real-time data generated by a Facebook-based application called Schools App to examine how nine community colleges use social media technology to assist students. Data were drawn from 38,704 app users. The app gave students a way to access information about the college and connect with other students with similar interests. Active users of the app were 12% more likely to persist to the next semester, and passive users were 27% more likely to persist to the next semester, compared to students who were not using the app at all. Inactive users were 61% less likely to persist to the next semester in college.
TRAINING & RE-TRAINING

Beyond the Skills Gap: Making Education Work for Students, Employers and Communities

A new report from New America says it’s a policy gap, not a skills gap, keeping students from getting jobs. The report finds that colleges and universities are doing a good job of creating new career pathways and competency programs, as well as partnering with industry, but are not getting the right support. The report finds five policy gaps between the needs of students in career education programs and the behavior of institutions of higher education. These gaps originate in how federal financial aid programs are administered and structured. This eCampus News article summarizes the five gaps.

PLUS 50 TRENDS

“Firms Gear Health-Related Technology Toward Baby Boomers”

Health care technology is increasingly being designed and marketed to assist baby boomers who are seeking tools to help manage health care needs, says this Washington Post article. Whether they are assisting an elderly parent, or tracking their own health care needs, plus 50 adults can find an array of online and technology products to assist them, and product lines are continuing to expand to meet their needs.

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 13 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.