What’s New

Scholarships Available for Students in Health-Related Fields
The Congressional Black Caucus Foundation’s Louis Stokes Health Scholars program offers up to $8,000 scholarships to up to 10 undergraduate students who are pursuing degrees that will lead to a career in a health-related field. Preference will be given to students interested in working in underserved communities. Students who currently or previously attended a two-year institution are strongly encouraged to apply. The deadline is April 14, 2011.

A January 2011 two-page report from the Urban Institute notes that less than a quarter of workers age 50 and older who lost their jobs between mid-2008 and the end of 2009 found work within a year. Older displaced workers who find jobs must often accept deep pay cuts and are typically out of employment much longer than younger workers. The authors conclude that these challenges highlight the need for more training and employment services for those who are age 50 and older.

In the News

Plus 50 Initiative in the News

- “New program at Shoreline Community College helps baby boomers stay or get back into the workforce,” Diversity News, March 30, 2011
- “Photos from Recareering at 50+ Expo,” Clover Park Technical College In the Spotlight Blog, March 25, 2011

Practical Tips for Colleges

Execute a Branding Campaign With a Radio Station
Radio can be a powerful tool to market your plus 50 program and raise awareness for your
college in the community. In this article on the Plus 50 Initiative website, Mark Vukelich, marketing director at Century College, discusses the college’s campaign with local AM radio station KLBB to talk about plus 50 programs and its impact on the college’s image. Get practical tips on how the college organized their branding campaign and listen to the public service announcements online.

**Student Story**

**Plus 50 Voices: Reinnventing a Career at Plus 50**
In this YouTube video, Gale Harral talks about taking classes at Clark College and pursuing an associate degree in applied science. Harral is training to become a medical office specialist. She worked as a supervisor for 17 years in manufacturing. She is reinventing her career because she needs to continue working for an additional 10–20 years. Harral originally heard about Clark College at a work site where the college taught classes. She admits that she was initially intimidated about going to a college campus. But she was able to overcome her fears. She says it can be challenging to get up to speed with the material being taught in the classroom, especially if you have been away from the classroom for a long time. She advises plus 50 students to look at what's available for support on campus to improve their study and test-taking skills.

**Special Feature: Strategies to Support Adult Credential Attainment**

**Strategies for Increasing Credential Attainment through the Public Workforce System**
In this 2011 Workforce3 One webinar, sponsored by the U.S. Department of Labor’s Employment and Training Administration, attendees received an overview of two strategies that have proven effective for increasing credential attainment among low-skilled youth and adults. Integrated education and training and “chunking” curricula into sub-associate degree certificates can be helpful strategies that improve credential attainment. Kathy Cooper, director of adult education in Washington State, presented the I-BEST model, and Mimi Maduro, director of Oregon’s Statewide Career Pathways initiative, discussed the career pathway certificates.

**Brief Outlines Strategies to Improve Credential Improvement**
This 2010 strategy brief from the Center for Postsecondary and Economic Success outlines five strategies to improve credential attainment by adults and youth at community colleges. Streamlined education and training paths, bridge programs, flexible scheduling, program modularization, improved data collection, financial aid, and increased student support services are discussed.

**Time to Completion: Adult Students**
A Lumina Foundation essay highlights strategies to help adult students complete degrees or certificates. Enabling students to transfer credit, offering financial supports, ensuring programs are relevant to careers, providing basic and developmental education, and improving state governance policies can help students reach their education goals. The essay offers several links to additional resources and cites program examples around the nation.
Resources to Support Your Plus 50 Program

LEARNING

The Center for Best Practices at the National Governors Association calls on higher education institutions to demonstrate how degrees connect with employment. This March 2011 report notes, “Any higher education degree is better than no degree, but degrees that do not fit the both increasingly globalized and increasingly knowledge-based job market and raise the standard of living will not lift the economy.” Governors and state policymakers in Minnesota, North Carolina, Ohio, and Washington have undertaken bold, comprehensive strategies to align postsecondary education with their state economic goals. Policies are being put in place to ensure that new degree holders—as well as the existing workforce, many of whom lack degrees—find high-quality, knowledge-intensive jobs within their states.

TRAINING & RE-TRAINING

Sustainability Education and Economic Development (SEED) Resource Center
AACC’s SEED initiative offers an online clearinghouse with searchable resources to help community colleges initiate and expand green job training programs. If you’ve ever wondered what are the key green job competencies, which green jobs are growing where, which certifications are widely recognized, or where to find best practices for program and faculty development, then check out the SEED Resource Center. Resources are organized around five industry sectors: solar, wind, green building, energy efficiency, and sustainability education. Topics include curricula, professional development, innovative practices and partnerships, certifications and industry credentials, employment industry projections, funding opportunities, and skill sets, competencies and career pathways.

VOLUNTEERING & SERVICE

“Boomer Volunteers: Percentage of boomers who volunteered in each state and D.C. 2007-2009”
AARP’s Databank offers detailed information on baby boomer volunteer rates. A clickable map allows site visitors to easily look up information for a selected state, and a summary of data is displayed below in a chart. The state with the highest volunteer rate among baby boomers is Utah (44.2%) and the state with the lowest rate is New York (19%).

The American Association of Community Colleges is a national association representing close to 1,200 community, junior and technical colleges nationwide. Community colleges are the largest and fastest-growing sector of higher education, serving close to 12 million students each year. AACC is headquartered in Washington, D.C. See www.aacc.nche.edu.

The Atlantic Philanthropies are dedicated to bringing about lasting changes in the lives of
disadvantaged and vulnerable people. Atlantic focuses on four critical social problems: aging, disadvantaged children and youth, population health, and reconciliation and human rights. Programs funded by Atlantic operate in Australia, Bermuda, Northern Ireland, the Republic of Ireland, South Africa, the United States and Viet Nam. To learn more, please visit www.atlanticphilanthropies.org.