In the News

“Can You Teach an Old Boomer a New Tweet?” Orange County Register, August 1, 2011

Plus 50 in the News

- “Going Back to School: Seniors Outshine Younger Students at College,” eCareDiary, August 1, 2011
- “Is Going Back to School Over 50 Worth It?” SmartMoney, July 28, 2011
- “STLCC Enhances National Effort to Help Train Older Learners,” St. Louis Community College, July 25, 2011
- “Spoon River College Staff Join National Effort to Help Train Older Learners,” Spoon River College, July 20, 2011
- “JJC Alumna Spotlight: Socorro Flores,” Joliet Junior College, July 20, 2011

Tips and Tools

Standards of Excellence Profile: Secure Broad-Based Institutional and Organizational Support

Take advantage of standing meetings of college executives to share information about your plus 50 program. Create visibility and support for your program by sharing information with your college president, public information officer, trustees, deans, and department heads. Share your plans with them, and listen to their input. Identify regular meetings of department chairs or provosts or the president and her or his cabinet, and ask for a place on the agenda. At the first meeting you can introduce the program, and at later meetings you can provide information on how many students you are serving and the positive change that your program makes in their lives. Make sure that people at these meetings leave with concrete information about the progress that your program is making. Read more Standards of Excellence at the Plus 50 website.
Free Consumer Financial Education Materials
The Actuarial Foundation offers free financial education materials to help adults trying to understand some of today's most pressing personal financial matters. Information can be downloaded and covers topics like saving, retirement planning, investing, social security, Medicare, and insurance. Free print publications can also be requested.

Reminder: Presentations From the Plus 50 Conference Are Online
The presentations from the Plus 50 Conference are now available on the Plus 50 website under “Plus 50: 4th Annual Conference Presentations.” To expand the sphere of influence of your plus 50 program, consider sharing these materials with your colleagues. Your public information officer or marketing director might find the presentation on completion strategy marketing helpful. The institutional research staff may find useful information in the presentation on data collection.

New Industry Competency Models for Workforce Development Now Available
The long-term care, supports, and services competency model was recently updated by the U.S. Department of Labor's Employment and Training Administration. The model is designed as a resource supporting workforce development efforts to prepare the workers who make it possible for the aging population and those with disabilities to live their lives with independence and dignity.

Plus 50 Story

Advising Plus 50 Adults
In this YouTube video, Sharon Freeman, staff member at Clover Park Technical College, discusses helping a struggling plus 50 student. The student felt she had to choose between paying for training in order to get a new job and paying for medication she needed. Freeman was able to help her with financial assistance, allowing the student to complete her educational program. She found a job and got her life back on track.

Resources to Support Your Plus 50 Program

LEARNING

“Bringing Them Back: Data Mining is Key to College Completion Efforts”
Identifying adults who started college but didn't finish a degree or certificate can help policymakers and educators remove barriers to completion, according to this online article by the Adult College Completion Network. For example, in South Dakota “parachute degrees” were implemented to allow students who were not able to complete a highly technical degree to transfer to a more general degree program and quickly complete their educations.
TRAINING & RE-TRAINING

“CCs Learn How to Train Michigan Workers”
This [Community College Spotlight article](#) summarizes an evaluation of five community colleges in Michigan and their efforts to retrain unemployed workers and low-skilled adults for high-demand jobs. The five colleges examined in the study developed programs for older workers, strengthened basic literacy and numeracy, updated computer skills, and instilled confidence in adults who doubted their ability to succeed in college. You can read the [full study online](#).

VOLUNTEERING & SERVICE

“The Win-Win of Senior Volunteering”
In this [blog post](#) on the Corporation for National and Community Service website, Erwin Tan discusses a recent White House event on senior volunteerism and service. At the event, Melody Barnes, director of the White House Domestic Policy Council, explained that seniors in service creates a “win-win” situation—communities benefit from the volunteers and the volunteers benefit from the act of serving. Tan serves as director of the Senior Corps. He notes in the blog post the many ways older adults are giving back to their communities and encourages others to get involved.

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 12.4 million students each year. AACC is headquartered in Washington, D.C. See [www.aacc.nche.edu](http://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](http://www.atlanticphilanthropies.org).

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