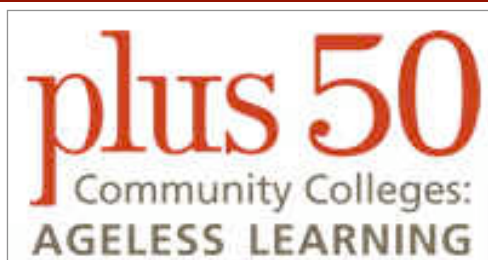


## The AACC Plus 50 Webinar Series

The Plus 50 Initiative is conducted by the American Association of Community Colleges (AACC) with funding from The Atlantic Philanthropies to benchmark and showcase the most current and innovative programs at community colleges for learners aged 50 and above. The initiative aims to guide community colleges nationwide as they create or expand campus programs to engage the 50+ population in learning; training or re-training programs; and volunteer, civic, or service activities.



To help promote a broader understanding of the Plus 50 Initiative and encourage participation among key members of the community, the AACC has partnered with Maher & Maher to develop and host a series of six interactive webinars. The list below provides descriptions of the information that will be provided in each of these one-hour sessions.

Webinar Title	Description	Date & Time
<b>The Plus 50 Initiative: What's In It for You?</b>	This webinar is designed to provide an overview of the Plus 50 Initiative and share findings from the Plus 50 National Survey of community colleges.	September 10, 2009 3:00 pm
<b>Tools to Assess the Needs of Your Plus 50 Population</b>	Results of the AACC-sponsored Plus 50 National Survey showed that needs assessments are an important factor in a college's ability to provide programming tailored to the needs and interests of students 50 and over. This webinar will discuss the tools and information that community colleges need to successfully conduct a needs assessment of their local population.	October 8, 2009 3:00 pm
<b>The Importance of Stakeholders</b>	This webinar will discuss the importance of building and nurturing collaborations with organizations and other key members of the community to help advocate, support, and improve programming delivery for the adult learner.	October 22, 2009 3:00 pm
<b>If You Build It: Promoting Your Program for Adult Learners</b>	The traditional approach toward student recruitment does not apply to today's adult learner. This session will provide insight into how your community college can effectively market its Plus 50 program in a way that resonates with the broadest possible audience.	November 5, 2009 3:00 pm
<b>Understanding the Particular Needs of the Adult Learner</b>	In order for community colleges to effectively tailor offerings for adult learners, we must first understand their specific needs. This webinar will help you identify the demands of adult learners and provide methods of shaping your Plus 50 program appropriately.	November 19, 2009 3:00 pm
<b>Creating and Sustaining Your Program for Adult Learners</b>	Many adult learners may wish to return to the classroom, but fear that it is out of reach for financial reasons. This webinar will discuss methods your community college may follow to create a Plus 50 program that is both profitable and broadly accessible.	December 3, 2009 3:00 pm