

10 Program Ideas for Making a Difference

Sponsored by



THE AGING WORKFORCE

Engaged, reliable and knowledgeable are just some of the words to describe workers age 50+. Help your community tap into this valuable talent pool by hosting one of these programs in your SHRM chapter, organization or local business group.

Learn more at shrmfoundation.org/aginginitiative





1. Host a resume-writing workshop for mature workers.

- Review resumes and offer advice. Have a speaker explain different options for formatting a resume and highlighting one's experience, particularly if you have an employment gap.
- Help older job seekers set up or revise their LinkedIn profiles.

Sign the AARP Employer Pledge

The AARP Employer Pledge Program is a national effort to help employers solve their current and future staffing challenges and direct job seekers to employers that value and hire experienced workers. Working with AARP, your organization's leadership can sign a pledge saying that they:

- Believe in equal opportunity for all workers, regardless of age.
- Believe that workers age 50+ should have a level playing field in their ability to compete for and obtain jobs.
- Recognize the value of experienced workers.
- Recruit across diverse age groups and consider all applicants on an equal basis.

More than 540 employers have signed the AARP Employer Pledge publicly stating that they value experienced workers. For more information, visit AARP.org and download the Pledge.

2. Offer an AARP Foundation Finances 50+ workshop for seniors in your community.

The AARP Foundation and Charles Schwab Foundation developed Finances 50+ to be a turn-key program for nonprofit organizations, associations and groups that are interested in providing basic money management training to older adults.



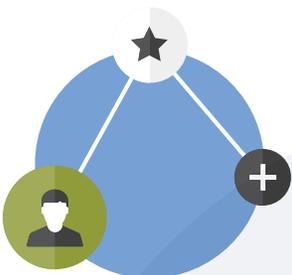
3. Host an interviewing workshop for job seekers age 50+.

- Explain what HR and the hiring managers are looking for from candidates.
- Review commonly asked questions (such as "aren't you overqualified for this position?") and strategies for crafting strong answers.
- After allowing time for practice, offer the opportunity to be videotaped during a mock interview to help participants understand how they come across in an interview.



4. Partner with a SHRM student chapter or other college student club to host a "reverse mentoring" or "mutual mentoring" workshop.

- Students teach older workers how to use the latest social media and how their generation thinks differently about work.
- Mature workers offer informal advice to students about finding a job and developing professionalism.



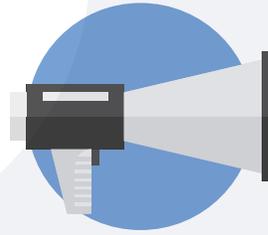
5. Collaborate with the AARP Foundation on its BACK TO WORK 50+ program to hire workers age 50+.

BACK TO WORK 50+ connects employers with unemployed or underemployed workers age 50+ who are trained, prescreened and qualified.



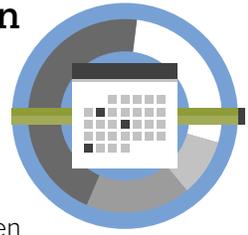
6. Invite a speaker from the SHRM Speaker's Bureau to give a one-hour presentation titled "HR and the Aging Workforce: Strategies and Best Practices."

This session looks at key HR strategies that should be integrated into an overall talent management program for today's multigenerational workforce.



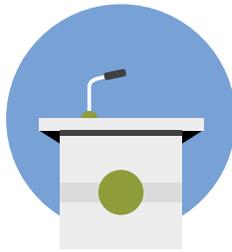
7. Host a seminar on conducting workforce planning.

- Learn how to identify and address the gaps between your present workforce and your organization's human capital needs of tomorrow.
- Plan now to prepare for possible retirements and skills gaps.



8. Partner with other community organizations to host a job fair to connect mature workers with local companies.

AARP conducts an annual virtual job fair for workers over 50. E-mail employerpledge@aarp.org to learn more.



9. Feature an AARP speaker at your next event.

If you'd like AARP to present on topics related to the aging workforce or the competitive advantage older workers bring, e-mail employerpledge@aarp.org to request a speaker.

Ease the Transition to Retirement with the Encore Fellows Program

For HR leaders seeking creative ways to attract talent and reward long-time employees, Social Venture Partners' (SVP) Encore Fellowship program is an effective solution. SVP matches retiring professionals with local social purpose organizations, where they lend their expertise for 1,000 hours in exchange for a modest stipend. Encore Fellows share their skills in finance, HR, IT, marketing, strategic planning and program management to help nonprofits better serve their constituents across a range of issues, from health care to education and homelessness. Encore Fellowships can help start a conversation about retirement. Retirees become ambassadors for your company and are grateful for the opportunity for a smooth transition from business into social purpose work. Learn more at Encore.org

10. Present a brief SHRM Foundation presentation "Aging Workforce: Tools and Strategies for Your Organization" to your local chamber of commerce, rotary or other business group.

Help educate others on the importance of valuing and leveraging mature talent.



About the SHRM Foundation

The SHRM Foundation, a charity affiliate of the Society for Human Resource Management, empowers HR professionals to build inclusive organizations where all employees thrive and organizations achieve success. We champion workforce and workplace transformation by providing solutions, scholarships and opportunities for HR professionals to create change in their organizations and their communities. Online at shrmfoundation.org



Real Possibilities

Reap the (re)wards of a multigenerational workforce



Maturity. Judgment. Work ethic. This is the value experienced workers can bring to your workforce. When younger and older employees work together, everyone is more productive.

Learn more at aarp.org/shrmfoundation