

## Encore Career Search Strategies

Help Your Patrons Find Their Way to Meaningful Work

An Infopeople Webinar  
November 15, 2018

Presented by  
Hope Levy, MA

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Learning for a Lifetime

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## Poll Question

Do you already have job search services specifically geared toward mature job seekers?

- Yes
- No
- Not Sure

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## Objectives

- Explain the term “encore career” generally and specifically as it relates to your patrons’ needs
- Debunk at least two myths about older workers and describe two ways in which older workers have an advantage over their younger counterparts
- Discover how developing a library-based Encore Career Search program can fit with your library’s mission
- Identify print, online and community-based resources that your patrons can use to prepare for and find an **encore career**

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# Agenda

- **Encore Careers Defined**
- **Building on the Positive-Responding to Ageism**
- **Today's Job Search Landscape**
- **Developing Encore Career Programs and Resources**
- **Resources**

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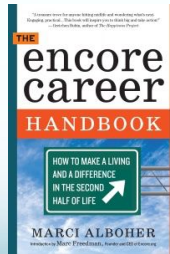
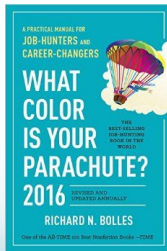
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Based on the work of  
Richard Bolles, Marci Alboher and others



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## According to Encore.org:



An “**encore**” or “**encore career**” is continued work in the second half of life that combines social impact, purpose, and often, continued income.

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*"We are a movement of millions of people who are using our passions, skills and decades of experience to make a difference in our communities and the world."*

*-Marc Freedman,  
Encore.org Founder and CEO*

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## Why Are Baby Boomers Relaunching Their Careers?

- Increased life expectancy
- No more guaranteed pensions for most workers
- Economic uncertainty
- Re-envisioning later life

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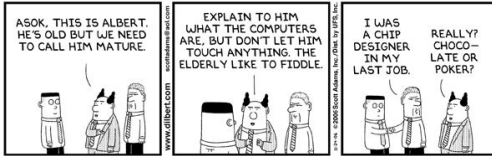
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# What is ageism anyway

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## Myth

- Can't/won't learn new skills
- Won't stay long
- Take more sick days
- Less able to accept change
- More expensive

## Reality

- IQ does not decline w/ age.
- Stay on the job twice as long as 25-30 year olds
- Attendance is better than younger counterparts
- Are more likely to question rationale, but once explained they will adapt
- Higher ROI; cost offset by quality, retainability and performance

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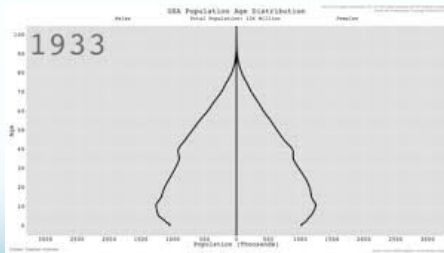
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# A little Perspective



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# Trends

- Median Age of Employment
  - 1994: 37.7
  - 2004: 40.3
  - 2014: 41.9
  - 2024 Projection: 42.4
- Baby Boomers Share of the Workforce
  - 2000: 13%
  - 2014: 21.7%
  - 2024: 25 %
- Older workers who become unemployed take an average of 3 months longer to find work.

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## Trends

- 57% of nonprofits surveyed say they expect to create new position this year
- 36% of private companies surveyed expect to increase staff size
- "Gig" economy, home-based employment, sharing economy are increasing significantly amongst older workers

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## What makes job hunting different for encore career seekers?

- Different rules than earlier job hunts
- Different strategies
- New technology
- Different priorities

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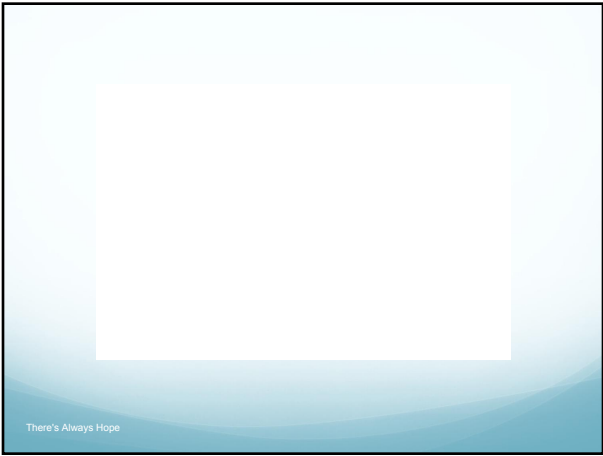
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### How Can Library Staff Help Bridge the Gap?

- Classes
- Learning Circles
- Computer labs
- Career coaching
- Networking resources
- Volunteer-seekers resources

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### Classes for Encore Career Seekers

- Career Exploration
- Computer Skills
- (Encore) Career Planning for the 21<sup>st</sup> Century
- Starting Your Own Business
- Harnessing The Digital Economy
- Learning Circles

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San Francisco Public Library



## Encore Career Search Strategies

- March 15**
  - Introductions: A Strength-Based Approach to Your Job Search
  - The Digital Economy Opportunities
- March 22** Using Online Job Hunting Tools and Social Media in Your Job Search
- March 29** **NO CLASS – Spring Break**
- April 5** LinkedIn for Job Search
- April 12** Creating a High Impact Resume with Hands-On Practice
- April 19**
  - Creating Your Pitch
  - Informational Interviewing
- April 26**
  - Let Us Amaze You! Useful Tools for Your Job Search
  - Researching Companies Online
- May 3** Preparing for the Interview
- May 10** Acing the Interview with Mock Interview Opportunities
- May 17**
  - How Do I Get Hired-An HR Professional's Perspective
  - Pulling it All Together and Next Steps

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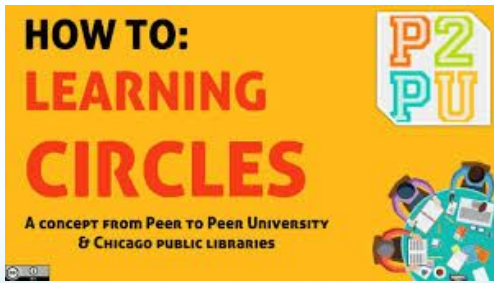
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[learningcircles.p2pu.org](http://learningcircles.p2pu.org)

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[www.libgateway.com/site/sfpl/career/50/](http://www.libgateway.com/site/sfpl/career/50/)

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## Help Job Seekers Harness The Gig, On-Demand or Flex Economy

- An environment in which temporary positions are common, which includes temps, freelancers, contractors,, etc.
- As of 2015, nearly 35 percent of today's total workforce is comprised of non-employee workers
- Prediction: by 2020, 40 % of American workers will be independent contractors.

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### Other Ideas?

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## Resources

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## Books

- Alboher, Marci. *The Encore Career Handbook: How to Make A Living and A Difference in the Second Half of Life*. Workman Publishers: New York, 2015.
- Bolles, Richard. *What Color Is Your Parachute? 2016*. Ten Speed Press: New York, 2015.
- Friedman, Mark. *Encore Finding Work That Matters in the Second Half of Life*. Public Affairs: New York. 2007.

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## Web Resources

- [Encore.org](http://encore.org): Advancing Second Acts  
Local Encore.org resources: <http://encore.org/encore-network/>
- Learning Circles: <https://learningcircles.p2pu.org/en/>
- San Francisco Public Library: Jobs and Careers for Workers 50+:  
<http://libgateway.com/site/sfp/career/50/>
- Retirement Jobs for People over 50:  
<http://www.retirementjobs.com>
- AARP Work Information Network:  
<http://www.aarpworksearch.org/Pages/Default.aspx>
- Workforce 50  
<http://www.workforce50.com>

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## TED Talks

- How to Get Back to Work After a Career Break  
Carol Cohen, iRelaunch  
[http://www.ted.com/talks/carol\\_fishman\\_cohen\\_how\\_to\\_get\\_back\\_to\\_work\\_after\\_a\\_career\\_break#t-241474](http://www.ted.com/talks/carol_fishman_cohen_how_to_get_back_to_work_after_a_career_break#t-241474)
- Your Body Language Shapes Who You Are  
Amy Cuddy, Social Psychologist  
[https://www.ted.com/talks/amy\\_cuddy\\_your\\_body\\_language\\_shapes\\_who\\_you\\_are?language=en](https://www.ted.com/talks/amy_cuddy_your_body_language_shapes_who_you_are?language=en)
- Jane Fonda: Life's Third Act  
[http://www.ted.com/talks/jane\\_fonda\\_life\\_s\\_third\\_act](http://www.ted.com/talks/jane_fonda_life_s_third_act)

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## Objectives Revisited

- Explain the term “encore career” generally and specifically as it relates to your patrons’ needs
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- Discover how developing a library-based Encore Career Search program can fit with your library’s mission
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What is your biggest takeaway?

What are *your* next steps?

What questions do you have?




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# Thank you!

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