Encore Career Search Strategies

Help Your Patrons Find Their Way to Meaningful Work

An Infopeople Webinar
November 15, 2018

Presented by
Hope Levy, MA

There’s Always Hope
Learning for a Lifetime
www.TheresAlwaysHopeConsulting.com

Poll Question

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

☐ Yes
☐ No
☐ Not Sure

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
Agenda

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

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

"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

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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What is ageism anyway

???????

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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A little Perspective

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

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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How Can Library Staff Help Bridge the Gap?

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

Classes for Encore Career Seekers

- Career Exploration
- Computer Skills
- (Encore) Career Planning for the 21st Century
- Starting Your Own Business
- Harnessing The Digital Economy
- Learning Circles
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<td>Introductions: A Strength-Based Approach to Your Job Search</td>
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<td>Using Online Job Hunting Tools and Social Media in Your Job Search</td>
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<td>NO CLASS – Spring Break</td>
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<td>Creating a High Impact Resume with Hands-On Practice</td>
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<td>Let Us Amaze You! Useful Tools for Your Job Search</td>
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**Encore Career Search Strategies**

_How to:_

**LEARNING CIRCLES**

A concept from Peer to Peer University & Chicago Public Libraries

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

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

Other Ideas?

Resources
Books


Web Resources

- Encore.org: Advancing Second Acts
  Local Encore.org resources: http://encore.org/encore-network/
- San Francisco Public Library: Jobs and Careers for Workers 50+:
  http://librarygateway.com/site/sfpl/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

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?start=742
- 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
- Jane Fonda: Life’s Third Act
  http://www.ted.com/talks/jane_fonda_life_s_third_act
Objectives Revisited

- Explain the term "encore career" generally and specifically as it relates to your patrons’ needs.
- Describe at least two myths about older workers and 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.

What is your biggest takeaway?
What are your next steps?
What questions do you have?

Thank you!

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