

Encore Career Search Strategies

Help Your Patrons Find Their Way to Meaningful Work

*An Infopeople Webinar
November 15, 2018*

Presented by
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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

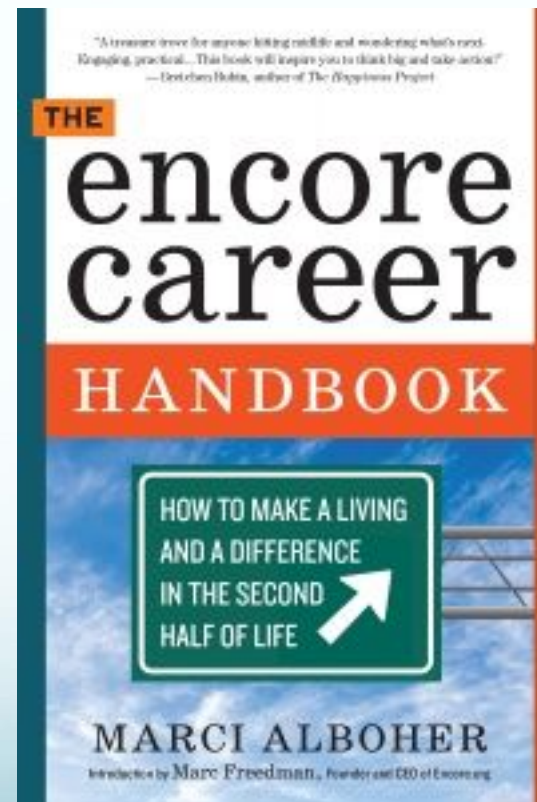
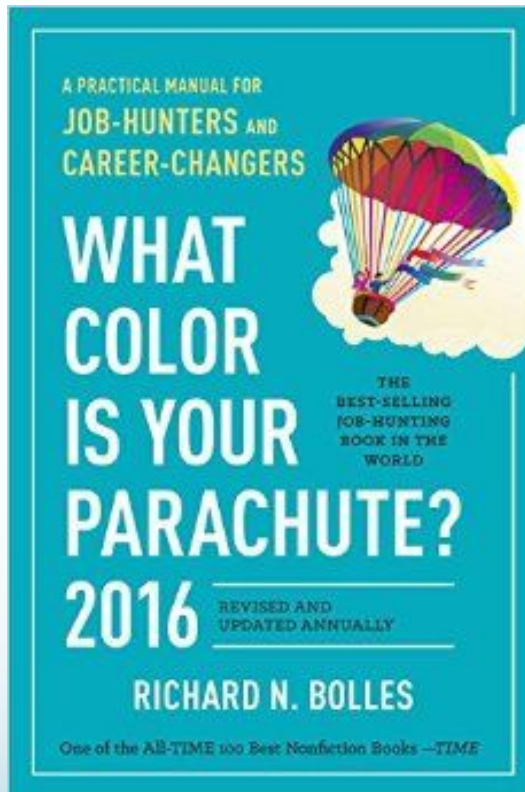
Objectives

- 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



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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.

"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?

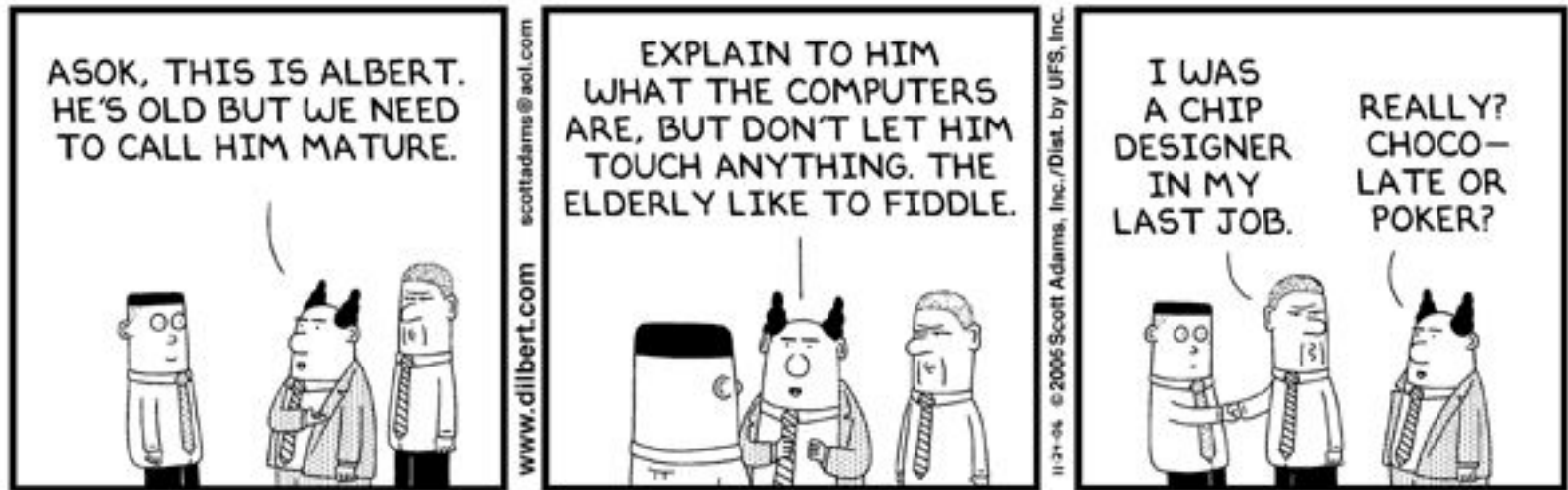
- Increased life expectancy
- No more guaranteed pensions for most workers
- Economic uncertainty
- Re-envisioning later life

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What is ageism anyway

???????



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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

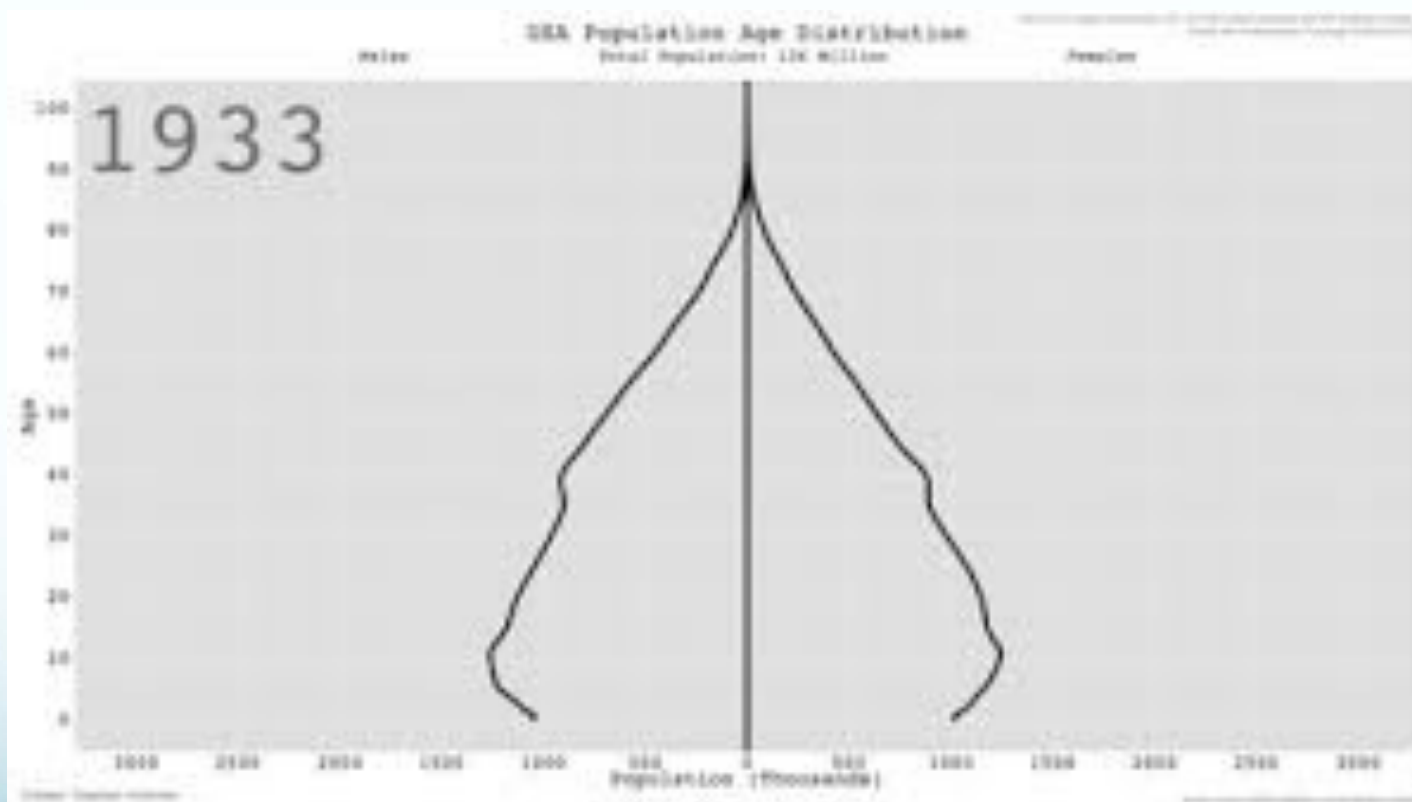
Reality

- 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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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.

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

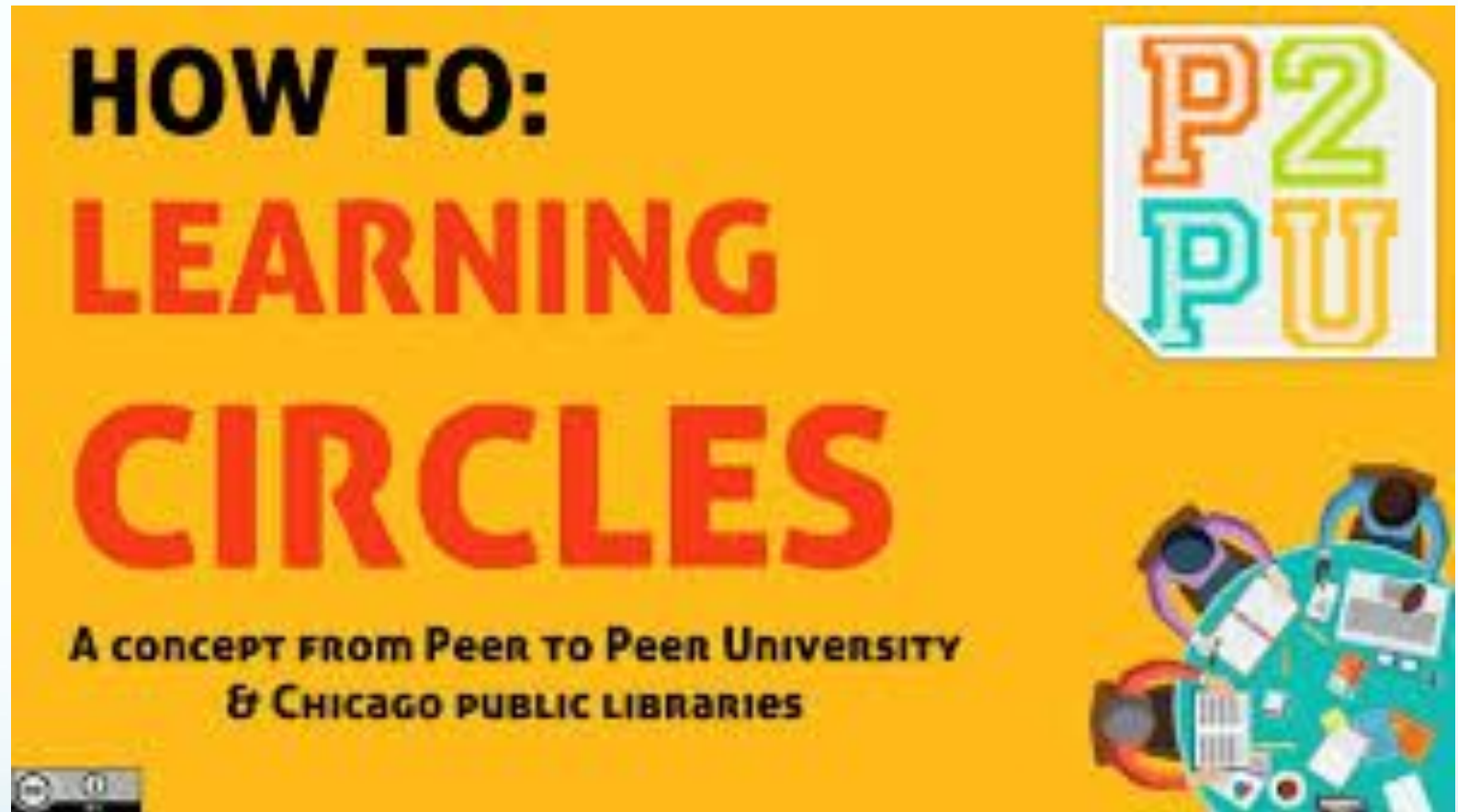
Classes for Encore Career Seekers

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



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



learningcircles.p2pu.org

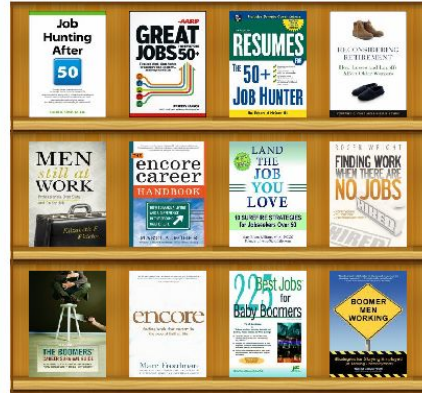


San Francisco Public Library

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Workers 50+

Selected Books for Workers 50+ at the Library



Local Community Centers for ages 50+

ENCORE.ORG *Encore.org - Second acts for the greater good*
 Encore.org is building a movement to tap the skills and experience of those in midlife and beyond to improve communities and the world. P.O. Box 29542 The Presidio of San Francisco San Francisco, CA 94129 Phone: (415) 430-0141

Senior Community Service Employment Program - SCSEP

Job training, individual case management services, senior friendly staff, assistance removing barriers to employment, 60% placement rate after training. Local Contact info: Family Service Agency of San Francisco, SCSEP: 77 Geary Street, 5th Floor San Francisco, CA 94108 415-982-7007 x617 & x613.



50+ Job Search Strategy Group - JVS

Change the criteria on the left-hand side to "job search strategy groups". JVS is located at 225 Bush St. Suite 400, SF - (415) 391-3600. Most programs/dasses are free. Orientation: Wednesdays 1 - 2 PM.

Site Search

Enter Search Term...

[Make an appointment for Career Coaching](#)

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Featured Events @the Library!

Career Coaching - NEW HOURS
Wed. & Thurs. by appt.

Let Us Amaze You! Useful Tools for Your Job Search - June 8 - 2 pm

More SFPL Jobs Classes & Events

June 30, 2016, 10:00 AM - Main Library - Career Coaching

June 30, 2016, 1:00 PM - Main Library - Career Coaching

June 30, 2016, 6:00 PM - Main

[View All Jobs Classes & Events in SFPL Calendar](#)

SFPL Created Guides

[Quick Guide to SFPL's Jobs & Careers e-Resources](#)

[Business Research Tools](#)

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

- 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.

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/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#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
- Jane Fonda: Life's Third Act
http://www.ted.com/talks/jane_fonda_life_s_third_act



Objectives Revisited

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What is your biggest takeaway?

What are *your* next steps?

What questions do you have?



Thank you!

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Promoting Positive Aging Through Lifelong Learning
www.TheresAlwaysHopeConsulting.com