Encore Career Search Strategies

Help Your Patrons Find Their Way to Meaningful Work

An Infopeople Webinar
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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
Agenda

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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 with 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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Agenda

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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 or 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

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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
Agenda

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

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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 21st Century
- Starting Your Own Business
- Harnessing The Digital Economy
- Learning Circles

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## Encore Career Search Strategies

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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.
Other Ideas?

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Resources
Books


Web Resources

- **Encore.org**: Advancing Second Acts
  Local Encore.org resources: [http://encore.org/encore-network/](http://encore.org/encore-network/)


- San Francisco Public Library: Jobs and Careers for Workers 50+: [http://libgateway.com/site/sfpl/career/50/](http://libgateway.com/site/sfpl/career/50/)

- Retirement Jobs for People over 50: [http://www.reirementjobs.com](http://www.reirementjobs.com)


- Workforce 50 [http://www.workforce50.com](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

● 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

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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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There’s Always Hope

Promoting Positive Aging Through Lifelong Learning

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