

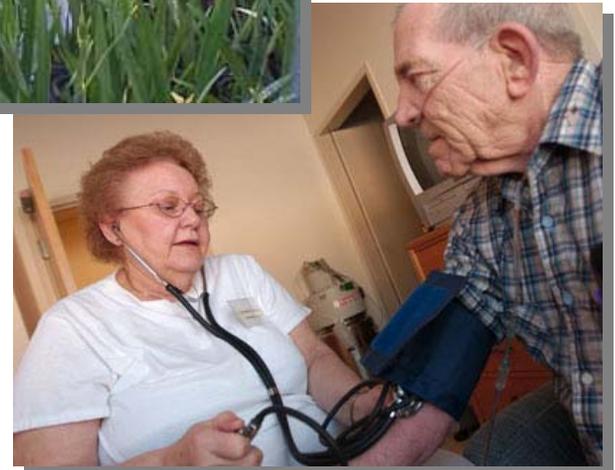
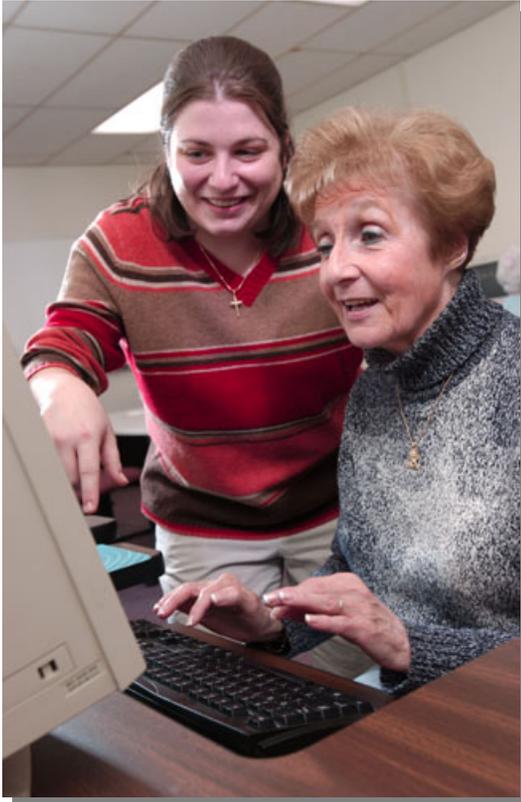
# The Seduction of a One-Stop!

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# How to entice One-stop staff to work effectively with you and your clients.....

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# Presenters...

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**Kathryn Bruyere**

Siouxland Aging Services Older Worker  
Service

Sioux City, Iowa

**Michi McNeace**

Senior Service America, Inc.  
Silver Springs, Maryland

**Becky Scott**

Experience Works, Inc.  
Cottonport, Louisiana

# Older workers are the new “hot ticket” in town...

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**Statistics and  
changing  
demographics  
have forced all  
players in the  
Workforce  
System to look  
harder and  
closer at older  
workers.**

# Why Older Workers

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## **SUPPLY** **VS** **DEMAND**

- Older worker populations are growing
- Older workers are a larger percentage of the workforce than ever
- Workers in general are older than ever
- The pool of new, younger workers is predicted to shrink
- Employers value older workers
- DOL issued Protocol

## By the year 2008, the Bureau of Labor Statistics projects...

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- More than 62 million workers (over 42% of the labor force) will be 45 and older – a 37% increase from 1998.
- During the same time period, the number of younger workers (age 16 to 24) will only increase by 15%.
- Workers in the 35-44 year old range will actually decline by 7%.
- The number of labor force participants between ages of 45 and 54 will increase 30%.
- The number age 55 and over will increase 48%.

# The Senior Community Service Employment Program

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- **Serving older workers before it was “cool.”**
- **40 years of experience to share.**
- **Recognizes problems older job seekers face in accessing One-stop services.**
- **How do we “break the ice” with One-stop staff?**

# The Benefits of the partnerships...

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- **Sharing of resources – copiers, phones, space, computers, staff, resource room**
- **Referrals – from WIA to SCSEP, from SCSEP to WIA**
- **Access to employers and job listings**
- **Access to Job Search training, resume assistance, and application assistance**
- **Access to training – staff and participant**
- **Better access to various partners' services**
- **A sense of teamwork and support**
- **Expanded outreach capabilities for all**
- **Enhanced outcomes for all**
- **Most importantly – enhanced services for senior**

Many SCSEP providers have been working effectively with One-stops ...

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**From Iowa to Maryland to Louisiana and Mississippi, strong partnerships have been developed and have been proven effective.**



# The Story in Sioux City, Iowa

Panelist Kathy Bruyere

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- **Overview of the Senior Internship Program (SIP)**
  - SCSEP project operated by Siouxland Aging Services
  - Partner with Regional Workforce MOU
- **SIP staff**
  - Operate SCSEP from the Workforce Center
  - Provide Core Services to all 55+ whether they are SIP eligible or not

# SIP

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- **Process for Job Seekers age 55+**
  - **Completes “Older Individual Questionnaire” to identify needs and resources**
  - **Staff sets up Core Services file on each job seeker**
  - **Begin “light” case management for all serious job seekers**

# SIP

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## ○ Core Services provided

- Assistance with registration, updates, and UI process as needed
- Computerized job search
- Local Labor Market Info, trends
- Referrals to other partners
- Resume Development with older worker focus
- Typing of resume if needed
- Individual Job Counseling
- Motivation

# SIP

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- Real Life Example





# Success in Silver Springs...

Panelist Miche McNeace

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## **55 PEACE project**

**Plus**

**Employment**

**And**

**Career**

**Empowerment**

**Sponsored by Senior Service America and  
Anne Arundel Workforce Development Corp**



# 55 PEACE

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- Full service “senior focus” one-stop career centers in Odenton and Annapolis
- Provides broadened services through a holistic approach and support services for seniors
- Provides core and intensive services to all job seekers, self-directed and individual job search assistance
- Full service Resource Center
- Access to SCSEP training

# Coordination, Deep South style ...

Panelist Becky Scott

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- **Overview of state-funded WIA Older Worker Project in Louisiana**
  - **Louisiana Older Worker Consortium**
  - **Designed to augment SCSEP services and One-stop services to seniors age 45+**
  - **Four agencies provide core services and basic job search training to older workers in majority of one-stops in state**
  - **Staff promote the One-stop in all they say and do**
  - **Extend One-stop's outreach capability to older population**
  - **Coordinate intensive and training services with One-stop staff**
  - **State funding has been pulled this year – but groundwork has been laid – grantees urged to seek funding locally to continue**

# Overview of Intermediary Project in Mississippi....

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- **Local coordination was sporadic – needed to do something to improve services to seniors**
- **Innovative funding source - wrote grant to increase older worker access to One-stop services – funded by President’s Faith and Community-based initiative**
- **Used nine local organizations as catalyst for enhanced services to seniors**
- **EW SCSEP served as intermediary to teach them the “right way” to operate government funds**
- **Increased coordination between One-stop and local organizations**
- **Increased support services available in One-stops**

# Results of Coordination

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## ○ Louisiana

- 1,700 individuals age 45+ served
- 530+ obtained employment
- SCSEP placement rate at 42%
- Ability to serve those job ready & those needing SCSEP

## ○ Mississippi

- 927 older individuals received info regarding One-stops
- 709 received services
- 250 obtained employment
- Added services – mentors, tutors, clothing, transportation, job club, computer training
- Excellent outreach activities

# Secrets to Success....

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# TIPs for Working with One-stop Staff

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- **It is easier to work effectively together if you WANT to as opposed to if you HAVE to**
  - Works better if personal relationships are developed first
  - Must make yourself valuable to One-stop staff – not a liability or a burden
  - Give and expect nothing in return for a while
  - Be a joy to work with – not “that pesky older worker person who always wants something from me”

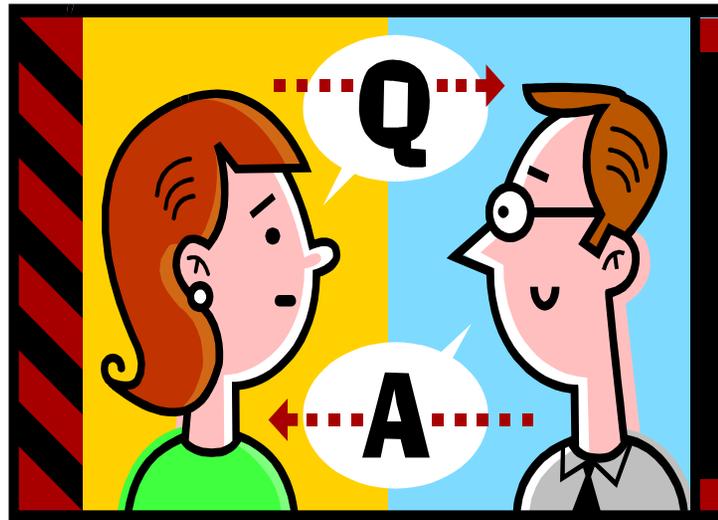
## Tips – continued....

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- **Must be able to demonstrate the value of older workers**
  - **Dispel the myths surrounding older workers**

# One-stop staff need to know....

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# Older workers come with...

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- **JOB SKILLS**, productivity and cost effectiveness
- **RELIABILITY**, lower turnover and less absenteeism
- **FLEXIBILITY** on work assignments and schedules
- **COMMITMENT** to the employer
- **COURTESY**, patience, helpfulness
- **WORK ETHIC** that is unsurpassed

## Tips – continued....

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- **Must be able to demonstrate the value of older workers**
  - **Dispel the myths surrounding older workers**
  - **Show them what employers want**

# One-stop staff need to know what employers say...

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## Older workers are productive, cost effective employees.

- This is according to a major 1991 study issued by The Commonwealth Fund.
- Case studies based on older workers' job performance at Days Inns of America, the Travelers Corporation, and B&Q plc, compared older workers with younger ones doing the same jobs.
- The results showed that older workers can be trained in new technologies, are flexible about work assignments and schedules, have lower turnover rates and absenteeism, and are often better sales people.

# What employers say...

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## Employers have strongly positive views of older workers.

- According to a 1992 study by the University of Southern Maine for the AARP Andrus Foundation, top staff at 105 companies have strongly positive views of older workers.
- Reasons why - reliability, wealth of experience, superior work ethic, more attention to detail, fewer absences, enthusiasm toward work and general excellence as employees

## What employers say...

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**A “New Employer/Employee Equation Survey”, conducted by Harris Interactive for Age Wave, indicates**

- **Inspired ‘mature’ workers are the most engaged and willing to put forth extra effort**
- **Dissatisfied ‘young’ workers are burned out and looking to make a change**
- **‘Mid-career’ workers are toiling more and enjoying it less**

# Tips – continued....

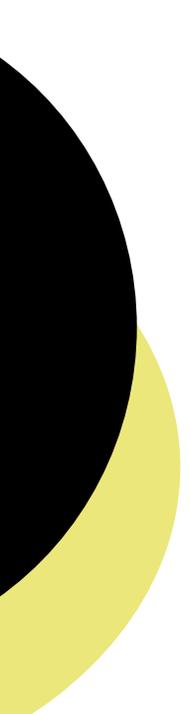
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- **Must be able to demonstrate the value of older workers**
  - **Dispel the myths surrounding older workers**
  - **Show them what employers want**
  - **Assign strong participants to the One-stop as an “example of your product”**
  - **Highlight the people you brought them that helped them meet performance measures**
  - **Build a track record for yourself when possible**

# Tips – continued....

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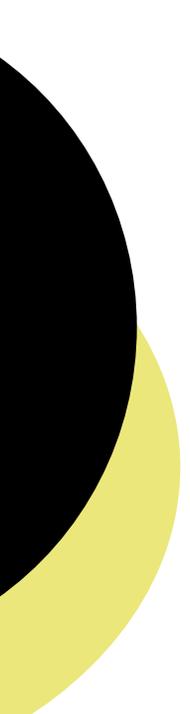
- **Must be willing to put in the time to learn what makes each other's programs "tick"**
- **Know the need in your area and be innovative in helping address it**
- **Be open to using their forms and procedures when possible**
- **Attend the WIB and partner meetings**
- **Be willing to work on the MOU – document "how" you will work together**
- **Must be open to cost sharing – consider swapping staff & participants for rent & telephone expenses – consider what \$\$ you can contribute**

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- **Make sure the One-stop knows what the SCSEP brings to the table...**
    - **Additional manpower and resources to serve seniors & other one-stop customers**
    - **We know how to build up and support older job seekers**
    - **We know how to market older job seekers**
    - **We can provide follow-up to ensure success of a placement**
    - **We are strong case managers**
    - **We can provide OJE**
    - **We can provide job search training classes**

When problems occur.....

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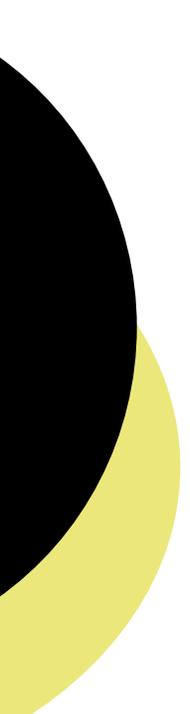


Every now and then you will come across the reluctant One-stop...

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○ **Review the basics**

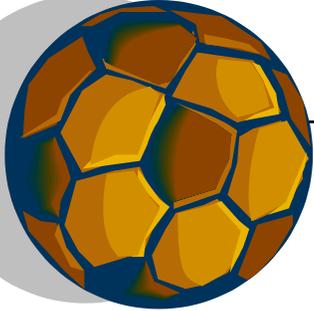
- **Try to develop a personal relationship first**
- **Try to make them “want” to work with you**
- **Show them the value of seniors and your services**
- **Emphasize the need – know your local statistics and demographics**

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- **Keep state level contacts aware of needs of seniors and value of services**
  - **Remind them of their obligation to serve seniors effectively**
    - **Refer them to the regulations**
    - **Refer them to the DOL Older Worker Protocol**
    - **Remind them of the local need**
    - **Remind them of the consequences**
    - **Try to get WIB support**
  - **When all else fails talk to your DOL grant representative**
    - **Sometimes we have to get those higher up involved**
    - **But remember, it is better to work together because you want to and not because someone is making you**

Last, but not least....

**Don't Drop the Ball!!**

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- **Our seniors need us as their advocate.**
- **They need access to One-stop services.**
- **They need someone to help them use the system effectively.**
- **They need YOU!**