

## Mature Worker Report

The Career Center Mature Worker report serves as an update to the Older Worker Report conducted by the North Shore Workforce Investment Board's Data Analysis Academy in 2010. The purpose of this report is to review services to mature customers, those over the age of 55, gather general data on the mature worker population, and survey this population with regards to training and perceived barriers to employment. The data gathered in this report was gathered from the US Census Bureau, Massachusetts One Stop Employment System database (MOSES), and a focus group of mature workers from the North Shore Career Center.

### Career Center Customers FY 2012

#### North Shore Career Center Customers by Age Group

North Shore Career Center customers are shown in the table below by age cohort along with those who received some form of unemployment insurance are compared to the overall North Shore population. In 2012, the North Shore Career Centers provided services to 10,704 customers and 68% were on a form of unemployment insurance at their time of service. The 55 – 69 age cohort represents 20% of the total north shore population but represents 22% of career center customers and 23% of UI recipients.

| Age            | North Shore Population 15+<br>2010 Census |             | North Shore Career Center Customers 2012 |             |              |             |                          |
|----------------|---|-------------|--|-------------|--------------|-------------|--------------------------|
|                |   |             | Total Population                         |             | Received UI  |             |                          |
|                | #   | %           | #  | %           | #            | % of UI     | % of customer age cohort |
| 15-19 Years*   | 27,918                                    | 8%          | 131                                      | 1%          | 9            | 0%          | 7%                       |
| 20 to 24 years | 24,810                                    | 7%          | 922                                      | 9%          | 459          | 6%          | 50%                      |
| 25 to 29 years | 22,569                                    | 7%          | 1,197                                    | 11%         | 832          | 11%         | 70%                      |
| 30 to 34 years | 22,769                                    | 7%          | 1,144                                    | 11%         | 791          | 11%         | 69%                      |
| 35 to 39 years | 26,409                                    | 8%          | 1,018                                    | 10%         | 724          | 10%         | 71%                      |
| 40 to 44 years | 30,864                                    | 9%          | 1,165                                    | 11%         | 848          | 12%         | 73%                      |
| 45 to 49 years | 33,512                                    | 10%         | 1,282                                    | 12%         | 924          | 13%         | 72%                      |
| 50 to 54 years | 32,138                                    | 10%         | 1,249                                    | 12%         | 892          | 12%         | 71%                      |
| 55 to 59 years | 27,876                                    | 8%          | 1,177                                    | 11%         | 839          | 11%         | 71%                      |
| 60 to 64 years | 23,590                                    | 7%          | 788                                      | 7%          | 561          | 8%          | 71%                      |
| 65 to 69 years | 16,526                                    | 5%          | 408                                      | 4%          | 274          | 4%          | 67%                      |
| Over 70 years  | 46,407                                    | 14%         | 223                                      | 2%          | 157          | 2%          | 70%                      |
| <b>Total</b>   | <b>335,388</b>                            | <b>100%</b> | <b>10,704</b>                            | <b>100%</b> | <b>7,310</b> | <b>100%</b> | <b>68%</b>               |

#### North Shore Career Center Customers by Race & Ethnicity

North Shore Career Center customers have a greater racial diversity than the general North Shore population. The three largest demographics in the Career Centers are Whites (69%), Hispanics (14%), and African-Americans (9%). However, the mature workers differ from the overall career center population by having a significantly larger White population (17% difference) with a lower percentage of Hispanics (9% difference) and African-Americans (5% difference). The mature worker population more closely reflects the general population of the North Shore than the overall Career Center population. The reason for the discrepancies between the Career Center and Mature Worker demographics is due primarily to the location of residence of Career Center and Mature Worker customers (please see the table titled Career Center Customers by Town and Town of Residence for more information). Career Center customers were more likely to reside in Lynn which is, demographically, on average, the youngest and most ethnically diverse city on the North Shore with 30% of all Career Center Customers. However, Mature Workers were less likely to reside in Lynn (18% in

Lynn) and more likely to reside in the surrounding suburban areas which tend to be older and demographically less diverse than Lynn.

| Race & Ethnicity | North Shore WIA<br>2010 Census |      | North Shore Career Center Customers 2012 |      |             |         |                |      |             |         |
|------------------|--------------------------------|------|--|------|-------------|---------|----------------|------|-------------|---------|
|                  |                                |      | Total                                    |      | Received UI |         | Mature Workers |      | Received UI |         |
|                  | #                              | %    | #  | %    | #           | % of UI | #              | %    | #           | % of UI |
| African-American | 14,196                         | 3%   | 1007                                     | 9%   | 591         | 8%      | 110            | 4%   | 72          | 4%      |
| Asian            | 12,355                         | 3%   | 404                                      | 4%   | 282         | 4%      | 43             | 2%   | 27          | 1%      |
| Hispanic         | 45,017                         | 11%  | 1488                                     | 14%  | 890         | 12%     | 120            | 5%   | 84          | 5%      |
| Multi-Ethnic     | 5,712                          | 1%   | 200                                      | 2%   | 142         | 2%      | 38             | 1%   | 22          | 1%      |
| Native American  | 499                            | 0%   | 20                                       | 0%   | 17          | 0%      | 4              | 0%   | 4           | 0%      |
| Pacific Islander | 125                            | 0%   | 150                                      | 1%   | 3           | 0%      | 0              | 0%   | 0           | 0%      |
| Other            | 1,786                          | 0%   | 8  | 0%   | 115         | 2%      | 28             | 1%   | 24          | 1%      |
| Unknown          | -                              | -    | 34                                       | 0%   | 25          | 0%      | 10             | 0%   | 8           | 0%      |
| White            | 329,721                        | 81%  | 7393                                     | 69%  | 5,245       | 72%     | 2243           | 86%  | 1590        | 87%     |
| Total            | 409,411                        | 100% | 10704                                    | 100% | 7,310       | 100%    | 2596           | 100% | 1831        | 100%    |

### Career Center Customers by City and Town of Residence

The North Shore WIA covers nineteen cities and towns which are listed in the table below. The majority of both the overall Career Center customers and mature workers lived in the areas. The cities and towns with the highest number of customers were Lynn, Salem, Peabody, Gloucester, and Beverly. The biggest difference between the overall Career Center group and the mature worker group was the percentage of customers residing in Lynn. 30% of Career Center customers lived in Lynn while only 18% of the mature worker group lived in Lynn. The mature workers tended to be a little more evenly dispersed throughout the rest the non-top 5 cities and towns than the overall Career Center customer population.

| City & Town | North Shore WIA<br>2010 Census |     | North Shore Career Center Customers 2012 |     |             |         |                |     |             |         |
|-------------|--------------------------------|-----|--|-----|-------------|---------|----------------|-----|-------------|---------|
|             |                                |     | Total                                    |     | Received UI |         | Mature Workers |     | Received UI |         |
|             | #                              | %   | #  | %   | #           | % of UI | #              | %   | #           | % of UI |
| Beverly     | 39,502                         | 10% | 716                                      | 7%  | 523         | 7%      | 225            | 9%  | 159         | 9%      |
| Danvers     | 26,493                         | 7%  | 463                                      | 4%  | 355         | 5%      | 157            | 6%  | 120         | 7%      |
| Essex       | 3,504                          | 1%  | 59                                       | 1%  | 41          | 1%      | 21             | 1%  | 13          | 1%      |
| Gloucester  | 28,789                         | 7%  | 814                                      | 8%  | 522         | 7%      | 244            | 9%  | 163         | 9%      |
| Hamilton    | 7,764                          | 2%  | 70                                       | 1%  | 60          | 1%      | 30             | 1%  | 25          | 1%      |
| Ipswich     | 13,175                         | 3%  | 195                                      | 2%  | 140         | 2%      | 72             | 3%  | 50          | 3%      |
| Lynn        | 90,329                         | 22% | 3184                                     | 30% | 1,974       | 27%     | 460            | 18% | 306         | 17%     |
| Lynnfield   | 11,596                         | 3%  | 64                                       | 1%  | 48          | 1%      | 24             | 1%  | 18          | 1%      |
| Manchester  | 5,136                          | 1%  | 60                                       | 1%  | 44          | 1%      | 21             | 1%  | 11          | 1%      |
| Marblehead  | 19,808                         | 5%  | 278                                      | 3%  | 192         | 3%      | 119            | 5%  | 90          | 5%      |
| Middleton   | 8,987                          | 2%  | 67                                       | 1%  | 50          | 1%      | 23             | 1%  | 14          | 1%      |
| Nahant      | 3,410                          | 1%  | 69                                       | 1%  | 48          | 1%      | 30             | 1%  | 20          | 1%      |
| Peabody     | 51,251                         | 13% | 942                                      | 9%  | 693         | 9%      | 266            | 10% | 194         | 11%     |
| Rockport    | 6,952                          | 2%  | 128                                      | 1%  | 93          | 1%      | 49             | 2%  | 36          | 2%      |
| Salem       | 41,340                         | 10% | 1372                                     | 13% | 869         | 12%     | 284            | 11% | 195         | 11%     |
| Saugus      | 26,628                         | 7%  | 334                                      | 3%  | 249         | 3%      | 98             | 4%  | 66          | 4%      |
| Swampscott  | 13,787                         | 3%  | 225                                      | 2%  | 174         | 2%      | 69             | 3%  | 52          | 3%      |

|                  |         |      |       |      |       |      |      |      |      |      |
|------------------|---------|------|-------|------|-------|------|------|------|------|------|
| Topsfield        | 6,085   | 2%   | 41    | 0%   | 29    | 0%   | 27   | 1%   | 20   | 1%   |
| Wenham           | 4,875   | 1%   | 37    | 0%   | 27    | 0%   | 16   | 1%   | 14   | 1%   |
| Outside WIB AREA | -       | -    | 1586  | 15%  | 1,179 | 16%  | 361  | 14%  | 265  | 14%  |
| Total            | 409,411 | 101% | 10704 | 100% | 7,310 | 100% | 2596 | 100% | 1831 | 100% |

### Educational Attainment of Career Center Customers

The educational attainment of both the Career Center customers and mature workers are lower than that of the North Shore population. When looking at the percentage at or above Some College the North Shore is at 61%, the Career Center customers 42%, and mature worker is at 51%. Mature workers had higher levels of educational attainment than the overall Career Center population, but lower than the attainment of the general population. They were higher in Associate's (15% vs. 12%), Bachelors (22% vs. 18%), and Graduate or Higher (12% vs. 6%) when compared to the Career Center population. There were no significant differences between the populations that received unemployment insurance and the overall population for both the Career Center and mature workers.

| Educational Attainment      | North Shore WIA 2010 |      | North Shore Career Center Customers 2012 |      |             |         |                |      |             |         |
|-----------------------------|----------------------|------|--|------|-------------|---------|----------------|------|-------------|---------|
|                             |                      |      | Total                                    |      | Received UI |         | Mature Workers |      | Received UI |         |
|                             | #                    | %    | #  | %    | #           | % of UI | #              | %    | #           | % of UI |
| Less Than High School (>12) | 31025                | 11%  | 1044                                     | 10%  | 602         | 8%      | 144            | 6%   | 98          | 5%      |
| Diploma/GED (12 GL)         | 79852                | 28%  | 5250                                     | 49%  | 3,600       | 50%     | 1100           | 42%  | 796         | 44%     |
| Some College (13 GL)        | 47291                | 17%  | 386                                      | 4%   | 273         | 4%      | 74             | 3%   | 56          | 3%      |
| Associate's (14/15 GL)      | 23284                | 8%   | 1291                                     | 12%  | 937         | 13%     | 380            | 15%  | 264         | 14%     |
| Bachelor's (16)             | 61600                | 22%  | 1883                                     | 18%  | 1,349       | 19%     | 559            | 22%  | 382         | 21%     |
| Graduate or Higher (17+ GL) | 40599                | 14%  | 668                                      | 6%   | 483         | 7%      | 319            | 12%  | 226         | 12%     |
| blank                       | -                    | 0%   | 182                                      | 2%   | -           | 0%      | 20             | 1%   | 0           | 0%      |
| Total                       | 283651               | 100% | 10704                                    | 100% | 7,244       | 100%    | 2596           | 100% | 1822        | 100%    |

### Pre Occupation of Career Center Customers

Both the overall Career Center population and mature workers had the same top five pre occupational groups. However, there are differences with the order of the rankings for each group. The top 5 Mature Worker Pre Occupations are highlighted in red. The top overall occupational groupings for the Career Center are Office and Administrative Support (18%), Sales and Related (11%), Management (9%), Production (9%), and Transportation and Material Moving (7%) which combine for 53.7% of all pre occupational groups. The top five for mature workers are Office and Administrative Support (20%), Management (13%), Sales and Related (9%), Production (8%), and Transportation and Material Moving (6%) which combine for 54.9% of all mature worker pre occupational groups. The pre occupations of Mature Workers are similar to the overall North Shore Career Center population with slightly higher employment in occupations that require higher levels of education and experience such as management and business and financial operations. This is to be expected based on a Mature Workers higher average level of education and years of professional experience. Overall, it would appear that Mature Workers were not unevenly displaced from any one occupational group compared to the North Career Center population.

| Occupational Grouping             | Pre Occupation of North Shore Career Center Customers 2012 |    |             |         |                |     |             |         |
|-----------------------------------|--|----|-------------|---------|----------------|-----|-------------|---------|
|                                   | Total  |    | Received UI |         | Mature Workers |     | Received UI |         |
|                                   | #  | %  | #           | % of UI | #              | %   | #           | % of UI |
| <i>Management</i>                 | 927  | 9% | 677         | 10%     | 308            | 13% | 221         | 13%     |
| Business and Financial Operations | 350  | 3% | 290         | 4%      | 125            | 5%  | 103         | 6%      |

|  |             |            |             |            |            |            |            |            |
|--|-------------|------------|-------------|------------|------------|------------|------------|------------|
| Computer and Mathematical                      | 216         | 2%         | 156         | 2%         | 75         | 3%         | 50         | 3%         |
| Architecture and Engineering                   | 201         | 2%         | 145         | 2%         | 81         | 3%         | 59         | 3%         |
| Life, Physical, and Social Science             | 87          | 1%         | 54          | 1%         | 26         | 1%         | 15         | 1%         |
| Community and Social Service                   | 197         | 2%         | 124         | 2%         | 50         | 2%         | 34         | 2%         |
| Legal  | 75          | 1%         | 49          | 1%         | 26         | 1%         | 15         | 1%         |
| Education, Training, and Library               | 312         | 3%         | 214         | 3%         | 89         | 4%         | 63         | 4%         |
| Arts, Design, Entertainment, Sports, and Media | 221         | 2%         | 152         | 2%         | 75         | 3%         | 53         | 3%         |
| Healthcare Practitioners and Technical         | 256         | 3%         | 184         | 3%         | 100        | 4%         | 80         | 5%         |
| Healthcare Support                             | 385         | 4%         | 244         | 4%         | 72         | 3%         | 48         | 3%         |
| Protective Service                             | 148         | 1%         | 87          | 1%         | 25         | 1%         | 15         | 1%         |
| Food Preparation and Serving Related           | 651         | 6%         | 382         | 6%         | 87         | 4%         | 62         | 4%         |
| Building and Grounds Cleaning and Maintenance  | 338         | 3%         | 206         | 3%         | 63         | 3%         | 42         | 2%         |
| Personal Care and Service                      | 232         | 2%         | 129         | 2%         | 50         | 2%         | 37         | 2%         |
| <i>Sales and Related</i>                       | <i>1094</i> | <i>11%</i> | <i>621</i>  | <i>9%</i>  | <i>209</i> | <i>9%</i>  | <i>127</i> | <i>7%</i>  |
| <i>Office and Administrative Support</i>       | <i>1781</i> | <i>18%</i> | <i>1234</i> | <i>18%</i> | <i>482</i> | <i>20%</i> | <i>332</i> | <i>19%</i> |
| Farming, Fishing, and Forestry                 | 54          | 1%         | 42          | 1%         | 11         | 0%         | 9          | 1%         |
| Construction and Extraction                    | 498         | 5%         | 348         | 5%         | 75         | 3%         | 48         | 3%         |
| Installation, Maintenance, and Repair          | 327         | 3%         | 226         | 3%         | 71         | 3%         | 51         | 3%         |
| <i>Production</i>                              | <i>889</i>  | <i>9%</i>  | <i>691</i>  | <i>10%</i> | <i>198</i> | <i>8%</i>  | <i>153</i> | <i>9%</i>  |
| <i>Transportation and Material Moving</i>      | <i>704</i>  | <i>7%</i>  | <i>467</i>  | <i>7%</i>  | <i>144</i> | <i>6%</i>  | <i>106</i> | <i>6%</i>  |
| Military Specific                              | 92          | 1%         | 77          | 1%         | 2          | 0%         | 2          | 0%         |
| Total  | 10035       | 100%       | 6799        | 100%       | 2444       | 100%       | 1725       | 100%       |

### **Post Occupation of Career Center Customers**

Both the overall Career Center population and mature workers had the nearly same top five post occupational groups. However, there are differences with the order of the rankings for each group. The top 5 post occupational groups for Mature Workers are highlighted in red. The top overall occupational groupings for the Career Center are Office and Administrative Support (18%), Transportation and Material Moving (9%), Production (9%), Sales and Related (9%), and Health Care Support (9%) which combine for 55.2% of all post occupational groups. The top five for mature workers are Office and Administrative Support (24%), Sales and Related (9%), Management (8%), Production (7%), and Health Care Support (7%) which combine for 54.4% of all Mature Worker post occupational groups. Mature Workers are finding employment in occupations similar to the occupations that they held previously when they are able to find employment. The exception here the management grouping which had a 5% drop in employment which could indicate that Mature Workers are having difficulty gaining employment at the same levels of seniority they held previously. As with the North Shore population, Mature Workers moved into health care support, an occupational grouping that is concentrated in a high demand industry on the North Shore, as a transitional career choice.

| Occupational Grouping              | Post Occupation of North Shore Career Center Customers 2012 |           |             |           |                |           |             |           |
|------------------------------------|---|-----------|-------------|-----------|----------------|-----------|-------------|-----------|
|                                    | Total   |           | Received UI |           | Mature Workers |           | Received UI |           |
|                                    | #   | %         | #           | % of UI   | #              | %         | #           | % of UI   |
| <i>Management</i>                  | <i>125</i>  | <i>5%</i> | <i>92</i>   | <i>5%</i> | <i>48</i>      | <i>8%</i> | <i>34</i>   | <i>8%</i> |
| Business and Financial Operations  | 66  | 3%        | 50          | 3%        | 18             | 3%        | 15          | 3%        |
| Computer and Mathematical          | 74  | 3%        | 44          | 3%        | 22             | 4%        | 15          | 3%        |
| Architecture and Engineering       | 53  | 2%        | 41          | 2%        | 16             | 3%        | 11          | 3%        |
| Life, Physical, and Social Science | 17  | 1%        | 13          | 1%        | 4              | 1%        | 2           | 0%        |

|  |            |            |            |            |            |            |           |            |
|--|------------|------------|------------|------------|------------|------------|-----------|------------|
| Community and Social Service                   | 46         | 2%         | 34         | 2%         | 11         | 2%         | 10        | 2%         |
| Legal  | 16         | 1%         | 12         | 1%         | 4          | 1%         | 3         | 1%         |
| Education, Training, and Library               | 67         | 3%         | 43         | 3%         | 21         | 3%         | 15        | 3%         |
| Arts, Design, Entertainment, Sports, and Media | 56         | 2%         | 36         | 2%         | 17         | 3%         | 13        | 3%         |
| Healthcare Practitioners and Technical         | 68         | 3%         | 49         | 3%         | 25         | 4%         | 18        | 4%         |
| <i>Healthcare Support</i>                      | <i>215</i> | <i>9%</i>  | <i>129</i> | <i>8%</i>  | <i>40</i>  | <i>7%</i>  | <i>24</i> | <i>6%</i>  |
| Protective Service                             | 40         | 2%         | 26         | 2%         | 7          | 1%         | 3         | 1%         |
| Food Preparation and Serving Related           | 151        | 6%         | 110        | 6%         | 22         | 4%         | 15        | 3%         |
| Building and Grounds Cleaning and Maintenance  | 111        | 5%         | 70         | 4%         | 23         | 4%         | 19        | 4%         |
| Personal Care and Service                      | 51         | 2%         | 27         | 2%         | 11         | 2%         | 7         | 2%         |
| <i>Sales and Related</i>                       | <i>220</i> | <i>9%</i>  | <i>140</i> | <i>8%</i>  | <i>53</i>  | <i>9%</i>  | <i>39</i> | <i>9%</i>  |
| <i>Office and Administrative Support</i>       | <i>484</i> | <i>20%</i> | <i>333</i> | <i>20%</i> | <i>144</i> | <i>24%</i> | <i>97</i> | <i>22%</i> |
| Farming, Fishing, and Forestry                 | 6          | 0%         | 5          | 0%         | 1          | 0%         | 1         | 0%         |
| Construction and Extraction                    | 88         | 4%         | 72         | 4%         | 19         | 3%         | 17        | 4%         |
| Installation, Maintenance, and Repair          | 66         | 3%         | 41         | 2%         | 17         | 3%         | 10        | 2%         |
| <i>Production</i>                              | <i>221</i> | <i>9%</i>  | <i>174</i> | <i>10%</i> | <i>43</i>  | <i>7%</i>  | <i>34</i> | <i>8%</i>  |
| Transportation and Material Moving             | 222        | 9%         | 159        | 9%         | 36         | 6%         | 29        | 7%         |
| Military Specific                              | 3          | 0%         | 2          | 0%         | 1          | 0%         | 1         | 0%         |
| Total  | 2466       | 100%       | 1702       | 100%       | 603        | 100%       | 432       | 100%       |

### Pre Hourly Wage of Career Center Customers

The average pre hourly wage of Career Center customers in Fy 2012 was \$17.01. Career Center customers who received unemployment insurance had an average pre hourly wage of \$18.33. Mature workers have a pre hourly average wage of \$22.38 which is \$5.37 higher than the Career Center customer group. Mature workers on unemployment insurance have pre hourly wage of \$23.08 which is \$4.75 higher than the Career Center customer group. The higher pre hourly wage for Mature Workers could be attributed to their higher years of experience on the job and higher concentration in pre occupational groupings such as management and business and financial operations. These factors combined can lead to a higher average annual wage for the Mature Worker cohort compared to the North Shore Career Center population.

| Hourly Wage    | Pre Hour Wage of North Shore Career Center Customers 2012 |      |             |         |                |      |             |         |
|----------------|---|------|-------------|---------|----------------|------|-------------|---------|
|                | Total   |      | Received UI |         | Mature Workers |      | Received UI |         |
|                | #   | %    | #           | % of UI | #              | %    | #           | % of UI |
| Under \$4.99   | 81  | 1%   | 41          | 1%      | 19             | 1%   | 7           | 1%      |
| 5.00-9.99      | 1351  | 23%  | 496         | 16%     | 157            | 12%  | 75          | 10%     |
| 10.00-14.99    | 1740  | 30%  | 1004        | 31%     | 271            | 21%  | 170         | 23%     |
| 15.00-19.99    | 988   | 17%  | 632         | 20%     | 224            | 18%  | 139         | 19%     |
| 20.00-24.99    | 613   | 11%  | 384         | 12%     | 200            | 16%  | 117         | 16%     |
| 25.00-29.99    | 389   | 7%   | 245         | 8%      | 127            | 10%  | 74          | 10%     |
| 30.00-34.99    | 214   | 4%   | 138         | 4%      | 80             | 6%   | 46          | 6%      |
| 35.00 and Over | 381   | 7%   | 249         | 8%      | 191            | 15%  | 121         | 16%     |
| Total          | 5757  | 100% | 3189        | 100%    | 1269           | 100% | 749         | 100%    |

## Post Hourly Wage of Career Center Customers

The average post hourly wage of Career Center customers in Fy 2012 was \$16.26. Career Center customers who received unemployment insurance had an average post hourly wage of \$16.92. Mature workers have a post hourly average wage of \$19.44 which is \$3.18 higher than the Career Center customer group. Mature workers on unemployment insurance have post hourly wage of \$20.52 which is \$3.60 higher than the Career Center customer group. While Mature Workers are earning more on average than the Career Center Population, they are experiencing a greater wage loss than the Career Center population. The Mature Worker wage loss was \$2.94 vs \$0.75 for the Career Center population. This would further reinforce the idea that Mature Workers are having difficulty finding employment at the same level of compensation and seniority that held previously.

| Hourly Wage    | Post Hourly of North Shore Career Center Customers 2012 |      |             |         |                |      |             |         |
|----------------|---|------|-------------|---------|----------------|------|-------------|---------|
|                | Total   |      | Received UI |         | Mature Workers |      | Received UI |         |
|                | #   | %    | #           | % of UI | #              | %    | #           | % of UI |
| Under \$4.99   | 13  | 0%   | 11          | 1%      | 5              | 1%   | 4           | 1%      |
| 5.00-9.99      | 627   | 20%  | 366         | 18%     | 96             | 13%  | 62          | 12%     |
| 10.00-14.99    | 1138  | 37%  | 766         | 37%     | 247            | 32%  | 162         | 30%     |
| 15.00-19.99    | 567   | 18%  | 410         | 20%     | 152            | 20%  | 103         | 19%     |
| 20.00-24.99    | 332   | 11%  | 234         | 11%     | 100            | 13%  | 76          | 14%     |
| 25.00-29.99    | 149   | 5%   | 103         | 5%      | 50             | 7%   | 37          | 7%      |
| 30.00-34.99    | 71  | 2%   | 60          | 3%      | 27             | 4%   | 23          | 4%      |
| 35.00 and Over | 169   | 6%   | 138         | 7%      | 87             | 11%  | 72          | 13%     |
| Total          | 3066  | 100% | 2088        | 100%    | 764            | 100% | 539         | 100%    |

## Pre Industry of Employment

Both the overall Career Center population and mature workers had the same top five pre industry groups. However, there are differences with the order of the rankings for each group. The top 5 industries are highlighted red. The top overall post industry groupings for the Career Center are Retail Trade (13%), Healthcare and Social Assistance (13%), Administration and Waste Services (12%), Manufacturing, and Professional and Technical Services (8%) which combine for 55.8% of all pre occupational groups. The top five for mature workers are Health Care and Social Assistance (14%), Manufacturing (12%), Professional and Technical Services (10%), Retail Trade (10%), and Administrative and Waste Services (10%) which combine for 56.4% of all mature worker pre industry groups. As there are no significant differences in the pre industries of employment for Mature Workers compared to the Career Center population it is apparent that there are no industries trying to purge themselves of Mature Workers on the North Shore.

| Industry of Employment                   | Pre Industry of Employment of Career Center Customers |            |             |            |                |            |             |            |
|--|---|------------|-------------|------------|----------------|------------|-------------|------------|
|  | Total   |            | Received UI |            | Mature Workers |            | Received UI |            |
|  | #   | %          | #           | %          | #              | %          | #           | % of UI    |
| Agriculture, Forestry, Fishing & Hunting | 74  | 1%         | 51          | 1%         | 25             | 1%         | 20          | 1%         |
| Mining                                   | 7   | 0%         | 5           | 0%         | 1              | 0%         | 2           | 0%         |
| Construction                             | 461   | 5%         | 363         | 6%         | 96             | 4%         | 74          | 5%         |
| <i>Manufacturing</i>                     | <i>918</i>  | <i>10%</i> | <i>614</i>  | <i>10%</i> | <i>271</i>     | <i>12%</i> | <i>189</i>  | <i>12%</i> |
| Utilities                                | 42  | 0%         | 26          | 0%         | 16             | 1%         | 11          | 1%         |
| Wholesale Trade                          | 319   | 4%         | 247         | 4%         | 90             | 4%         | 64          | 4%         |
| <i>Retail Trade</i>                      | <i>1191</i>   | <i>13%</i> | <i>714</i>  | <i>11%</i> | <i>218</i>     | <i>10%</i> | <i>149</i>  | <i>10%</i> |
| Transportation and Warehousing           | 393   | 4%         | 277         | 4%         | 92             | 4%         | 68          | 4%         |



|  |             |            |            |            |            |            |            |            |
|--|-------------|------------|------------|------------|------------|------------|------------|------------|
| Information                                | 225         | 2%         | 157        | 3%         | 68         | 3%         | 47         | 3%         |
| Finance and Insurance                      | 375         | 4%         | 285        | 5%         | 125        | 6%         | 93         | 6%         |
| Real Estate and Rental and Leasing         | 135         | 1%         | 99         | 2%         | 35         | 2%         | 23         | 1%         |
| <i>Professional and Technical Services</i> | <i>727</i>  | <i>8%</i>  | <i>536</i> | <i>9%</i>  | <i>225</i> | <i>10%</i> | <i>154</i> | <i>10%</i> |
| Management of Companies and Enterprises    | 24          | 0%         | 17         | 0%         | 5          | 0%         | 5          | 0%         |
| <i>Administrative and Waste Services</i>   | <i>1043</i> | <i>12%</i> | <i>825</i> | <i>13%</i> | <i>215</i> | <i>10%</i> | <i>154</i> | <i>10%</i> |
| Educational Services                       | 282         | 3%         | 165        | 3%         | 90         | 4%         | 45         | 3%         |
| <i>Health Care and Social Assistance</i>   | <i>1150</i> | <i>13%</i> | <i>765</i> | <i>12%</i> | <i>302</i> | <i>14%</i> | <i>220</i> | <i>14%</i> |
| Arts, Entertainment, and Recreation        | 193         | 2%         | 130        | 2%         | 46         | 2%         | 40         | 3%         |
| Accommodation and Food Services            | 718         | 8%         | 467        | 7%         | 101        | 5%         | 76         | 5%         |
| Other Services, Ex. Public Admin           | 393         | 4%         | 268        | 4%         | 82         | 4%         | 56         | 4%         |
| Public Administration                      | 342         | 4%         | 236        | 4%         | 80         | 4%         | 56         | 4%         |
| Total                                      | 9012        | 100%       | 6247       | 100%       | 2183       | 100%       | 1546       | 100%       |

### Post Industry of Employment

Both the overall Career Center population and mature workers had the same top five post industry groups. However, there are differences with the order of the rankings for each group. The top 5 industries are highlighted in red. The top overall post industry groupings for the Career Center are Retail Trade (13%), Healthcare and Social Assistance (13%), Administration and Waste Services (12%), Manufacturing, and Professional and Technical Services (8%) which combine for 55.8% of all pre occupational groups. The top five for mature workers are Health Care and Social Assistance (17%), Manufacturing (14%), Professional and Technical Services (11%), Administrative and Waste Services (11%), and Retail Trade (9%) which combine for 56.4% of all mature worker pre industry groups. Mature Workers appear to be able to find employment at similar levels as the Career Center population. The exception to this is in manufacturing where the Career Center population found employment at a 4% rate higher than the Mature Workers. This could indicate a slight preference for younger workers within the industry.

| Industry of Employment                     | Post Industry of Employment of Career Center Customers |            |             |            |                |            |             |            |
|--|--|------------|-------------|------------|----------------|------------|-------------|------------|
|  | Total  |            | Received UI |            | Mature Workers |            | Received UI |            |
|  | #  | %          | #           | %          | #              | %          | #           | % of UI    |
| Agriculture, Forestry, Fishing & Hunting   | 32   | 1%         | 24          | 1%         | 7              | 1%         | 5           | 1%         |
| Mining                                     | 3  | 0%         | 3           | 0%         | 1              | 0%         | 1           | 0%         |
| Construction                               | 119  | 3%         | 93          | 4%         | 27             | 3%         | 22          | 4%         |
| <i>Manufacturing</i>                       | <i>677</i>   | <i>18%</i> | <i>437</i>  | <i>17%</i> | <i>129</i>     | <i>14%</i> | <i>87</i>   | <i>14%</i> |
| Utilities                                  | 10   | 0%         | 7           | 0%         | 4              | 0%         | 3           | 0%         |
| Wholesale Trade                            | 67   | 2%         | 49          | 2%         | 18             | 2%         | 13          | 2%         |
| <i>Retail Trade</i>                        | <i>419</i>   | <i>11%</i> | <i>241</i>  | <i>10%</i> | <i>85</i>      | <i>9%</i>  | <i>53</i>   | <i>8%</i>  |
| Transportation and Warehousing             | 162  | 4%         | 111         | 4%         | 32             | 3%         | 26          | 4%         |
| Information                                | 58   | 2%         | 41          | 2%         | 20             | 2%         | 11          | 2%         |
| Finance and Insurance                      | 97   | 3%         | 71          | 3%         | 39             | 4%         | 29          | 5%         |
| Real Estate and Rental and Leasing         | 39   | 1%         | 23          | 1%         | 10             | 1%         | 6           | 1%         |
| <i>Professional and Technical Services</i> | <i>337</i>   | <i>9%</i>  | <i>239</i>  | <i>10%</i> | <i>103</i>     | <i>11%</i> | <i>72</i>   | <i>11%</i> |
| Management of Companies and Enterprises    | 15   | 0%         | 11          | 0%         | 5              | 1%         | 3           | 0%         |
| <i>Administrative and Waste Services</i>   | <i>446</i>   | <i>12%</i> | <i>313</i>  | <i>12%</i> | <i>103</i>     | <i>11%</i> | <i>65</i>   | <i>10%</i> |
| Educational Services                       | 109  | 3%         | 72          | 3%         | 44             | 5%         | 33          | 5%         |
| <i>Health Care and Social Assistance</i>   | <i>604</i>   | <i>16%</i> | <i>380</i>  | <i>15%</i> | <i>154</i>     | <i>17%</i> | <i>103</i>  | <i>16%</i> |

|                                     |      |      |      |      |     |      |     |      |
|-------------------------------------|------|------|------|------|-----|------|-----|------|
| Arts, Entertainment, and Recreation | 93   | 2%   | 59   | 2%   | 19  | 2%   | 16  | 3%   |
| Accommodation and Food Services     | 299  | 8%   | 194  | 8%   | 51  | 6%   | 36  | 6%   |
| Other Services, Ex. Public Admin    | 119  | 3%   | 64   | 3%   | 29  | 3%   | 17  | 3%   |
| Public Administration               | 126  | 3%   | 76   | 3%   | 38  | 4%   | 26  | 4%   |
| Total                               | 3831 | 100% | 2508 | 100% | 918 | 100% | 627 | 100% |

### Individual Training Accounts for Mature Workers

The number of Mature Workers who utilized ITAs in FY 2012 was 40 with 38 or 95% of these customers gaining employment post training. The table below shows the training providers (bolded) that Mature Workers attended along with the training course and post training occupation achieved. Included is the number of Mature Workers enrolled in training, pre training average wage, and post training average wage. The two instances of blanks (Salem State University and North Shore Community Action Programs) in the table are the occurrences of Mature Workers not receiving a job placement after training.

The average six-month wage of Mature Workers pre training was \$22,610. The post training wage decreased by 21% to \$17,872. However, the six-month wages among training providers varied greatly from \$5,200 to \$52,000. It is difficult to make direct side-by-side comparisons for many of the training providers as many providers only had one Mature Worker receive training. The training providers that received the largest number of Mature Workers are North Shore Community College (16 ITAs), North Shore Community Action Programs (7 ITAs), and Salem State University (5 ITAs). North Shore Community College had an average post training wage of \$17,234, lower than the Mature Worker post training average even though their pre training wage of \$23,854 was higher the cohort average. North Shore Community Action's post training wage was \$19,603 and Salem State University had a post training wage of \$21,898. Both were higher than Mature Worker post training average.

The focus of North Shore Community Action's training was computer based which reflected the need for computer training among the Mature Worker population. Overall, 12 Mature Worker customers received some form of Microsoft Office training and 13 received training that was a specialized computer skill. The post training wage of the Microsoft Office customers was \$17,401 and the post training wage of specialized computer skill customers was \$24,197. One combined program by North Shore Community Action Programs and North Shore Community College had a small element of Microsoft excel training but was mostly construction trade training and is not included in either count. The Microsoft courses are highlighted in red and the computer centric courses are highlighted in green. The customers who took specialized computer training had better wages upon exit than the customers who took general Microsoft training.

| Training Providers                 | Number of Mature Workers | Average of Pre Six Month Wage Estimated | Average of Post Six Month Wage Estimated |
|------------------------------------|--------------------------|---|--|
| <b>AltE Store</b>                  | 1                        | \$ 7,800                                | \$ 7,800                                 |
| PV303                              | 1                        | \$ 7,800                                | \$ 7,800                                 |
| Golf Instructor                    | 1                        | \$ 7,800                                | \$ 7,800                                 |
| <b>American Career Institute</b>   | 1                        | \$ -                                    | \$ 7,488                                 |
| Medical Assisting                  | 1                        | \$ -                                    | \$ 7,488                                 |
| Clinical Associate                 | 1                        | \$ -                                    | \$ 7,488                                 |
| <b>American National Red Cross</b> | 1                        | \$ 3,500                                | \$ 11,440                                |
| Nurse Assistant/Home Health aide   | 1                        | \$ 3,500                                | \$ 11,440                                |
| Nursing Assistant                  | 1                        | \$ 3,500                                | \$ 11,440                                |
| <b>Badencorp</b>                   | 1                        | \$ 46,280                               | \$ 52,000                                |
| CATIA Version 5 Basic class        | 1                        | \$ 46,280                               | \$ 52,000                                |
| Engineer                           | 1                        | \$ 46,280                               | \$ 52,000                                |



|  |           |                  |                  |
|--|-----------|------------------|------------------|
| <b>DeWalt Institute LLC</b>  | <b>1</b>  | <b>\$ 23,750</b> | <b>\$ 22,500</b> |
| Medical Assisting Certificate  | 1         | \$ 23,750        | \$ 22,500        |
| Production supervisor  | 1         | \$ 23,750        | \$ 22,500        |
| <b>Future Media Concepts, Inc.</b>   | <b>1</b>  | <b>\$ 47,000</b> | <b>\$ 33,498</b> |
| Adobe Desktop Publishing & Web Design Master Class                               | 1         | \$ 47,000        | \$ 33,498        |
| Technical Writer   | 1         | \$ 47,000        | \$ 33,498        |
| <b>Innovative Computer Courses Inc.</b>  | <b>1</b>  | <b>\$ 25,000</b> | <b>\$ 5,200</b>  |
| MOUS Preparation Skills Enhancement Certificate Program                          | 1         | \$ 25,000        | \$ 5,200         |
| Customer Service / Sales   | 1         | \$ 25,000        | \$ 5,200         |
| <b>Merrimack College Continuing Education</b>                                    | <b>1</b>  | <b>\$ 55,000</b> | <b>\$ 25,000</b> |
| Oracle 11g OCP-DBA Certification   | 1         | \$ 55,000        | \$ 25,000        |
| Software Engineer  | 1         | \$ 55,000        | \$ 25,000        |
| <b>Millennium Training Institute Inc.</b>  | <b>1</b>  | <b>\$ 15,600</b> | <b>\$ 13,520</b> |
| Clinical / Medical Assistant   | 1         | \$ 15,600        | \$ 13,520        |
| Medical Reception  | 1         | \$ 15,600        | \$ 13,520        |
| <b>North Shore Community Action Programs</b>                                     | <b>7</b>  | <b>\$ 21,995</b> | <b>\$ 19,603</b> |
| Course # 1101: Office Basics   | 5         | \$ 20,137        | \$ 15,495        |
| Administrative Assistant   | 1         | \$ 26,900        | \$ 16,500        |
| Office Assistant   | 1         | \$ 10,400        | \$ 4,680         |
| Patient Care Secretary   | 1         | \$ 31,000        | \$ 20,800        |
| Trader   | 1         | \$ 20,530        | \$ 20,000        |
| (blank)  | 1         | \$ 11,856        | \$ -             |
| Microsoft Excel/Basic Access/Adv Office/QuickBooks                               | 1         | \$ 20,000        | \$ 18,720        |
| Teller Manager   | 1         | \$ 20,000        | \$ 18,720        |
| Office Basics/Adv Office   | 1         | \$ 33,280        | \$ 36,920        |
| Contract Recruiter   | 1         | \$ 33,280        | \$ 36,920        |
| <b>North Shore Community Action Programs &amp; North Shore Community College</b> | <b>1</b>  | <b>\$ 18,200</b> | <b>\$ 23,920</b> |
| Microsoft Excel/Adv Exel & Building Analyst                                      | 1         | \$ 18,200        | \$ 23,920        |
| Test Technician  | 1         | \$ 18,200        | \$ 23,920        |
| <b>North Shore Community College</b>   | <b>16</b> | <b>\$ 23,854</b> | <b>\$ 17,234</b> |
| Building Analyst   | 2         | \$ 35,640        | \$ 26,640        |
| Home Energy Specialist   | 1         | \$ 38,000        | \$ 20,000        |
| Mechanical Designer  | 1         | \$ 33,280        | \$ 33,280        |
| Business Accounting and Financial Software                                       | 4         | \$ 19,000        | \$ 14,326        |
| Account  | 1         | \$ 28,900        | \$ 18,304        |
| Accounts Payable Clerk   | 1         | \$ 21,000        | \$ 11,700        |
| Customer Service Agent   | 1         | \$ 15,600        | \$ 12,740        |
| Sales  | 1         | \$ 12,500        | \$ 14,560        |
| Early Childhood Education (ECD)  | 1         | \$ 20,000        | \$ 14,560        |
| Program Specialist   | 1         | \$ 20,000        | \$ 14,560        |
| Energy Utility Technology Certificate (ERC)                                      | 1         | \$ 26,000        | \$ 18,720        |
| Cleanroom Tech   | 1         | \$ 26,000        | \$ 18,720        |
| Executive Administrative Assistant   | 1         | \$ 19,458        | \$ 11,700        |
| Admin Assistant  | 1         | \$ 19,458        | \$ 11,700        |
| Graphic Design Certificate Program   | 1         | \$ 15,900        | \$ 12,480        |
| Medical Records Specialist   | 1         | \$ 15,900        | \$ 12,480        |
| Microsoft Office Certificate   | 4         | \$ 25,139        | \$ 17,147        |
| Bookkeeper/Office Manager  | 1         | \$ 25,000        | \$ 13,650        |
| Clerk  | 1         | \$ 20,446        | \$ 3,978         |
| Grant Manager  | 1         | \$ 32,500        | \$ 29,120        |
| Operator   | 1         | \$ 22,610        | \$ 21,840        |
| Nurse Assistant/Home Health aide   | 1         | \$ 8,970         | \$ 7,904         |

|                                       |           |                  |                  |
|---------------------------------------|-----------|------------------|------------------|
| HHA                                   | 1         | \$ 8,970         | \$ 7,904         |
| Web Page Design Certificate           | 1         | \$ 41,500        | \$ 31,200        |
| Marketing                             | 1         | \$ 41,500        | \$ 31,200        |
| <b>Peterson School</b>                | <b>1</b>  | <b>\$ 11,700</b> | <b>\$ 16,500</b> |
| BOILER TECHNICIAN 2ND FIREMAN LICENSE | 1         | \$ 11,700        | \$ 16,500        |
| Maintenance Tech                      | 1         | \$ 11,700        | \$ 16,500        |
| <b>Salem State College</b>            | <b>5</b>  | <b>\$ 19,386</b> | <b>\$ 21,898</b> |
| GIS (Geographic Information Systems)  | 4         | \$ 20,820        | \$ 19,720        |
| Customer Solutions Administrator      | 1         | \$ 30,500        | \$ 30,000        |
| Proposal/Presentation Specialist      | 1         | \$ 29,120        | \$ 31,200        |
| Warranty Repairs                      | 1         | \$ 17,160        | \$ 17,680        |
| (blank)                               | 1         | \$ 6,500         | \$ -             |
| Pharmacy Technician Program           | 1         | \$ 13,650        | \$ 8,710         |
| Pharmacy Tech.                        | 1         | \$ 13,650        | \$ 8,710         |
| <b>WELLSPRING HOUSE INC</b>           | <b>1</b>  | <b>\$ 18,000</b> | <b>\$ 15,080</b> |
| MediClerk Program                     | 1         | \$ 18,000        | \$ 15,080        |
| Receptionist                          | 1         | \$ 18,000        | \$ 15,080        |
| <b>Grand Total</b>                    | <b>40</b> | <b>\$ 22,610</b> | <b>\$ 17,872</b> |

### Mature Worker Focus Group Results

A focus group of mature worker customers from the North Shore Career was held on October 23, 2013 at the North Shore Career Center in Salem. Customers were selected for the focus group if they were over the age of 55, received a service from the Career Center, and had an email address on file. Of these customers, a random sampling of 100 customers was selected to receive an electronic invite sent via Constant Contact. The first 10 customers to respond were selected to participate in the focus group and each participant would receive a \$25 gift card to Target. 10 Mature Workers responded to the focus group invite with a total of 9 customers attending the focus group as one focus group member called the day of focus group to cancel. In attendance to moderate the focus group was Will Sinatra from the North Shore Workforce Investment Board and Deborah Barnes from the North Shore Career Centers. Susan Jepson from the National Senior Able Network attended the focus group as an observer.

#### **Mature Worker Focus Group –Salem**

**October 23, 2013**

**3:30-5:00**

#### **Focus Group Questions**

#### **1. What were your expectations when you came to the Career Center and how were they met? What service did you receive that best advanced your job search?**

-I came because I was terminated from my job. I need unemployment services while my claim was in process which took 28 weeks. It was difficult taking care of an elderly parent while unemployed. I found a lot of positive feedback from the Career Center. I took the Myers-brigs workshop which I enjoyed.

-I found what I expected; training courses, meet with a counselor. I took a computer course but some of the computers did not work. Eventually when I found one there was competition to use it. I went out for a couple interviews and only found low wage offers that didn't work for me. I ended up joining the family business but due the economy I'm not sure how much longer that will be viable. So I will probably be back out there looking for another job.

-Having to come in and take workshops was good for me. I needed to get out of house and got a morale booster.

-I was a research scientist at Brigham and Women's and taught as an adjunct professor at Columbia University. I worked in cancer research with over 50 publications but due to the sequestration my research grant was cut and I was laid off. I'm not going to another job as a bench scientist at 64. I liked Wolfgang's seminar. I decided to start my own business making hats and have six different designs now. I created my own website for my business.

-I didn't come in until asked to be reviewed for UI. I took Wolfgang's resume workshop and he helped me review my resume. Deborah's course on transferable skills helped me learn what I wanted to know what I wanted to do. I am now taking graphic design courses at North Shore Community College.

-I came in in because I was laid off and found it impossible to connect with UI. Once here I was advised on how to meet with UI and I also meet with a Job Councilor. I got good advice from Wolfgang, "get out of you house" and "it is ok to be yourself."

**2. How can the Career Center better serve customers? Can you think of anything in particular that we should be offering that you don't think is available now?**

-I would like to see a continuation of the workshops. A second workshop to build upon the themes of the first workshop and pull it all together. Another idea could be to have a referral to someone who can help with this, like a life coach, and help integrate all of the information.

-Follow up on role playing & interviews. I've been to 12 interviews and need help staying positive with the emotional roller coaster.

-I received a call from a person who wanted to interview me for a job but he told me that before he could interview me he needed to conduct a credit search first and wanted my social security number. I wasn't sure what to do and did a google search first which warned me this was a scam artist who post fake online job advertisements. To think that there are people out there preying upon the unemployed. I don't know what employers can and cannot ask for before an interview. I almost gave him my social. The Career Center needs to seminar on how to protect your privacy online and what employers can and cannot ask for.

-A seminar in entrepreneurship.

-A mature worker networking group or job club. It would be helpful to have a time for people to get together and brainstorm ideas or give each other job leads. I like being around people in my own demographic and hearing their job search experiences is reassuring and supportive to me.

-There should be some type of marketing or promotional tool which details all of the services provided by the Career Center. This could be categorized by staff specialization, services provided, training available and what is the eligibility for these services.

**3. How are mature workers perceived in today's work place? What is the perception of a mature worker during an interview? How has your engagement with employers worked out as you have conducted your job search?**

-Many older workers are being interviewed by 30 something's who do not want to work with their parents.

-Companies want younger workers who will work for lower wages. Why hire an older worker when you can pay someone younger less?

-I walk with a limp. I feel like I am judged by my appearance and that employer's think I cannot stand up physically to the job.

-Employers think we'll retire soon. I've been asked in interviews when I plan to retire. I have also been asked to work split shifts and holidays. Employers are doing this because they do not think that I have family commitments anymore.

-Employers question whether or not it is worth the investment to teach a mature a new technology or train them for a job because they view the return on investment as being short lived.

#### **4. In terms of your occupational skills, what assets do you bring to the work place?**

One word responses:

Perseverance, Focus, Commitment, Dependability, Loyalty

-Mature workers are able to manage priorities due to their experience.

-We have a freedom to commit because our family no longer needs to be raised.

-Thank for the opportunity.

#### **5. What barriers to employment are you currently facing as you try to reenter the workforce?**

-I'm over qualified for the positions I'm interviewing for and need a higher salary than I'm being offered.

-Technology

-The Internet removes the human element; you never get face to face contact.

-Having a limp, a physical disability, the perception of being slower. How do I market this?

-One's own attitude.

-Perceived as being inflexible due to being at the same job for multiple years. Young people now see a job as a 2-3 year commitment.

#### **6. Do any of you feel as if you are in need of retraining to improve your occupational or soft skills in order to gain employment? What type of training would you be interested in taking? Has anyone taken any training service through the Career Center or outside of the Career Center?**

-I was the Director at a school for 43 yrs and I constantly read to stay current on educational issues. But I still need computer training to stay current on technology.

-A Spanish program to help people become bilingual. I feel like I would be qualified for more jobs if I spoke another language.

-Social media training.

-I worked 6 years in the Peace Corps and taught foreign languages at a university but I do not have a credential for this. A foreign language certificate would be helpful.

## Literature Review of Older Workers in the Modern Labor Force

In the spring of 2011, the Government Accountability Office issued a report on Older Workers in the Modern Labor Force which was written by Benjamin Collins, Joshua Fangmeier, and Elizabeth Stamberger from the Gerald R. Ford School of Public Policy, University of Michigan. One the key issue addressed in the report was find the barriers faced by Mature Workers in finding employment and what options exist in overcoming these barriers. The following provides a summary of the find of the report in regards to barriers to employment and the options in overcoming these barriers.

Barriers to finding and retaining employment for Mature Workers:

Discrimination and Stereotypes: A 2007 survey conducted by the AARP of workers 45–74 found that 60% believed that age discrimination still exists in the workplace with a majority believing that discrimination occurs at age 50. *Many employers still maintain stereotypes that manifest into age discrimination. These stereotypes include perceptions that older workers are less flexible, less interested in new technology, less creative, less trainable, less promotable, less productive, and less cost-effective to train.* These perceptions are recognized by Mature Workers and discourage them during their job search activities.

Decline in the Value of Human Capital: Mature Workers used to have higher job security over younger workers due to their human capital based on their knowledge, competence, and professional experience. However, in a workplace where technology has advanced and a premium has is now being placed on technological skills, the value of human capital among Mature Workers has declined from years past compared to younger skilled workers.

Search Strategies for Finding Employment: Job search strategies have changed with many employment opportunities being found on the internet. Mature Workers are able to full utilize social networking as a resource as they have not yet developed these networks. Mature Workers are also less likely to use the internet as a job searching resource which is *“low- cost strategy and providing high amounts of information and potential job contacts.”*

Disincentives of Fringe Benefits: Mature Workers are interested in positions which will offer them robust benefit packages. However, many of these benefits can create barriers. Pensions often require years of service time before an employee becomes vested which means that a Mature Worker will be disadvantage in receiving this benefit. The majority of American receives health insurance through an employer plan. Employers that offer health insurance must give the same benefit package to all employees and *“research has found that employers will generous health plans employ but do not tend to hire older works.”* This indicates that employers are concerned that

Options to remove barriers into employment for Mature Workers:

Job Search Assistance: Have mature workers utilize the *“One-Stop Career Centers by having certain staff member trained as Mature Worker Navigator to deliver customized services, including using modified career ladders, job search strategies, and training recommendations.”*

Training and Education Programs: as Mature Workers have a shorter time horizon to recoup the investment in training and education, *“it is important the shorter and less expensive training programs are developed.”*

Flexible Work Arrangements: Mature Workers have changing needs carrying additional responsibilities such as elder care. This creates a barrier to employment that can be resolved through creating flexible work schedules with employers. Arrangements can be made that Mature Workers will work certain core hours during the day with additional flex hours added depending on the needs of the worker. Other employers, like CVS, have a

*“Snowbird program, retail workers can spend part of the year in a cold climate and part of the year in warm climate while maintaining employment.”* Other employers have indicated a willingness to allow Mature Workers to transition from full-time to part-time employment.

Flexible Job Opportunities: Mature Workers are given the opportunity to transition to different jobs within their company which allow them to work reduced hours. These type of positions can be mentorships, consulting, or strategic which allow the company to retain the works knowledge while the employee continue to earn wages while they transition towards retirement. However, this type of employment is usually only available in certain industries and reliant on a strong economy.

Public Education: The public needs education on the benefits of hiring Mature Workers to help remove the stereotypes and discrimination faced by this population. There are several initiatives already in place to help alleviate this problem. The Employment and Training Administration supports National Employ Older Workers Week in the fall. There are *“associations such as the Society for Human Resource Management (SHRM) AARP are working to bring awareness to older workers and to help employers think through the implication of working with older workers.”* ARRAP has also developed a Workforce Assessment tool which helps companies navigate worker retirement, attract workers of all ages, and manage a multi-generational workforce. The GAO also recommends that a national campaign needs to be conducted in order to change the mind set about work at older ages.

### **Literature Review of Policy Recommendations to Increase Older Worker Engagement in the Massachusetts Workforce**

Issued in April 2011 by the Policy Taskforce of the MA partnership to Promote the Civic Engagement and Employment of Older Adults, the following provides policy recommendations to increase access and engage employment opportunities for Mature Workers in Massachusetts. This report was prepared in conjunction by The Massachusetts Executive Office of Elder Affairs, the Gerontology Institute at the University of Massachusetts-Boston, and the Commonwealth Corporation. The North Shore Workforce Investment Board should encourage the incorporation of these policies both within the Career Center and throughout partner agencies and employers on the North Shore.

Recommended Policy:

- 1. Establish an Older Worker Employment Taskforce to coordinate the implementation and evaluation of strategies that will increase the rate of employment of older workers and extend older worker engagement in the workforce.**
- 2. Highlight the resources of One-Stop Career Center Services for Older Workers**
  - a. Distribute information through EOE networks on existing resources designed for older workers at One-Stop Career Centers.
  - b. Establish protocols for systematically sharing best practices, workshop curriculum, etc. for assisting older workers between all the Career Centers.
- 3. Improve Community Colleges’ Training of Older Workers**
  - a. Create and test the capacity to serve older adults in credit courses at community colleges, via use of more flexible course schedules and stackable degrees and other practices. Use the successful pilot approach developed at Middlesex Community College Academy of Health Professions as a model for other schools.
  - b. Establish certificate and degree programs that are closely linked to labor market demand and include older adult students in the student profile.
  - c. Replicate best practices identified through a national initiative for accommodating the learning styles and schedules of older workers.



4. **Encourage Employers to Take Action to Prepare for an Older Workforce**
  - a. Implement flexible personnel policies and practices in the workplace.
  - b. Develop Older Worker Talent Recruitment and Retention plans.
  - c. Facilitate employee access to college savings plans, such as the 529 plans, and arrange and/or offer training opportunities to incumbent employees.
  - d. Consider adjustments to pension plans that will permit a phased retirement for qualified employees and/or remove disincentives for continued employment.
5. **Spur Individuals to Upgrade Their Work Skills Throughout Their Career**
  - a. Build an Economic Security Education and Outreach Coalition with the Executive Offices of Elder Affairs, Executive Office of Labor and Workforce Development, Workforce Investment Boards and Career Centers, the Department of Higher Education (with Community Colleges and State Universities), the Massachusetts Educational Financing Authority (MEFA), the Treasurer, and the Massachusetts Financial Education Coalition (MFEC) to improve and coordinate their respective outreach and referral activities. Outreach messages to include:
    - Everyone needs to upgrade their work skills throughout their career
    - Visit a Career Center for personal career development assistance
    - Explore job training programs at colleges and certificate training providers
    - Learn about ways to save and pay for job training options, including 529 plans, tuition assistance from employers, on the job training opportunities, plus many others. Contact MEFA for more information.

#### **Recommendations for North Shore WIB and North Shore Career Center**

- Explore the possibility of developing a job seeker networking group for Mature Workers. During the focus group, participants had expressed an interest in being able to meet up with other job seekers in their own demographic. A networking group will allow Mature Workers to discuss job search strategies, potential job leads, and hear success stories from one another. They suggested that such a group would also provide emotional support by being able to communicate with others who fit their demographic profile and help them get out of the house. The “Get You Motor Running” Workshop could provide entry for Mature Worker Career Center Customers into networking groups. However, a Mature Worker specific networking could potential isolate a Mature Worker from the rest the North Shore labor force and limiting networking possibilities by minimizing the number of potential connections.
- The Career Center should create a promotional tool which describes all of the Career Center resources, programs, and requirements for training. Many of the Mature Workers were unaware of all that was available to them from the Career Center. Most expressed confusion about what exactly requirements were necessary to attend training.
- Present the findings of the ITA research to the Career Center staff so that they may learn from these successes.
- Identify the companies that have been hiring Mature Workers to determine commonalties with the industries, occupations, and skills sets. Gather employer testimonials about Mature Workers.
- Further research should be done into national programs to discover the best practices for servicing Mature Workers to see if how the Career Center utilize these practices.
- Share report with Congressman John Tierney’s office to possibly host series on Mature Workers and facilitate or other programming.