

Mass Workforce Issuance

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Policy

Information

To: Chief Elected Officials
Workforce Development Board Chairs
Workforce Development Board Directors
Title I Administrators
Career Center Directors
Title I Fiscal Officers
DCS Operations Managers

cc: WIOA State Partners

From: Alice Sweeney, Director
Department of Career Services

Date: December 16, 2016

Subject: **Reimagining the Older Career Seeker Webinar**

Purpose: To notify Local Workforce Development Boards, One-Stop Career Center Operators and other local workforce partners of the “[Reimagining the Older Career Seeker](#)” webinar offered through the National Association of Workforce Development Professionals ([NAWDP](#)) January 19th, from 3:00 – 4:00.

Background: The number of older workers is projected to grow nearly 20% over the next 10 years and many of these experienced individuals face challenges marketing their skills and abilities. The webinar will focus on how workforce organizations can work collaboratively to address the needs of this priority population. Specifically, participants will:

- **LEARN** about economic and labor market data that will help them forecast community and program needs;
- **DISCUSS** strategies that organizations can use to become a credible source to employers on the value of a generationally diverse workforce, and
- **HEAR** about best practice strategies that leverage the talents of 50+ job seekers.

Discussion will also include how providers can leverage existing programs like [SCSEP](#), WIOA, [Back to work 50+](#), and other program options to provide service to this growing priority population.

Action

Requested: Please share this information with staff and partners as appropriate.