

REPORT

To: Mary Sarris, Mark Whitmore
 Topic: Mature Worker Report - 2009
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The Data Analysis Academy (comprised of WIB and Career Center staff - management, as well as, line staff) that researches, examines, and makes program management and policy recommendations based on data. This report is one of a series of occasional reports on workforce issues on the North Shore – used to inform AND to help the Career Center and WIB continually improve services, etc.

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I. Introduction

The Academy reconvened over the summer of 2009 to revisit our preliminary study of mature workers and the subsequent workforce development services in our local area. Meetings were held on several occasions to discuss several data points highlighting services provided to this particular sector of our local population on the North Shore and current research. (should somewhere in this report contain a summary of what the original report said and if there has been any action in relation to it?) During the first meeting the Academy established a listing of various data points that were of interest. These included:

- General data on the mature worker population and anticipated trends for Massachusetts and local area if possible;
- Specific demographic data pertaining to our local area with regards to mature workers – including Educational Attainment, race, age and type of training received;
- Specific survey information on older workers with regards to training and perceived barriers; and
- Case studies of several customers.

These data points were gathered through US Census Data, MOSES, survey results, and anecdotal information collected from staff and presented to the group during our second meeting. In addition, for the purposes of this report and as a direct result of the economic downturn of 2008/2009 the group thought it was important for us to reflect on the information detailed in a 2005 study conducted by MassInc called *A Generation in Transition: A Survey of Bay State Baby Boomers*.

A Baby Boomer is defined as:

A baby boomer is someone who is born in a period of increased birth rates, such as those during the economic prosperity that in many countries followed World War II. In the United States, demographers have put the generation's birth years at 1946 to 1964, despite the fact that the U.S. birth rate actually began to decline after 1957¹

For the purposes of our discussion, we will stick to this definition and at times will refer to this group as mature workers as well.

Highlights of the DAA Older Worker Report, 2006 (below is a summary of findings from a NSWIB report completed in 2006 on Older Worker issues):

What is the Information Telling Us?

- We need to embrace the fact that our labor force is getting older and many appear close to retiring but will not out of financial necessity.
- A large portion of our labor force will retire and move out of the region and state.

¹ <http://www.wikipedia.org> Wikipedia, the free on-line encyclopedia

- The void left by many of the highly-skilled mature workers who retire will be difficult to fill
- Training is a necessity for mature workers, especially training that is longer and more intense in nature than traditional training
- There will be an increase in services (and labor related services) needed to keep up with the growing needs of Baby Boomers as they grow old

Action Steps

- Design a series of workshops for mature workers (i.e. resume writing, interviewing, etc.)
- Arm Career Center staff with options to give mature workers—i.e. training options and employers who consistently hire this population.
- Develop through collaboration with the BSU marketing efforts for the mature worker.
- Hold seminars for employers on various topics related to hiring mature workers....filling labor gaps...and crossing the skills divide.
- Maintain and develop new relationship with service providers (CBO’s etc.) that work with the mature worker population and their families.

Steps Taken:

- Career Center has developed a workshop series “Using Age to your Advantage” that target the mature worker customer – provides tips, ideas and examples job search techniques.

II. Census Data and Results of MassINC's Survey *A Generation in Transition*:

Census Data – Comparison²

Figure 1

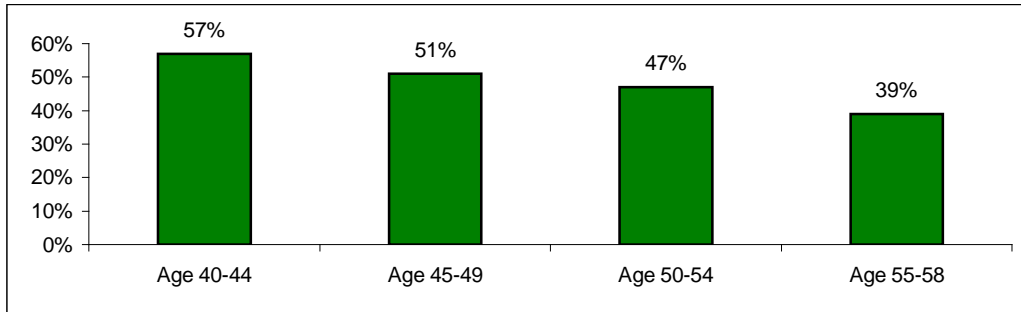
	North Shore	Essex County	Massachusetts	USA
Total Pop	405,393	733,404	6,469,770	301,237,703
# Over 55	109,715	186,392	1,590,872	70,662,158
% over 55	27%	25%	24%	23%

² US Census Bureau – American Community Survey 2006 - 2008

Baby Boomers Who Expect To Retire Later Than Age 65 Or Not At All³

The following graph is based upon the results of MassINC's survey of Baby Boomers in Massachusetts.

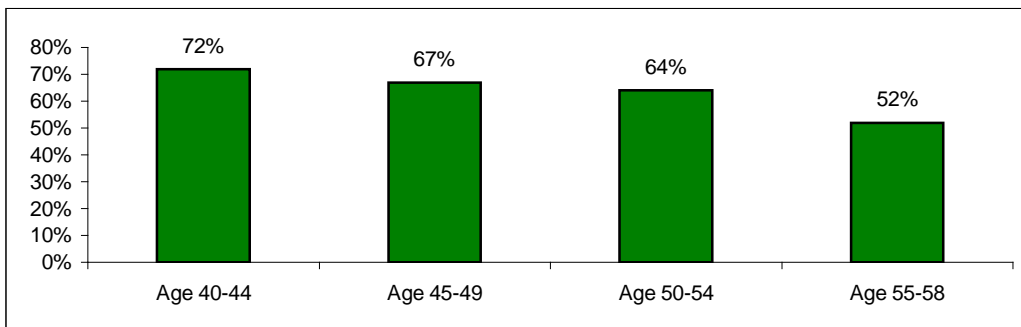
Figure 2



Baby Boomers Who Plan To Work In Retirement⁴

The following graph is based upon the results of MassINC's survey of Baby Boomers in Massachusetts.

Figure 2



NOTE: A Generation in Transition Report was written before the economic recession in 2007. The recession has caused a stock market collapse which led many individuals to lose retirement savings, a labor force reduction on the North Shore, and a drastic increase in the unemployment insurance claimants. This has led the DAA to believe that the MassINC stats on Baby Boomers' retirement plans in Figure 1 & 2 to be further exacerbated as more Boomers will be forced into waiting for retirement or continuing to work part-time while retired.

Population Projections

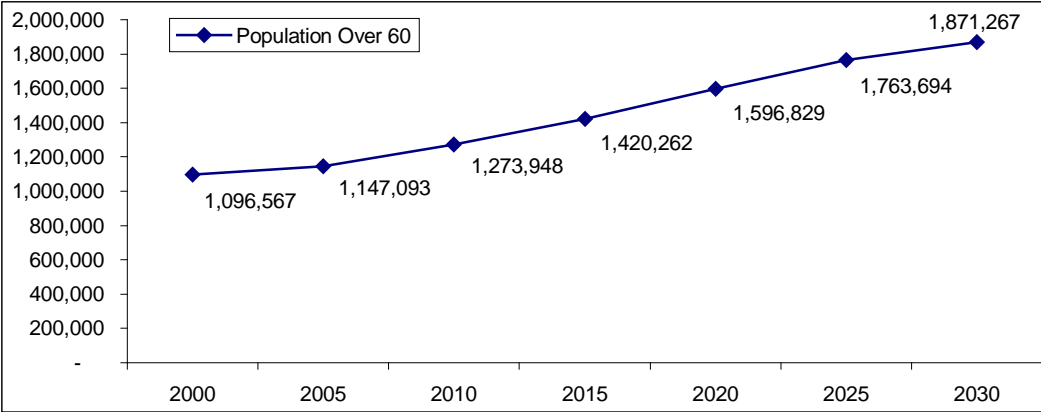
Massachusetts Population Over 60 Projections 2030

The Massachusetts population over 60 is projected to be 1,871,267 in the year 2030. This is an increase of 774,700 or 70.64%.

³ MassINC, *A Generation in Transition: A Survey of Bay State Baby Boomers*, November 2005

⁴ MassINC, *A Generation in Transition: A Survey of Bay State Baby Boomers*, November 2005

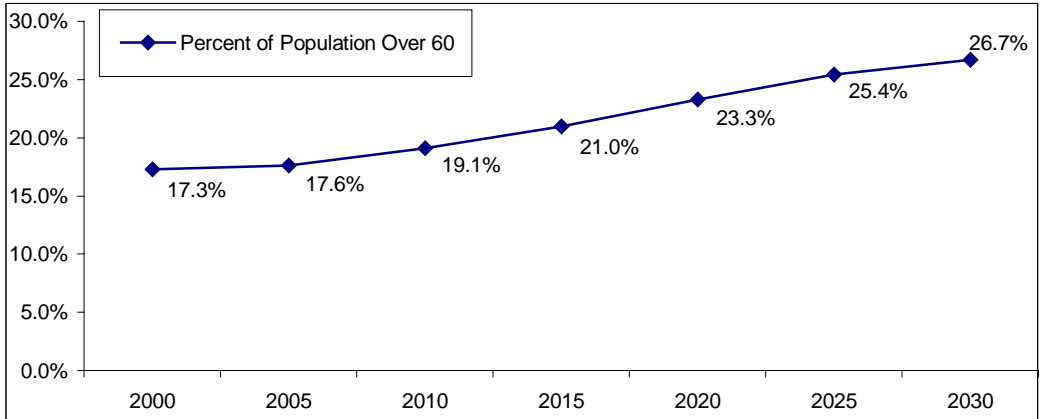
Figure 3



Percent of Massachusetts Population Over 60 Projections 2030

The Massachusetts population over 60 is projected to increase from 17.3% of the total population to 26.7% of the total population in 2030. This is a 9.4% increase in the population over 60.

Figure 4



Highlights of the Census data, MassInc. Study and population projections include:

- The North Shore has a higher percentage of people over the age of 55 than in Essex county, Massachusetts and the US in general.
- Nearly half of all Bay state baby boomers (49%) expect to retire later than age 65, including 11% who say they never plan to retire.
- Younger ‘boomers’ expect to delay retirement longer than older boomers and are more likely to work in retirement. Among those aged 40-44, 57% expect to retire after 65 or not at all.
- At least 39% of those who plan to work after they retire will work out of financial necessity.
- High migration rate out of Massachusetts of highly skilled mature workers—nearly one-third of ‘boomers’ (35%), roughly 10% of the state’s populations want to retire outside of Massachusetts.

- 47% plan to make a significant move upon retirement, either elsewhere in Massachusetts (12%) or outside of Massachusetts (35%).
- Housing cost, medical expenses, and taxes are a few of the top priorities for ‘boomers’ deciding where to live.
- ‘Boomers’ are a critical part of the Massachusetts economy, accounting for roughly 45% of our labor force.

III. Training Customer Demographics

Career Center Customers Over 55 FY 08

Customer Type	# of Customers	Gender		Average Age	Race				
		Male	Female		White	Black	Asian	Hispanic	Other
Training	67	17	50	59	56	5	2	3	1
Training %	100%	25%	75%	-	83%	8%	3%	5%	2%
CC Customers	1972	1118	854	60	1669	107	34	86	76
CC Customers %	100%	56%	44%	-	85%	5%	2%	4%	3%

Training Received by Career Center Training Customers Over 55, FY 08

Computer									
Office	Other	Accounting	Medical Billing	Medical	Transportation	Clerical	Technician	ESL	Other
31	7	2	1	12	3	10	2	4	6

Please note that while this data is for 67 training customers over 55 in FY 08, some customers took more than 1 training course and is the reason why there are 78 training courses.

- Computer training focusing on MS Office skills was the most popular option among DW customers over 55, followed by Medical and Clerical training.
- Medical Training & Medical Billing combine for 17% of training services received in FY 08 and reflects customer’s desire to find careers in Healthcare.
- Placement Rates: Over 55 = 74% , Total training customers = 87%

Educational Attainment in FY 08

Customer Type	Level of Educational Attainment				
	Less than 12	HS/GED	Some College/Associates	Bachelors	Advanced
Training	2	33	12	18	2
Training %	3%	49%	18%	27%	3%
CC Customers	142	813	391	397	184
CC Customers %	7%	42%	20%	20%	10%

- In FY 08, males made up the majority of Career Center customers over 55 (56%), however, 75% of all training customers are female.

Where are they from, FY 08?

Top 10 Towns			
Career Center Customers over 55		Dislocated Workers over 55	
Town Name	Number	Town Name	Number
Lynn	408	Lynn	17
Salem	233	Gloucester	11
Peabody	188	Saugus	7
Gloucester	180	Swampscott	5
Beverly	140	Salem	4
Marblehead	101	Beverly	3
Danvers	93	Danvers	3
Saugus	77	Peabody	3
Swampscott	61	Rockport	3
Revere	57	Marblehead	3
Total	1538	Total	59
% of Population	78%	% of Population	88%

Career Center Customers Over 55 FY 09

Customer Type	# of Customers	Gender		Average Age	Race				
		Male	Female		White	Black	Asian	Hispanic	Other
Training	60	12	48	59	55	1	2	1	1
Training %	100%	20%	80%	-	92%	2%	3%	2%	2%
CC Customers	1403	766	636	61	1210	63	27	44	59
CC Customers %	100%	57%	43%	-	86%	4%	2%	3%	4%

- As in FY 08, the majority of Career Center customers were male (57%) while females (80%) were the majority of training customers. In fact, the disparity between males & females in the DW program grew 5% from FY 08 to FY 09.

Training Received by Career Center Training Customers Over 55, FY 09

Computer									
Office	Other	Accounting	Medical Billing	Medical	Transportation	Clerical	Technician	ESL	Other
36	9	1	6	8	1	10	1	2	4

Please note that while this data is for 60 training customers over 55 in FY 09, some customers took more than 1 training course and is the reason why there are 78 training courses.

- MS office training was once again the most popular training option for training customers over age 55.
- Medical Training & Medical Billing combine for 18% of training services received in FY 09 and reflects customer's desire to find careers in Healthcare.
- Placement Rates: Over 55 = 73% , Total training customers = 88%

Educational Attainment in FY 09

Customer Type	Level of Educational Attainment				
	Less than 12	HS/GED	Some College/Associates	Bachelors	Advanced
Training	1	25	13	16	5
Training %	2%	42%	22%	27%	8%
CC Customers	64	544	260	354	151
CC Customers %	5%	40%	19%	26%	11%

- As in FY 08, Career Center customers with a High School/GED or Bachelors degree were more likely to enter into the DW program. FY 09 also had Career Center customers with some college / Associates as being more likely to enter into training programs.

Where are they from, FY 09?

Top 10 Towns			
Career Center Customers over 55		Dislocated Workers over 55	
Town Name	Number	Town Name	Number
Lynn	231	Lynn	12
Gloucester	151	Salem	9
Salem	146	Gloucester	7
Peabody	110	Marblehead	7
Beverly	98	Beverly	6
Danvers	71	Peabody	4
Marblehead	59	Danvers	3
Swampscott	48	Rockport	2
Saugus	40	Saugus	2
Rockport	35	Swampscott	2
Total	989	Total	54
% of Population	70%	% of Population	90%

Highlights of this information include:

- A disproportionate number of females over the age of 55 are receiving training services compared to males over the age of 55. 75% of the training customers over 55 in FY 2008 were female. 80% of training customers over 55 in FY 2009 were female.
- Microsoft office training is the most popular training option for training customers over 55. This reflects the need for computer training for mature workers to remain competitive in the workforce.
- Occupations in the healthcare industry are desired by about 16.5 % of training customers in the past two fiscal years.
- Career Center customers with High School/GED or a Bachelors degree were more likely to enter into training programs.

- Mature workers, who have gone through training, have a lower placement rate than the average placement rates for training customers.

IV. Survey of ‘new’ Training Customers

As part of this report, the DAA thought it was important to survey mature customers to aid in our ongoing effort to improve services. Through this survey, the DAA sought to discover the barriers mature workers must overcome in our region to receive training and to gaining employment. Surveys were distributed to through the North Shore Career Center staff starting in June 2009 through October 2009.

Mature Worker Survey Results

Responses = 19

Question 1: Do you perceive any barriers to employment?

	Totals
Lack of interviewing skills	7
Lack of computer skills	9
Lack of transportation	3
Lack of reading skills	2
Lack of math skills	2
Unable to gain employment due to schedule	2
No experience in desired industry	4
No experience in desired occupation	2
Language barriers	3
Age discrimination (to young)	0
Age discrimination (to mature)	6

Other Comments: Different than my day, Speak Polish

Question 2: Do you perceive any barriers to receiving training?

	Total
Lack of interviewing skills	5
Lack of computer skills	4
Lack of transportation	7
Lack of reading skills	3
Lack of math skills	3
Unable to gain employment due to schedule	0
No experience in desired industry	3
No experience in desired occupation	3
Language barriers	3

Age discrimination (to young)	0
Age discrimination (to mature)	4

Other Comments: New Math Different, Long time at previous job

- The greatest perceived barrier to training for mature workers in the lack of transportation to go to training.

Question 3: In what industry do you wish to gain employment?

	Total
Agriculture, Forestry, Fishing & Hunting	0
Mining	0
Construction	0
Manufacturing	2
Utilities	0
Wholesale Trade	2
Retail Trade	2
Transportation and Warehousing	0
Information	0
Finance and Insurance	3
Real Estate and Rental and Leasing	0
Professional and Technical Services	0
Management of Companies and Enterprises	2
Administrative and Waste Services	4
Educational Services	2
Health Care and Social Assistance	3
Arts, Entertainment, and Recreation	0
Accommodation and Food Services	0
Public Administration	2

- Mature workers are searching for positions within many industries.

Question 4: In what occupation do you wish to gain employment?

Was machinist, want medical or office
 Retail
 Secretary
 Loyal Secretary for 20 yrs
 Computer IT
 AVY (*Note: probably meant ANY*)
 Teacher
 Housekeeping
 No English, CNA
 Admin/Clerical
 Office Admin

- Mature workers are looking for mostly administrative positions

Question 5: How can we increase our services to better suit your needs?

All workshops filled
 More Classes
 Extra classes
 More recruitments - Employer on Site
 Computer Classes
 More Resume Material
 Computer Class
 Language Training
 CNA Class
 Basic Computer Classes
 More Age Advantage Seminar

- Mature workers would like more classes to be offered with classes that focused on computer skills and general jobs search skills (resume & age advantaged)

Question 6: Additional Comments

Had same job for 20yrs.
 good services, offered workshop
 Age Discrimination
 More people come in to talk about age barriers

Question 7: Age

	Total
17-21	0
21-29	0
30-39	0
40-49	2
50-59	8
60+	8

What did the Survey tell us?

- Mature workers perceive three major barriers to employment, lack of interviewing skills, lack of computer skills, and age discrimination. The age discrimination maybe a reflection of employers believing that mature workers not having the technical skills that are on par with younger workers.
- The greatest need for mature workers is an increase in basic computer skills which focus on using Microsoft Office applications.

- Mature workers are more concerned with an occupation and less concerned with the industry they will be working in.
- Mature workers also need to learn how to sell themselves in job interviews and how to use their experience to their advantage.
- Mature workers who wish to receive training may need transportation assistance to training sites.

V. Training Customer Case Studies

57 Year old woman who worked 20 + years for local potato chip factory; had began as a packer and worked her way up to Plant Production Manager. When the company closed in 2000 she made a career change and went to work for a local mortgage company as a clerk and again, worked her way up to a Loan Processor position. When the housing market dipped she was laid off from that company and again found herself out of work. She was very concerned because she had now lost two jobs due to the swing in the economy; her husband is disabled and she was unsure what to do next and she felt her age would now be a issue. She came to the Career Center for advice and began working with a Case Manger, who suggested she attend our “North Shore Labor Market Workshop” after which they determined the Health Care field would be a good match for her. With the financial support of WIA Title 1 Adult training funds she enrolled in a Medical Billing and Coding Certificate Program. After completing with excellent grades she joined our “Boot Camp” Program and obtained a job with the VNA; but as a temp worker. Once there she again proved herself to be good employee and was hired on as a full time permanent employee with full benefits, and was given a raise and the responsibility of scheduling home services for a large regional area. Customer listened and acted on advice from Career Center staff, participated in all workshops and the Boot Camp process and states she’s glad she did. She is now receiving an annual salary of \$32,000.00 which matches the salary she was earning when her last position ended.

Earnings before training- \$15.50 Earnings after training- \$15.00

59 year old gentleman who came here from Hong Kong in 2007 with a Bachelor’s Degree. He speaks four languages fluently, but was just learning English which would give him his fifth language. When he first came to the United States he was earning a living driving taxi’s. Because he had a family to support and wanted a better career path he came to the Career Center and met with a Case Manger to discuss training options. After they completed an in depth assessment of his skills and literacy level in English he enrolled in a *Medical Office Administration* training course which had a heavy concentration in office and computer skills and when his class graduated he was chosen “Student of the Year” - an award he was quite proud of. Immediately after graduation he began an internship with a Medical facility in Chinatown Boston and they hired him full time before long as a Case Manger. He currently earns an annual salary of \$28,000.00 but everyone is confident it will increase. He is very happy and is able to utilize and share his skills in the community. He has maintained this position for more than nine months now.

Earnings before training- \$0 Earnings after training- \$13.45

What do these stories tell us about our customers?

- Mature workers can receive occupational skills training and be successful in the work place.
- Mature workers who seek out training need more time than younger, more technology literate trainees. Internships are no longer just for recent graduates.
- Mature workers will have to be flexible in going back for multiple training courses as companies expand and contract their labor force. They might have several more short term jobs before they retire, unlike previous long-term jobs i.e. more than 5 years.
- Earnings gains for mature workers who have recently gone through training and then re-enter the labor market are extremely difficult to obtain. (The loss of seniority etc. is difficult to recoup.)

VII. What is the Information Telling Us?

- More than ever we need to embrace the fact that our labor force in our region is getting older and many appear close to retiring, but will not out of financial necessity – especially given the economic downturn since 2007.
- A smaller portion of our labor force will retire and move out of the region/ state which is in direct contradiction to the trend that was set before the recession. (People can no longer find jobs outside of the commonwealth that provide a better quality of life in terms of jobs and housing/cost of living price.)
- The void left by many of the highly-skilled mature workers who retire will be difficult to fill.
- Training is a necessity for mature workers, especially training that is longer and more intense in nature than traditional training.
- Mature workers are falling behind in technical skills related to computers and their uses in the workforce.
- Lack of transportation can be a barrier for mature workers who want to receive training.
- There will be an increase in services (and labor related services) needed to keep up with the growing needs of Baby Boomers as they grow old.

VIII. Action Steps - building upon the 2006 DAA Older Worker Report – again, what HAS been done based on the original report? Should we have some type of information from interviews with career center staff?

- Continue to design and enhance workshops for mature workers (i.e. resume writing, interviewing, etc.) in a way that allows mature workers to build upon their technical skills in conjunction with job preparation. (i.e. after resume workshops, have customers practice emailing their resumes to make sure emails are professional and resumes are attached)
- Utilize the newly updated computer labs at the career center in Lynn and Salem to target the mature worker customer to strengthen computer skills while they are in the process of research training vendors for occupational skill training.
- Charge the BSU with developing an older worker-friendly list of companies who will hire older workers.
- Hold seminars for employers on various topics related to hiring mature workers....filling labor gaps...and crossing the skills divide.
- Develop a technology in the workplace seminar which would be an interactive course allowing mature workers to learn about new technologies and their applications in a modern work environment. (i.e. faxing, modern phones, printing, basic MS Office applications, emailing, internet) This training would not replace any occupational skills training that a customer could potentially receive under WIA.
- Maintain and develop new relationship with service providers (CBO's etc.) that work with the mature worker population and their families.
- Develop sector-based partnership that can address the issues facing the industry around the mature workforce.