

Boomer Initiative Council 2010 Report

I. Introduction:

On January 1, 2011, the first of the 77 million baby boomers turned 65 years old. In the past, the age of 65 has marked the milestone of transitioning into retirement with a shift in priorities. In fact, up until the early 1980s, the trend was for an increasing number of men to retire early at 62 years old. The desire and ability to retire at 65 years old has been called into question, given the dramatic lengthening of the life span, coupled with the economic realities including the recent recession of 2007-2009, the shortfall of the Social Security system and the move to increase the age of full benefits to 67, and the widespread movement away from employer defined benefit pension plans towards defined contribution plans. At the same time, the baby boomer generation has been heralded as a distinctive cohort conspicuously different from generations in the past. Many surveys indicate this generation is more educated, more affluent, and healthier than any previous generation. Surveys of boomers, themselves, indicate their desire to keep working and enhance their social capital by using their skills and experiences to contribute to civic engagement initiatives. Furthermore, numerous studies have found that older persons, who contribute to work, find a second career, volunteer, or become involved in local affairs, maintain better physical and mental health.

The above cited trends and survey results make the findings and recommendations of the MD Baby Boomer Initiative Council critical for advancing Maryland's plan not only for meeting the needs of its boomers, but capitalizing on boomers' talents, skills and energy to insure the State's economic and social capital.

II. Background

A. The Baby Boomer Initiative Act

The Baby Boomer Initiative Act (Senate Bill 700/House Bill 599) established the Baby Boomer Initiative Council in October of 2007 to examine issues regarding civic engagement and lifelong learning specifically for Maryland's baby boomer population, presently totaling 1.4 million. Members of the Council were not named until May of 2010 (see Appendix 1 for Council members). This report therefore provides the Council's findings from May, 2010-December, 2010 per requirements of the Act. Questions should be addressed to the Chair, Maureen.....

B. Profile of the Baby Boomer Generation (Nationwide):

The baby boomer generation, representing 27% of the nation's population, and 48% of all households, has been heralded as a distinctive cohort conspicuously different from generations in the past. The term "baby boom" refers to the 18-year period after WWII from 1946-1964, in which the highest birthrate in US history was recorded. The baby boomer generation is unique not only in its sheer size, but its values, life choices, and longevity. In "Baby Boomers-Just Another Generation," Barnes (2007) identifies facts that set the boomer generation apart from the rest including: it is the first generation to be raised largely in the suburbs, and on television, rock n' roll, comics, movies, soft drinks, and fast food. It is also the primary generation to have fought in and protested the Vietnam War, questioned authority, experimented with drugs and alternative lifestyles, and led both the Civil Rights and Women's Right's Movements. With \$41.5 trillion in wealth, the baby boomer generation is the most affluent consumer group that has ever existed.

Overall, nearly 86% of this generation was born in the US, with 14% foreign born. The majority of boomers are white (74.0%), married (65%), have at least some college education (28%), and 74.1% were employed in 2006, according to the US Census Bureau Data (2006). As shown in Table 1, more recently, in 2010, the MetLife Mature Market Institute compiled profiles for boomers based on the

2009 US Census Bureau Data, showing diversity within this generation. While previous profiles have divided the boomer generation between “leading edge” and “trailing edge,” the MetLife profiles divide the boomers into three distinct groups: older boomers, born between 1946 and 1951, representing 27% of the boomers; middle boomers, born between 1952-1958, representing the largest segment with 38% of all boomers, and the younger boomers, born between 1957 and 1964, representing about 36% of the total.

As Table 1 shows, the middle boomers have somewhat larger families than older boomers with almost three persons per household. The increased diversity among middle boomers began changing the dynamics of family size and composition, which is shown to continue throughout the generation (MetLife Market Institute, 2009). With regard to work, two earner households predominate both the middle and younger boomers and account for the greater annual expenditures. The top two occupations for all women boomers are in professional or management related positions followed by sales while boomer men work primarily in professional and production, transportation, and material moving. While educational attainment is high for all groups, when looking at some college and above, men’s educational attainment declines while women’s increases with each younger segment. Table 1 also shows differences in marital status. Divorce rates are higher for women than men, the highest being for female middle boomers. As expected, greater numbers of widows than widowers are apparent across all segments, while the percentage of “never married” is notably higher for both male and female younger boomers. While the older and middle boomers embrace the term boomer, and share memories of both historic cultural and social events, younger boomers who identify more with lunar explorations and HIV AIDs awareness, prefer being identified with Generation X, putting them in a different part of the generation spectrum (MetLife, 2009). Such differences in life course and values should be considered when drawing conclusions or generalizations about this cohort.

There are however certain generalizations that can be made. In contrast to previous generations, boomers have enjoyed increased longevity (making them the first generation to have life expectancies into the late 70s and 80s), better health, higher educational attainment and more discretionary income, and they have been active individuals making valuable contributions to all sectors of society: business and industry, government, the military, education, religion, family, and community (Wilson & Simson, 2006). For these reasons along with their sheer number, interest has been heightened with regard to how boomers are changing the transition to retirement as well as the role of retirement.

C. Maryland’s Baby Boomers:

As seen in table 2, Maryland’s Boomers represent 24% of the total population (1.4 million out of 5.7 million). When applied to the new 2010 Census number of 5,773,552 for Maryland, the number of boomers is about 1.43 million. Younger boomers (ages 46-54) outnumber older boomers (ages 55-64) by 10 percent. Furthermore, Montgomery County with 249,289 and Prince George’s with 199,434 and Baltimore County with 194,757, account for 46% of the total boomer population. Adding Baltimore City with 150,572 boomers, it increases to 57% of the total boomer population residing in these four counties. The counties with the greatest percentage of college grads or above are Montgomery County with 60.3% and Howard County with 60.1%, much higher than the overall average of 36.7%. Washington County with 16.9% has the lowest of all counties. The counties with the largest average household income are (in order): Howard (\$141,895), Montgomery (\$139,317), and Anne Arundel (\$114,502). Allegany, Garrett (\$61,068), and Baltimore City (\$56,953) have the least. **These statistics point out the need to factor in these county differences when addressing the needs and challenges of Maryland’s boomer population.**

In addition, the following demographic trends will shape the goals and priorities for services to boomers:

1. Individuals over the age of 85 are the fastest growing segment of the population, growing from 66,902 in 2000 to 173,355 by the year 2030.

2. The greatest number of the State's minority seniors lives in Baltimore City. The two counties with the next highest percentage of minorities are Prince George's County and Montgomery County.
3. Low-income older individuals are concentrated in the Baltimore metropolitan area. A smaller number of poor individuals aged 60 and over reside in Western Maryland and on the Eastern Shore. Approximately 5 % of older Marylanders live in poverty as defined by the federal poverty guidelines.
4. In Kent, Talbot, and Worcester counties on the Eastern Shore, individuals over 65 outnumber individuals under 18.
5. Females outnumber males among Baby Boomers – 52.5% to 47.5%. The spread is greatest among older Boomers (53.1% females in the 60-64 years range) and smallest among younger Boomers (51.7% females in the 46-49 years range).
6. Approximately two-thirds (66.3%) of Boomers are white, with slightly more than one-quarter (26.4%) black. Within the 19-year age range of Boomers (46 to 64), the percentage of whites increases with age, while the percentage of blacks decreases. Hispanics comprise only 3.6% of Boomers, with this percentage largest for the younger Boomers (4.7% for 46 to 49) and smallest for older Boomers (2.4% for 60 to 64).
7. Almost two-thirds of Baby Boomers (63.8%) are married, while 23.9% are separated, widowed or divorced and 12.3% never married. Among those boomers who are widowed, females outnumber males by nearly four to one (3.2% of the population for females; 0.9% of the population for males).

III. Elements of the Bill Addressed by the Council

A. The Council shall: Develop a model with recommendations for addressing the needs of the baby boomer population;

The Council began its deliberation with the following objectives when addressing the need to develop a state-wide model: 1) Build Boomer resources and social capital into the fabric of Maryland, recognizing the age wave brought on by increasing life expectancy; 2) Help contain the cost of Boomer aging; and 3) Address the needs of aging Boomers.

The Council broke down the legislative recommendations into three components: 1) define what MD Boomers will need themselves to stay productive citizens as they age.; 2) find a mechanism that will channel the talents and desires of the Boomers to add assets to the State of Maryland and 3) develop a model that allows Boomer entry into state institutions, non-profits, and the business community as needed.

Given the Council's time and fiscal constraints, the Council researched the following existing models.

1. Maryland Communities for a Lifetime (MCFAL)

The model of the Maryland Communities for a Lifetime (MCFAL) was developed by a Commission originally under SB 611/HB 605, Statewide Empowerment Zones for Seniors Commission in 2007 and then extended under SB31 during this past legislation period where it was renamed to MCFAL to recognize that "communities that support aging in place are good communities for residents of all ages and good for residents *as they age*." Based on the findings of a literature review, interviews with state and national aging in place experts, and its own deliberations, the Commission recommended that Maryland adopt a modified version of Florida's Communities for a Lifetime program as a model for its statewide initiative. The decision was based on the fact that Florida's model encourages *all* communities in the state to assess the needs of their older adult residents and to develop plans that address the gaps in current services and delivery systems. The MCFAL model would provide a means for where communities would get certified as aging in place communities based on their plans that would require the following specific elements: 1) affordable, accessible and appropriate housing; 2)

adequate mobility options; 3) health prevention and supportive services; and 4) social and civic engagement opportunities.

This model focuses on encouraging neighborhoods and small communities throughout the state to take steps to help their residents age in place. It focuses on the needs for affordable housing, mobility options, health promotion and civic engagement.

Comments: While this model is one important way of addressing the needs of our aging population, it is much broader than the Council's charge. It addresses the needs of the entire aging population of the state, and covers all essential aspects of life — housing, health, transportation and social needs. Because of its vast coverage, it focuses on the things that can be done on the neighborhood level.

For all these reasons, the Council does not believe this model is appropriate for our task, which is clearly designed to be a state-wide, public policy approach to the particular civic engagement needs of a limited group in the population (Marylanders born between 1946 and 1964).

The type of public policy/legislative recommendation we might choose to make are those that remove barriers to boomers staying active through part-time employment and civic engagement.

Such barriers include: tax policies that discourage those on Social Security and pensions from continuing to work, state policies that discourage state agencies from hiring ex-employees as contractors, the fact that many boomers are not trained or educated for the types of positions available to retirees in the market, the absence of liability insurance for those seeking volunteer positions, the uncertainties surrounding health insurance for retirees too young for Medicare, and the social stigma still attached in some areas to part-time, nonprofit or unpaid volunteer work.

We might also consider recommending that the state and its businesses make efforts to retain older workers on the job and discourage retirement (or full retirement, anyway).

2. Senior Leadership Montgomery County

The Senior Leadership Montgomery program in Montgomery County helps older adults learn how their local government works, how its agencies can benefit from the civic engagement of residents, and identifies major public policy needs.

The program runs once a year over several months and has proven effective at generating interest among older adults in civic engagement, and identifying new roles for them in their communities.

Though it requires a substantial fee from participants, many boomers can afford such a fee, and for those that cannot, limited scholarships are sometimes available. The Council might want to highlight this program as one that serves as a model for engaging financially secure boomers on the county level.

Comments: There is no evidence of success, there is a fee involved, the program is only in Montgomery County, and is geared towards mid level executives. The question to ask: can it be replicated in other local jurisdictions?

3. Village to Village National Model

The Village to Village Movement is often referred to as the first movement of the 21st century. Villages are nonprofit membership driven operations based on the Beacon Hill Village model. Beacon Hill Village was created in 2001 by a group of long-time Beacon Hill residents as an alternative to moving from their houses to retirement or assisted living communities. Since 2001, over 50 Villages have already formed across the nation and several hundred are in the process of forming.

Each Village is consumer driven, and may include concierge services, health and wellness,

transportation, social and cultural opportunities, and discounts. Every Village is different depending on location and membership wishes.

Villages are developing because 9 of 10 Boomers say that they will continue to live in their homes in the communities that they now live in. They want to age in those communities.

These grass roots organizations are changing the social service model of aging services delivery. No longer content to “take what is being offered” by government and traditional aging organizations, they are asking for the services they need, and getting it delivered in the way they want. Boomers are a generation who are used to paying for services that they need. They are willing to pay for these services in the Village Model (annual memberships run from \$300 to well over a \$1000 per year). Many of the Villages take donations and use grants to support members who cannot afford the annual fees.

There are currently six known Villages in Maryland. Three are already open and operating and three are in formation.

At Home Chesapeake, Severna Park, OPEN

Chevy Chase at Home, Chevy Chase, OPEN

HomePorts, Chestertown, OPEN

Village at Home, Baltimore, In Development

Takoma Metro Village, Takoma Park, In Development

CNF, Baltimore, In Development

Comments: Villages can be cost effective for a cash strapped state and local government. They have already established a nationwide network with funding opportunities. They are adding a safety net to an aging population. Boomers will help stabilize the tax base if they continue to live in their communities (versus moving out of state). This concept is a leading innovation in the aging arena.

4. Gray Shore (still to research)

5. Co-housing Model

Cohousing communities offer nurturing places where people of all ages grow and age well. Cohousing is a type of collaborative housing in which residents actively participate in the design and operation of their own neighborhoods. Cohousing residents are consciously committed to living as a community. The physical design encourages both social contact and individual space. Private homes contain all the features of conventional homes, but residents also have access to extensive common facilities such as open space, courtyards, a playground and a common house.

Cohousing communities are usually designed as attached or single-family homes along one or more pedestrian streets or clustered around a courtyard. They range in size from 7 to 67 residences, the majority of them housing 20 to 40 households. Regardless of the size of the community, there are many opportunities for casual meetings between neighbors, as well as for deliberate gatherings such as celebrations, clubs and business meetings.

The common house is the social center of a community, with a large dining room and kitchen, lounge, recreational facilities, children’s spaces, and frequently a guest room, workshop and laundry room. Communities usually serve optional group meals in the common house at least two or three times a week.

The need for community members to take care of common property builds a sense of working together, trust and support. Because neighbors hold a commitment to a relationship with one another, almost all cohousing communities use consensus as the basis for group decision-making.

The cohousing idea originated in Denmark, and was promoted in the U.S. by architects Kathryn McCamant and Charles Durrett in the early 1980s. The Danish concept of “living community” has spread quickly. Worldwide, there are now hundreds of cohousing communities, expanding from Denmark into the U.S, Canada, Australia, Sweden, New Zealand, the Netherlands, Germany, France, Belgium, Austria and elsewhere.

Cohousing residents generally aspire to “improve the world, one neighborhood at a time.” This desire to make a difference often becomes a stated mission, as the websites of many communities demonstrate. For example, at Sunward Cohousing near Ann Arbor, MI, the goal is to create a place “where lives are simplified, the earth is respected, diversity is welcomed, children play together in safety, and living in community with neighbors comes naturally.” At Winslow Cohousing near Seattle, the aim is to have “a minimal impact on the earth and create a place in which all residents are equally valued as part of the community.” At EcoVillage at Ithaca, NY, the site of two adjoining cohousing neighborhoods, the goal is “to explore and model innovative approaches to ecological and social sustainability.”

Many other communities have visions that focus specifically on the value of building community. Sonora Cohousing in Tucson, AZ, seeks “a diversity of backgrounds, ages and opinions, with our one shared value being the commitment to working out our problems and finding consensus solutions that satisfy all members.” Tierra Nueva Cohousing in Oceano, CA, exists “because each of us desires a greater sense of community, as well as strong interaction with and support from our neighbors.”

In general, there are six defining characteristics of cohousing. While these characteristics aren't always true of every cohousing community, together they serve to distinguish cohousing from other types of collaborative housing:

- 1. Participatory process.** Future residents participate in the design of the community so that it meets their needs. Some cohousing communities are initiated or driven by a developer. In those cases, if the developer brings the future resident group into the process late in the planning, the residents will have less input into the design. A well-designed, pedestrian-oriented community without significant resident participation in the planning may be “cohousing-inspired,” but it is not a cohousing community.
- 2. Neighborhood design.** The physical layout and orientation of the buildings (the site plan) encourage a sense of community. For example, the private residences are clustered on the site, leaving more shared open space. The dwellings typically face each other across a pedestrian street or courtyard, with cars parked on the periphery. Often, the front doorway of every home affords a view of the common house. What far outweighs any specifics, however, is the intention to create a strong sense of community, with design as one of the facilitators.
- 3. Common facilities.** Common facilities are designed for daily use, are an integral part of the community, and are always supplemental to the private residences. The common house typically includes a common kitchen, dining area, sitting area, children's playroom and laundry, and also may

contain a workshop, library, exercise room, crafts room and/or one or two guest rooms. Except on very tight urban sites, cohousing communities often have playground equipment, lawns and gardens as well. Since the buildings are clustered, larger sites may retain several or many acres of undeveloped shared open space.

4. Resident management. Residents manage their own cohousing communities, and also perform much of the work required to maintain the property. They participate in the preparation of common meals, and meet regularly to solve problems and develop policies for the community.

5. Non-hierarchical structure and decision-making. Leadership roles naturally exist in cohousing communities; however no one person (or persons) has authority over others. Most groups start with one or two “burning souls.” As people join the group, each person takes on one or more roles consistent with his or her skills, abilities or interests. Most cohousing groups make all of their decisions by consensus, and, although many groups have a policy for voting if the group cannot reach consensus after a number of attempts, it is rarely or never necessary to resort to voting.

6. No shared community economy. The community is not a source of income for its members. Occasionally, a cohousing community will pay one of its residents to do a specific (usually time-limited) task, but more typically the work will be considered that member's contribution to the shared responsibilities.

Co-housing Communities in Maryland and their status of completion:

1. **Eastern Village Co-housing, Silver Spring, Completed 2004**
2. **Greenhouse Group Senior Co-housing, Annapolis, Forming**
3. **Liberty Village, Libertytown, Building**
4. **Potomac Valley Co-housing, Forming**

6. Older Dominion Partnership

This model is being developed in our neighbor state of Virginia. The following is information taken from the Older Dominion Website (www.olderdominion.org)

The Older Dominion Partnership is a nonprofit created in 2007 by a cross section of community leaders coming from business, health systems, and non-profits. The ODP serves as an inspiration, catalyst, and independent platform for networking, collaborating, planning, and potential funding partner for the ODP members. The overarching goals of the ODP are to 1) build awareness of the coming age wave and its potential impact on the Commonwealth; 2) broaden stakeholders who want to prepare for this demographic shift; 3) help facilitate the creation and advancement of a community-driven, overall strategy to accelerate Virginia's age wave preparedness; 4) support ODP members through strategic coordination and possible alignment of funding sources; and 5) document and report on Virginia's progress in preparing for the age wave.

Goals of the ODP

1. Broaden pro-aging stakeholder group and support base beyond the age-related service agencies and academic constituents to include the Commonwealth's leading corporations, governmental policy makers, elected officials, and philanthropic community.
2. Formulate a comprehensive long-term strategy to help the Commonwealth prepare for the coming age wave. Provide research-based information to serve as a rallying point/common

ground to unify stakeholders behind a shared vision of a future **where our aging population is an asset rather than a liability.**

3. Elevate the overall awareness and importance of age wave preparedness as a critically important cause that will impact the future of the Commonwealth.

Why should the Business Community Care?

While most of the age wave media attention and related civic discussion have centered on care recipients (the needs of seniors) and family caregivers (family structure, finances, and the physical and mental health of caregivers), little attention has been accorded the profound impact the age wave may have on Virginia's businesses and, potentially, the Commonwealth's overall business climate. Business interests include:

1. **Workforce supply:** first and foremost, there will simply not be enough experienced workers as Baby Boomers retire. Boomers, for the most part, are the senior knowledge workers who run Virginia's businesses today. As they retire and leave the workforce, they will take with them the experience and knowledge that, for many companies, could compromise corporate values and know-how. Complicating Boomers' exodus from the workforce, their replacements will come from an even smaller pool of potential workers – 58 million Generation Xers (Gen Xers) will replace 78 million Baby Boomers. How will companies fill this labor shortage? Retiring Boomers – “Virginia's new seniors” – may be the answer – and untapped labor pool. But is the workplace ready for them?
2. **Long-term Corporate Recruitment and Retention Practices:** The age wave will also impact Virginia's business community in long term recruitment and retention practices as employers compete for talented and experienced workers. Caring for aging relatives places additional “home pressures” on full-time workers. Today, a quarter of Virginia's Baby Boomers are taking care of/managing the care of their aging family members. Yet, few employers have policies in place that adequately deal with and /or support family caregivers. What will happen when an even fewer number of people – Gen Xers – will have to take care of an aging senior population that is twice the size of today's seniors? Will Gen Xers gravitate to companies, industries, and careers that will offer them (and their parents) the assistance and age-related infrastructure they need?
3. **Economic Development:** “Care and services for an aging population” – in the form of civic appreciation and hard structure – will ultimately increase so much in importance that they may even become a factor in the Commonwealth's economic development efforts.
4. **Personal Expectations:** Research suggests that Boomers possess a very different set of expectations than preceding generations, particularly as it related to health care and other services offered through major institutional settings. “Just in Time”, “High Quality at Marginal Cost”, “Balance Work and Life” are concepts that have driven business and other decisions of the Boomers. These behaviors and the inherent values associated with them may have profound influences over society's current aging-related services.
5. **Transfer of Wealth:** An enormous transfer of personal wealth is in process. Boomers are participating in one of the most significant transfers of wealth in history. Boomers also exhibit behaviors suggesting a willingness to share intellectual and social capital as well. The generations before and after Boomers stand to be major beneficiaries of the generosity of Boomers.

Over the past two decades, quality of life has risen in importance to the point that it is now one of the major drivers in business location decisions. Quality of life is a “catch all” phrase for how

residents rate a place to live –their own quality of life when it comes to access to education, healthcare, recreational, and cultural amenities. As America’s senior population doubles and care-giving responsibilities expand exponentially, we can expect age-related issues and services to become more important in the quality of life equation.

Comments: The Council would like to follow up this initial research by inviting members of the ODP to come to talk to the panel about its start up, challenges, and future strategic plans. Virginia just hired the first employee of the ODP, an Executive Director, after three years of “volunteer startup.”

7. Anne Arundel County Respite Care Referral Program

This program is an example of how the state of Maryland might recruit older respite care workers. This program was started in 1986 as part of job training partnership act (to recruit people over 55. Between the years of 2001-2010, this program has trained 500 older workers as Companion Caregivers.

The mission of the program is to assist the frail, elderly, and disabled to stay in their home; to provide quality care at a lower cost; and to provide relief to family caregivers.

All respite workers undergo a stringent application process before being placed on a registry, to include a criminal background check, two professional references, and an interview. Caregivers complete either a 22 hour Companion Caregiver and Ethical Standards Training by the DoAD or 8 hours training with DoAD along with 110 hours of Certified Nursing Assistant Training.

The Respite Care Workers are self-employed, independent contractors in good standing on the Respite Referral Program Registry.

Comments: Respite Care Workers are self employed contractors. There is currently no charge for the referral service to the consumer. Fees are agreed to by the client and caregiver.

This job offers flexibility, part time or full time employment to the employee and needed respite care to the consumers. The caregiver can earn considerably more than the traditional low wage of nursing home and other institutional settings.

This service industry will need to grow incredibly fast as the Boomers age. What can we learn from this model which has been a successful partnership with government and independent contract workers?

B. The Council shall: Make recommendations regarding public policy initiatives for utilizing the baby boomer population as a source of social capital and as a way to address community needs; and Make recommendations for eligible civic engagement and multigenerational activities such as early childhood education and after-school programs, respite services for older adults and caregivers, and transitions for the baby boomer population to engage in purposeful work following their exit from career-track work.

The Council chose to treat these elements jointly. In other words, before considering public policy initiatives, address the programs/initiatives that currently exist within the State. These initiatives are listed under the following categories: workforce development, civic engagement, and lifelong learning.

1. MD Workforce Development Initiatives:

In addressing this area, it is important to first note that economists forecast a labor shortage by 2018 and that within the next eight years, there could be at least 5 million potential job vacancies, with nearly half of them in social sector jobs, including in education, healthcare, government, and nonprofit organizations (Bluestone, 2010).

Furthermore, former AARP Maryland State Director, Joseph DeMattos, Jr. has stated that: "In a state like Maryland, where 40% of the adult workforce is age 45 plus, firms will benefit from adopting policies and practices that encourage workers to remain in employment of their choosing." "Doing so is not only in the company's best interest, but it will also be vital to the clients, consumers and communities that depend on both the goods and services Maryland employers produce, and the impact they make on our state's economy."

Making better use of the older segment of the workforce is an overlooked opportunity within the State. The challenge of replacing older workers is already a developing concern for employers. The economic slowdown has masked the problem somewhat, as fewer employers are hiring, so they currently enjoy a buyer's market for talent. As the economy recovers and the market balances out, the expected wave of retirements over the next 10 to 20 years will likely create skill shortages in certain industries, particularly those in technology and those requiring clearances at federal agencies and their contractors.

Accommodating older workers in the workplace is in the best interest of both MD employers and employees. If businesses recognize the value in older workers, they should be willing to accept some of the demands and challenges of employing them. These include:

1. Part-time work-Boomers have expressed an interest in continuing to work, but not necessarily at 40 hours per week;
2. Transportation/teleworking from home-Driving long distances is a barrier expressed by many boomers. Employers should be willing to accommodate workers that work from home.
3. Healthcare coverage-Boomers have expressed that retaining health benefits are a key reason for continuing to work. Can policies be put into place such that part-time workers receive such benefits?

The Maryland Department of Business and Economic Development (DBED) is advised by the Maryland Economic Development Commission (MEDC) which has spent 2010 developing a strategic plan for economic development in the State. This report will include the workforce issues related to the aging workforce. The Council will review this report in 2011 as it proceeds in developing recommended policy initiatives related to workforce initiatives.

It was brought to the Council's attention that the Governor's Workforce Investment Board (GWIB) is the chief policy-making body for workforce development in Maryland. Largely because of GWIB, the DBED which is represented on the Council does not have a strong initiative with respect to workforce development. Rather, GWIB is responsible for developing policies and strategies to form a coordinated workforce system from a variety of education, employment, and training programs. It brings together and focuses various workforce development partners and stakeholders on two key outcomes-a properly prepared workforce that meets the current and future demands of MD employers, and the provision of opportunities for all Marylanders to succeed in the 21st century workforce. Furthermore, GWIB's Interagency Committee on Workforce has the responsibility to coordinate workforce development programs and policies to meet the demands of the Maryland Industries. Going forward, the Council will seek the input of the GWIB in order that workforce perspectives are included in the activities of the Council.

AARP's "Best Employer for Workers Over 50" Recognition Award:

The State's first and only winner of this award, which is in its fifth year, is NASD in Rockville, MD, a leading private-sector financial regulatory services provider. NASD was recognized for its liberal alternative work arrangement programs, which include flextime, compressed work schedules, job and position sharing, and telecommuting. In addition, the company has a designated employee who is

responsible for retiree relations. NASD also provides its retiree with temporary work assignments, consulting or contractual work, telecommuting and part and full-time work assignments. AARP, in 2010, created a new award category, the Bernard E. Nash Award for Innovation, recognizing employers with exemplary practices in recruitment, flexible work opportunities and rehiring of retirees.

Experience Works and Senior Community Service Employment Program (SCSEP):

Experience Works is a national nonprofit organization that offers training, employment and community service opportunities for mature workers. This includes a variety of programs designed to help primarily low-income mature individuals get the training they need to find good jobs in their local communities. Experience Works operates in 30 states and Puerto Rico, and serves more than 30,000 older workers each year. The organizational structure includes the National Office in Arlington, VA, two customer service centers and 22 state offices, approximately 450 staff and 700 SCSEP program participants in the local communities who help administer the SCSEP program in designated service areas. **The Senior Community Service Employment Program (SCSEP)**, administered by the United States Department of Labor, is Experience Works' largest program. SCSEP provides training and employment assistance to eligible workers through participating 501 (c) (3) non-profit agencies or government entities (host agencies) that provide a community service to the general or senior populations. Eligible participants are those who are unemployed and income eligible persons, 55 years of age or older and in need of employment and assistance. While in the Program, qualified older workers update and enhance their skills through opportunities for training provided by the Host Agencies. Participants receive minimum wage for 20 hours of work per week that is paid for by a federal grant from the US Department of Labor and authorized under Title V of the Older Americans Act. They are placed in a wide variety of community service activities at non-profit and public facilities, including day-care centers, senior centers, schools and hospitals. It is intended that community service training serves as a bridge to unsubsidized employment opportunities; SCSEP's goal is to place 30% of its authorized positions into unsubsidized employment annually, either with the Host Agency or with non-profit, government, or private sector employers. The SCSEP is administered in Maryland, by the MD Department of Aging. In FY 2008, 180 participants were trained. In FY 2010, it was estimated that 250 participants have been trained. In FY 2008, the program received \$1.27 million from the Federal government and \$239,470 in state funds.

MD Troops to Teachers Program:

The Troops to Teachers Program is designed to assist separating or retiring military personnel in pursuing a rewarding second career in public education (elementary, secondary or vocational) while also facilitating employment in public schools. Funded by the U.S. Department of Education and administered by the U.S. Department of Defense through the Defense Activity for Non-traditional Education Support (DANTES), the long term goal of the program is to help improve American education by providing mature, self-disciplined, experienced and dedicated personnel for the nation's classrooms.

Maryland school districts are looking to fill teacher shortages in math, science, special education, English, foreign language and computer science classrooms. Other opportunities are sometimes available in elementary, social sciences, vocational and language arts. Employers are showing a great interest in individuals with prior military service who can provide positive role models for the nation's public school students. The program serves as a link between interested military personnel and education related agencies such as: traditional teacher certification programs, alternative certification programs, school districts, the Maryland State Department of Education (MSDE) Division of Certification & Accreditation, V.A. offices, and college placement offices. Administration of the Maryland Troops to Teachers Program is provided by the MSDE. For more information, contact: **Robert T. Henry, USN (Ret)**, Troops to Teachers Coordinator Division of Certification and Accreditation Maryland State Department of Education 200 West Baltimore Street Baltimore, MD 21201 Phone:

(410) 767-8286 Fax: (410) 333-8963 Email: rhenry@msde.state.md.us Toll-Free: (866) 251-3123

For those participants who qualify, up to \$10,000 is available in financial assistance. There are two different financial assistance programs. Troops to Teachers will reimburse the costs incurred to earn a teaching credential up to a maximum of \$5,000. In return for this assistance, the participant agrees to teach for three years in an economically disadvantaged school district. A participant will receive a bonus of \$10,000 to teach for three years in a school where 50% or more of the student body are eligible for free or reduced cost lunch programs. The bonus is paid over multiple years.

MD Teacher Certification Programs:

Individuals already possessing a bachelor's degree may acquire and maintain certification by obtaining a Master's degree. A list of Maryland Approved Programs (MAP) is available at the following link:

<http://directory.msde.state.md.us./map/LocalFrames.asp>. That search should focus on those colleges and universities that offer the Master's of Arts in Teaching, or the MAT.

A more direct and less expensive route to acquiring certification is through the Maryland Approved Alternative Preparation Program (MAAPP). A listing of all MAAPPs can be found at www.tttmaryland.org. This directory provides a listing of all of the programs offered across the state that enable initial certification through alternative means. Participants receive the Resident Teacher Certificate early on in the program, entitling one to teach with a fully recognized license. For the most part, the programs in partnership with a four-year college or university fall into this category.

Some MAAPPs are less costly and provide a quicker entry into teaching with fewer requirements for program completion. Several programs are in partnership with a community college or a private provider such as The New Teacher Project or Teach for America, or programs offered by school systems themselves. These programs do not include post-employment coursework that may conclude with the degree; however, all programs require post-employment training during the first two years. In all cases, participants receive the Resident Teacher Certificate and are eligible to teach in the schools in the local school system that is shown as the partner on the listing of programs.

There are three ways to qualify for entry. First, all these programs require a bachelor's degree. In May 2010, the Maryland State Board of Education voted to accept a "test-in only" process for candidates seeking to enter a MAAPP. There are three options:

Option 1: The candidate meets the qualifying score on a state-approved content test as a legitimate means of establishing content competency. If a program chooses to use the "test-in" option for a candidate(s), evidence of a major or core area of study is no longer required for admission, although an overall GPA of 2.75 is required.

Option 2: The candidate provides a transcript on which a clear, printed, declaration of a major matching the area for which the individual seeks certification is found, along with a GPA of 2.75 in that identified major area of coursework.

Option 3: The candidate's transcript demonstrates a 30-hour core area of study matching the area for which the individual seeks certification regardless of the stated major, again with a 2.75 GPA in that content area required.

Both the MAP and the MAAPP require internships, supervised experiences in the classrooms with children, prior to entering the profession. All programs offer mentoring and support. For additional information, contact mdunkle@msde.state.md.us, or call Michelle Dunkle at 410-767-5654.

2. MD Civic Engagement Initiatives:

Boomers' expressed interests in exploring new options, continuing lifelong learning, working in new capacities, participating in sophisticated volunteer activities, and engaging in meaningful societal issues broadly fit under the term, civic engagement.

Civic engagement has been championed by a number of national organizations including the Gerontological Society of America, the American Society of Aging (ASA), the National Council on Aging (NCOA), and AARP, all of which have made civic engagement a programmatic priority. Civic engagement has also been the featured topic of the 2005 White House Conference on Aging. Since 2007, the National Governors Association's Policy Academy on Civic Engagement of Older Americans has enlisted multiple states to begin formulating state-wide plans to promote and increase the civic engagement of 50+ year old citizens (see below for Maryland's efforts). The Older Americans Act, which is up for reauthorization in 2011, provides authority for the Administration on Aging to develop and implement programs that facilitate the civic engagement of older Americans (Administration on Aging, 2009).

Monetary awards for civic engagement have also been established. **Civic Ventures** awards five "Purpose Prizes" of \$100,000 and five prizes of \$50,000 to individuals over 60 years old who have "improved their communities and the world." To date the Purpose Prize has recognized more than 300 winners and fellows for making "extraordinary contributions in their encore careers (Civic Ventures, 2010). Most recently, the **Edward M. Kennedy Serve America Act** (2009), signed by President Obama in April, 2009, established federal encore fellowships for Americans age 55 years and older. While the program specifics and funding are not yet in place, these fellowships are designed to provide older Americans with ways to transition to careers in government and the nonprofit sector, where they can continue to earn salaries, find meaning in their work, and use their experience to improve communities. The legislation calls for each state to award 10, one-year fellowships to be administered by the Corporation for National and Community Service along with State aging commissions. Each fellow will get a stipend of \$22,000, half paid by the federal government and half by the host organization. In addition, the bill targets 10% of AmeriCorps funds to organizations that engage adults 55 and older. Thirdly, the Act creates "Silver Scholarships" that provide a \$1,000 higher education scholarship to older volunteers who contribute at least 350 hours of service per year. These scholarships are transferable to the recipients' children or grandchildren.

One important component of civic engagement is volunteerism. According to a 2010 report on volunteering in the United States released by the Corporation for National and Community Service,

1. 1.3 million Maryland citizens, or 29.4 percent of the population, volunteer each year;
2. Maryland volunteers provide 199.8 million hours of service;
3. Maryland volunteers serve 45.7 hours per person - ranking Maryland 6th among the 50 states and Washington, DC; and
4. The value of Marylanders' service is \$4.2 billion to local citizens and communities.

These data are averages, based on US Census Data collected 2006-2008. See Appendix 3 for more data on volunteering in Maryland from www.volunteeringinamerica.gov/MD.

Governor's National Academy on Civic Engagement:

Governor's Office of Service and Volunteerism:

Neighbors In Deed: Neighbors In Deed is a \$1 million initiative funded by Atlantic Philanthropies, the Baltimore Community Foundation, the Leonard and Helen R. Stulman Foundation, and the Weinberg Foundation to promote older adult volunteerism. The Baltimore Community Foundation (BCF) is one of nine community foundations nationally to implement the project as a part of the Atlantic Philanthropies' Community Experience Partnership, a national initiative to connect older adults with meaningful volunteer and civic engagement opportunities that benefit their communities. The three-year program, which began in Spring, 2010, will recruit a total of 1200 volunteers to contribute 500,000

hours of volunteer activity. Their combined effort is valued at more than \$10 million over the three-year period. Specifically, the program will mobilize Baltimore-area adults 50 years and older to work on effecting change in the neighborhood quality of life in five Baltimore City neighborhoods as well as Dundalk in Baltimore County.. Each neighborhood identified priorities on which to focus with the help of a team of University of Maryland School of Social Work graduate students. In Southwest Baltimore, older adult volunteers will seek to engage a cadre of younger adults to serve as the next generation of community leaders, working with the Citizen's Planning and Housing Association (CPHA). In Northwest Baltimore City and County, Comprehensive Housing Assistance, Inc. (CHAI) will work to promote public safety by actively engaging older adults. In North Central Baltimore, the Govans Ecumenical Development Corporation (GEDCO) and the Greater Homewood Community Corporation (GHCC) will focus on two priorities. GEDCO plans to expand a Neighbors Helping Neighbors Time Bank Program from Stadium Place to a group of surrounding neighborhoods so that older residents are assisted to remain in their community. GHCC is developing Communities for All Ages initiative to encourage families with young children to remain in the Charles Village community by strengthening the two neighborhood public schools. In East Baltimore, Belair Edison is developing block-by-block leadership through an expansion of the Neighborhood Ambassador Program. In South Baltimore, the Southeast Community Development Corporation will involve older adults in Highlandtown in multi-cultural and intergenerational efforts to strengthen the social infrastructure of the neighborhood. Not only does the program aim to increase the number of older people who get involved in the life of their communities, it also aims to help community organizations understand how to better integrate the resources of older adults into their core missions and everyday work. The University of Maryland's School of Social Work will evaluate the program during the 6-month start-up and Temple University's Center for Intergenerational Learning will support the program with funding in the Highlandtown and Greater Homewood areas.

Senior Leadership Montgomery:

Senior Leadership Montgomery is for people 55 and older who are retired, semi-retired or about to retire, ready to share their wisdom and talent with like-minded individuals who want to get involved, learn about resources, feel useful and give back to the community. Senior Leadership Montgomery is a dynamic learning experience highlighted by community action projects. During the sessions participants learn first-hand about issues and needs of the community and meet inspiring community leaders. Sessions include community sampler tours. Approximately 20-25 participants are selected for each class based on their application. Tuition is \$500 which covers all program costs. Tuition for couples is \$750.

Experience Corps:

The Experience Corps, a 15-year-old community-based model of senior service, was designed to give older adults meaningful, socially-valuable, generative roles to: 1) attract a large proportion of older adults; 2) demonstrate that an aging society can address unmet societal needs, such as improving elementary school children's potential for academic success; 3) be a vehicle for enhancing the cognitive, physical, and social health of older adults; and 4) revise our social conceptions of appropriate roles and responsibilities at older ages (Freedman & Fried, 1997).

Specific volunteer roles (e.g., literacy and math support) were developed to support the educational success of young children in public elementary schools (kindergarten through third grade) (Rebok et al., 2004). Multiple roles were encouraged to maximize stimulation of diverse cognitive abilities. The Experience Corps model creates a "win-win-win" scenario for older adults, children, and schools by providing older adults the opportunity to use their time, skills, and wisdom to volunteer in low-income, urban elementary schools as mentors of children in grades K-3 for fifteen hours a week throughout two academic school years (Fried et al., 2004; Glass et al., 2004; Parisi et al., 2009).

The Experience Corps program recruits, trains, and places men and women 55 years of age and older

as volunteers in public elementary schools and the program serves children in kindergarten through third grade. Those eligible to volunteer must be literate at the 8th grade level, be high school graduates, meet screening criteria for general cognitive status, and pass a criminal background check conducted by the school system. All volunteers must complete a one-week, 30-hour training program to prepare them for serving effectively in their roles within the schools. Specifically, volunteers are trained in supporting literacy and math skill development and motivation for reading; assisting in school libraries; violence prevention, behavior management, and conflict resolution; and other roles.

Experience Corps (EC) Baltimore City, in particular, is a product of the partnership, initiated by the co-designer of EC, Dr. Linda Fried, between the Greater Homewood Community Corporation (GHCC) and the Johns Hopkins Center on Aging and Health (COAH), and exemplifies how communities can benefit when academic institutions are involved with the design, implementation, and evaluation of a community development project. Started in 1998, GHCC was a local community non-profit involved in community development and organization as well as economic development with a strong focus on childhood education, while COAH was nationally known as a leader in research on healthy aging, and was primarily involved in large, longitudinal observational studies of older adults.

Overall, the EC model provides an effective vehicle for health promotion, effecting a compression of morbidity (via health outcomes affected) at a city-wide or community level. The benefits experienced could have broad population-based implications in terms of the health status of our aging population. Those most likely to benefit in the short term will be high-risk older adults, including urban African Americans and those with low socioeconomic status. The population-based benefits in health status resulting from EC participation can lead to a diminution in health disparities in older adults (Adler, 2003). In the longer term, potential benefits in health for older adults could be realized. With supplemental funding from the MacArthur Foundation, the cost-effectiveness of the Experience Corps is being measured. Documentation of the EC program's economic benefits not only with regard to compression of morbidity, but also to the participating schools and children is critical.

Issues for further discussion:

As baby boomers now begin to reach their mid-sixties, the corresponding surge in the world's older population (Almeida, Wethington, & Kessler, 2002; Brunner & Marmot, 1999) will result in a surge of age-related diseases, such as Alzheimer's disease (AD). Given the current and projected health care costs associated with managing the slow, progressive disease of AD, population-based strategies that can even modestly shift the clinical onset and course by 6 months to 1 year have tremendous potential to reduce the burden at the level of the individual, the family, and society (Brookmeyer, et al., 2007). In order for such a public health strategy to have high impact, it would particularly need to target those historically at greater risk for cognitive impairment; namely, those with low education, minority populations, and those with socioeconomic disadvantage and limited access to health care. The consequences of these factors would be to increase health disparities into later ages unless programs can explicitly target these populations. At present, there are limited opportunities for such widely encompassing and effective cognitive interventions.

In addition, Experience Corps, as with other volunteer programs, are over-represented by older women, with older men being more difficult to engage into volunteer service. Understanding the ways in which to adapt Experience Corps and develop other social health promotion programs that appeal to older men on a large scale will be critical.

Through the interdisciplinary collaborations described above, existing infrastructure and resources were leveraged in cost-effective ways. Starting and sustaining a program like Experience Corps program will similarly require the sustained commitment of many stakeholders and the creation of strong partnerships with public and private organizations in the community (see Guidepost #5 on the Experience Corps website). Resources to develop evidence-based data to assess program impact and

potential for improvement are also needed. The typical costs for starting up a program in the first year of operation average \$100,000, but that amount varies depending on the local community, scope of the project, and size of the school. This amount includes costs for monthly volunteer stipends and administrative costs.

3. MD Lifelong Learning Initiatives:

Legacy Leadership Institutes:

Legacy Leadership Institute on Public Policy

Legacy Leadership Institute on Public Policy is designed to address the challenges facing the State of Maryland and residents 50+ who are seeking new careers as Legacy Service Leaders during retirement.

During the spring, Maryland residents 50+ are invited to apply and be interviewed to participate as leaders in Legacy Leadership.

During the fall, Legacy Leadership prepares leaders with 64 hours of intensive instruction over 8 weeks as the University of Maryland College Park campus. Ten interrelated units are offered:

History of the State of Maryland

Branches of government

The legislative process

Legislative and senate committees

Budgets and finance

Public policy

County and municipal government

Leadership

Volunteer skills

Professional service leader careers

Sessions are conducted by University of Maryland faculty and invited affiliated faculty from the government such as the President of the Maryland Senate, delegates and senators, secretaries of departments, mayors, county council representatives, legislative aides, and other staff experts. Legacy Leaders receive a manual of readings and study guides to supplement class instruction.

Leaders will be matched prior to the opening of the Maryland legislative session with government and nonprofit sector officials who serve as on-site mentors during the 90 day legislative session from January to early April. Seminars are conducted by Legacy Leadership staff to assist leaders and on-site mentors integrate leadership experiences and plan future Legacy Service Leader careers. Leaders participate in such activities as conducting background research on policy issues, assisting in response to constituent issues, attending legislative sessions, committees and briefings, and collaborating on special projects.

The Certificate for Legacy Service to the State of Maryland is awarded to leaders and participating officials at the graduation ceremony at the end of the legislative session.

After the leadership is completed, program participants are asked to make a commitment to continue to do volunteer service in their local community for a minimum of 300 hours over 2 years. The University of Maryland assists graduates in finding meaningful service opportunities in government and nonprofit sector offices. An Alumni Association keeps graduates in contact with each other and provides ongoing opportunities for lifelong learning.

Responsibilities of Legacy Leadership Leaders

Leaders participate in activities such as:

Research: Gathering, maintaining, analyzing, and reporting information and legislation; tracking bills; and evaluating programs.

Information technology: Using libraries; applying computer technology; and accessing internet resources.

Writing: Composing correspondence; legislative briefs; bills, amendments; testimonies; synopses; and newsletters.

Community Relations: Contacting witnesses; handling constituent problems; and attending hearings and meetings.

Office administration: Scheduling; mailing; filing; and telephone communications.

Legacy Leadership Institute on Municipal Government

The University of Maryland Center on Aging has created a myriad of programs centering on adults over age fifty. One of the programs is The Legacy Leadership Institute on Municipal Government. This Legacy Leadership Institute is a collaboration of the University of Maryland Osher Lifelong Learning Institute, the Governors Intergovernmental Affairs Office, the Maryland Municipal League, the University of Maryland Office, and Institute for Governmental Service and the Governor's Grants Office.

This program was designed to meet the staffing needs of municipalities in Prince George's County. The program provided volunteers to supplement the staffs of the municipalities. This service is especially helpful in this period of economic downturn.

Interested applicants were required to be at least fifty years of age, and live in Prince George's County. The participants, known as Legacy Leaders, were recruited, interviewed, and accepted into the program. They completed over fifty hours of class room training in municipal governance. The fourteen Legacy Leaders were assigned to nine municipalities.

The Legacy Leaders assisted nine (9) municipalities in seeking and obtaining an Energy Efficiency & Conservation Block Grant (EECBG) funded by the Maryland energy Administration. This grant will enable each municipality to install solar panels on the roofs of their respective town halls.

The costs savings derived from the installation will be directed as follows: fifty percent (50%) dedicated to a resident energy assistance fund, twenty-five percent (25%) for maintenance and repair, and twenty-five percent (25%) used to establish a scholarship fund for residents to attend institutions of higher education in Prince George's County. These students will major in energy conservation.

The total amount of the funds awarded is \$1,040,600.00

On April 19, 2010, The Legacy Leadership Institute on Municipal Government received a Volunteer Service Award from the Governor's Office on Service & Volunteerism.

City of Rockville

In April of 2008, the City of Rockville became the first municipal government to participate in the University of Maryland's Legacy Leadership Institute. Legacy Leadership provides government education and volunteer work experience to individuals 50 years and older. The City agreed to partner with the University's Center on Aging and Osher Lifelong Learning Institute to bring the program to Rockville.

Ten (10) volunteers received approximately 60 hours of classroom education from the University of Maryland faculty and City of Rockville staff, and were then assigned to City Departments based on their interest and the City's special project needs.

Several of the volunteers worked with the Environmental Division on stream monitoring for tributaries of the Potomac River, assisting with researching and drafting a Green Building ordinance and other sustainability projects for the city. Others worked with the Police Department on the State mandated evaluation of the photo-radar program, and with facilities staff on energy audits of City facilities.

Participants agree to work at least two days a week with the city. The program proved beneficial for both the volunteers who had a lot of experience to offer and for the City, which was able to benefit from having experienced committed volunteers to assist with needed projects.

The program was a yearlong commitment and the City hosted a graduation ceremony for the volunteers, University of Maryland representatives and City staff in June, 2009. Those volunteers who wished to continue with the City transitioned to become regular City volunteers. Two of the volunteers are currently involved with the National Wildlife Federation's Community Wildlife Habitat project, and are seeking Wildlife certification for the City of Rockville.

Encore Career Development by Community Colleges:

Since 2007, 40 colleges have each been awarded a \$25,000 Community College Encore Career Grant by Civic Ventures, Inc. to develop and implement programs that help boomers recareer for encore careers in education, health, social services and the new green economy. Programs have ranged from weekend workshops and job fairs, to hybrid online and in-person courses, to fast-track credential programs that help boomers become teachers and caregivers.

There are three grant-winning community colleges within the state of Maryland.

Anne Arundel Community College (Arnold, Md.), created the "Allied Health Pathway for Encore Careers," a course consisting of two free online classes to educate older students about health care careers. The college will provide transition services to help students who want to move into noncredit health programs.

Prince George's Community College (Largo, Md.), adapted its existing 60-plus older learner program to train students over 50 for health and human service careers. The college will provide comprehensive career and life coaching, job search skills and resume development. An advisory board will make connections with local employers and make the case for encore talent.

Baltimore City Community College (Baltimore, Md.), used an executive outplacement model to help African-American women over 50 develop the skills they need to transition to encore careers.

C. The Council shall: Make recommendations to the Department of Aging for:

1. A marketing outreach effort to businesses; and

II. Outreach to nonprofit organizations, the state department of education and other state agencies.

To be included: What workforce will be needed as the Boomers age. Relate to ODP and Linda Hoffman Engaging Mature Adults in the Workforce

DBED and MEDC and GWIB are stakeholders in the State of MD who will need to invest resources in the Baby Boomer Age Wave (workforce component)

Vanessa- is there any plan to recruit Boomers in the education field.

Networking opportunities and registry for possible jobs.

1. Should the Council contact/interview/research organizations within the state of Maryland that are already considering the boomer population and document which organizations are being progressive about the issue
2. Should the Council contact the State employee's retired association, Retired Teachers Association, NARFE, NSA retired association, etc. to determine marketplace needs for teachers and other profession?
3. How do we engage the utilities, transportation, aerospace, federal, state, and local governments in this discussion?
4. We know that healthcare and education are two areas that will need resources in the next 30 years. How do we address this need with boomer expertise and workforce?
5. Should and how can the state reach out to the boomer pool of talent?
6. Does the MD Dept. of Business and Economic Dev. do any research/forecasting that might be useful for either of these points I or II? In addition, does the Dept. review the policies that affect employment of the 50 plus population as they remain in the market or try to connect with new careers? Have any toolkits been developed for recruiting/retaining boomers, flextime policies been developed, or phased retirement plans been developed/implemented?

Rather than put a burden on the State Department of Aging, should there be a consortium of stakeholders to drive this marketing/outreach initiative. We can look at the *Older Dominion Partnership* model:

Should the Council recommend a communication strategy to get the stakeholders talking to each other to build a model that works in Maryland? One of the goals of the Governor's Summit on Civic Engagement was to look at how to increase 50 + year old Marylanders in civic engagement. Should the Council recommend that we piggyback/dovetail with this initiative?

Should the Council recommend the structure of the Older Dominion Partnership to help advance Maryland's efforts?

We could ask Hank Bogdan (Maryland Association of Nonprofits) to give us a perspective on nonprofits in Maryland.

D. The Council shall study and document health and social benefits derived from: (a) The active engagement of the baby boomer population; and (b) Intergenerational activity, lifelong learning, and civic engagement for the general community.

Comment: We will report the findings already documented in the literature and make a case that this

requirement has already been met.

IV: Council Recommendations Moving Forward

V: Appendices to Report:

- I. Descriptive Analysis of Baby Boomers Residing in Maryland
- II. Literature Review of Federal and State Civic Engagement Initiatives
- III. Literature review of research documenting the health and social benefits derived from the active engagement of the baby boomer population and intergenerational activity, life-long learning, and civic engagement for the general community
- IV. References-*need a completed list*

Village to Village Movement (<http://vtvnetwork.clubexpress.com/>)

“Six New Villages Expand Aging in Place in California” - Aging Today – July/August 2010 – description of Villages (need permission to duplicate)

“Villages” let elderly grow old at home – USA Today July 26, 2010

http://www.usatoday.com/news/nation/2010-07-26-aging26_ST_N.htmCare At Home: A New Civil

Right: <http://www.npr.org/131751461>