



UNIVERSITY OF MARYLAND

SCHOOL OF PUBLIC HEALTH

Department of Health Services Administration

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MARYLAND GENERAL ASSEMBLY
ANNAPOLIS, MARYLAND 21401

The Honorable Martin J. O'Malley
Governor, State of Maryland

The Honorable Thomas V. Mike Miller, Jr.
President of the Senate of Maryland

The Honorable Michael E. Busch
Speaker of the House of Delegates


Dear Governor O'Malley, President Miller and Speaker Busch:

In accordance with paragraph 2-1246 of The State of Government Article, The Baby Boomer Initiative Council respectfully submits the task force report for the year ending December 31, 2013.

The Baby Boomer Initiative Council (SB700/HB599, 2007) was reestablished (HB288) in October 2012. The purpose of the Council is to examine issues regarding civic engagement and lifelong learning for Maryland's baby boomer population.

We would like to take this opportunity to thank the members of the task force for their cooperation and commitment.

Sincerely,


Maureen Cavaiola
Task Force Chair

MD Baby Boomer Initiative Council 2013 Report

Executive Summary

The Council, which was *reestablished* in October, 2012 under HB 288 and extended to continue its work through May 31, 2015, met eight times in 2013. The scope of work was more narrowly defined and new members were selected to insure representation of key stakeholder groups. The domain names, www.marylandboomers.org and www.maryland-boomers.com were secured. Key thought leaders were invited to make presentations to the Council. The majority of 2013 was spent on portal development and drafting recommendations focused on Sections B and C of HB 288. Objectives for 2014 include continuing to refine the development of the portal as well as the draft policy recommendations included in this report.

Progress in 2013

New Members

New members were named to the Council to meet the requirements of HB 288 (see Appendix I attached). These included representatives from the Harry and Jeanette Weinberg Foundation, Inc. and the Governor's Workforce Investment Board (GWIB). In addition, the Department of Aging and AARP named new representatives to replace outgoing members. Ex-officio members of the Council represent the Enoch Pratt Free Library (that is the MD State Library Resource Center) and the Association of Baltimore Area Grantmaker's Affinity Group on Aging. In total, the Council now has representation from key stakeholder groups including state agencies, businesses, nonprofits, foundations, and academia.

Areas of Concentration in 2013

The Council met eight times in 2013 with additional subcommittee meetings focused on portal development, civic engagement/workforce/lifetime communities initiatives, sustainability issues, and communication/marketing discussions. The Council invited Dr. John Migliaccio, Director of Research of the MetLife Mature Market Institute and Janice Blanchard, former Director of the Denver, CO Office on Aging and chief architect of *Silverprint Colorado*. Both shared their perspectives on the impact that aging baby boomers have, both now and in the future, with regard to MD's economic and social resources and the need for political, business and community support to sustain a plan of action for utilizing MD's baby boomers' social capital. In addition, Dr. Migliaccio shared 2012 data on the "leading edge" baby boomers (see Appendix II) and Ms. Blanchard shared the CO toolkit that was

developed for CO employers to recruit and retain workers who were 50+ in age: Colorado Employers' Toolkit: EngAging the Mature Workforce.

A. Portal Development

In accordance with Section B (1) and (2) of HB 288, much time was spent on discussions regarding the feasibility of creating a "communications tool" that would focus on insuring that resources are available to MD's baby boomers and in turn, that boomers would be "seen" as a resource to meet the needs of their communities. The Enoch Pratt Free Library has taken the lead on the development, committing its resources and expertise. The information portal is designed to invite MD Boomers to explore and discover options and opportunities for living well in MD and to be the "premier pre-retirement planning guide" for all MD residents.

Appendix III provides a work plan and recommendations for moving forward with the communication tool/portal and Appendix IV provides beginning pages from the PILOT portal.

B. Workforce/Civic Engagement/Lifetime Communities Initiatives

In accordance with Section C of HB 288, a series of discussions were held that focused on structuring policy recommendations in the areas of workforce and civic engagement initiatives. The Council decided that lifetime community initiatives, including the essential component of caregiving, would be explored in 2014.

Maryland's 1.4 million baby boomers represent 24% of the state's population. In 2014, the oldest boomers will be turning 68 and the youngest will be 50. This generation is characterized by being the healthiest, best educated, and most affluent generation and thus represents a tremendous asset to the state of MD. Over the next five years, half of MD's workforce will be eligible to retire, creating a significant "brain drain." Now is the time to launch efforts to get more mature talent to benefit State programs. Doing so will be good for MD and good for MD Boomers.

Appendix V provides a listing of preliminary draft recommendations for using State agencies as models for workforce/civic engagement initiatives.

C. Sustainability Issues

Council members recognized that efforts towards making MD a premier age-friendly state would require work beyond the end date of the Council's establishment (May31, 2015). To stimulate practical solutions, an initial list of other state initiatives were researched (see Appendix VI.) In addition, a member of the Board of Directors of the Older Dominion Partnership (ODP) was interviewed after learning that the Executive Director of ODP had left. Discussions also were begun with regard to "piggybacking" the Council's work onto existing programs/organizations/agencies.

D. Communication/Marketing

A preliminary outline for a marketing tool was developed to help Council members make key stakeholders aware of the value that boomers bring to the state of MD. Such a marketing tool will be helpful in raising awareness of the relative merits of the Council's charge. The intent is to attract partners from the stakeholder groups that have values and enthusiasm aligned with the Council's mission and will in turn provide access to their own networks. Appendix VII provides a preliminary outline for the marketing tool.

Objectives for 2014

1. Collect updated statistics that support the need for changing the way we look at aging in MD.
2. Meet with OPM and other identified groups to determine the feasibility of draft policy recommendations included in this report on workforce and civic engagement initiatives.
3. Continue refinement of the Enoch Pratt Library's portal for MD's 50+ population including forming focus groups to assess interest in the portal. Follow-up with a consumer survey to enhance the results obtained from the focus groups.
4. Continue discussions around issues of sustainability and "asset mapping."
5. Identify potential funding sources for continuing the work of the Council.
6. Continue discussions around lifetime community initiatives.
7. Identify incentives and barriers for building public-private partnerships towards developing a statewide strategic plan that builds on the assets rather than the liabilities of the 1.4 million MD baby boomer population.
8. Develop a marketing tool (e.g., powerpoint) to enable Council members to serve as ambassadors for building awareness and enlisting support of this topic from key stakeholder groups.

List of Appendices

- Appendix I. List of 2013 Council Members
- Appendix II. MetLife Mature Market Institute Baby Boomer Data
- Appendix III. Portal Work Plan and Recommendations
- Appendix IV. Preliminary Pages from Information Portal
- Appendix V. Draft Workforce/Civic Engagement Policy Recommendations
- Appendix VI. Descriptions of State Initiatives for Employing/Engaging Baby Boomers
- Appendix VII. Outline for Marketing Tool



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**OLDEST BOOMERS ARE RETIRING AT A QUICK RATE,
ACCORDING TO NEW DATA FROM THE METLIFE MATURE MARKET INSTITUTE
THOSE TURNING 67, BORN IN 1946, SAY “I’M READY TO RETIRE”
86% ARE COLLECTING SOCIAL SECURITY**

(New York, NY – Thursday, May 23, 2013) – Now turning 67 years old, the first set of Baby Boomers, those born in 1946, continue to be myth-busters, according to a new study, *Healthy, Retiring Rapidly and Collecting Social Security: The MetLife Report on the Oldest Boomers*. The data, from the company’s MetLife Mature Market Institute, says the earliest Boomers aren’t necessarily “working ‘till they drop,” as was predicted.

More than half (52%) of the 1946 Boomers are now fully retired. Of those, 38% say, “I’m ready,” while 17% cite health reasons and 10% attribute a job loss. Twenty-one percent remain employed full-time and 14% are working part-time; of those, most plan to retire fully by age 71, up from 69 in 2011. The figures from the MetLife Mature Market Institute, represent a big jump since 2007 and 2008 when just 19% of oldest Boomers were retired and a significant leap from the 45% retired in 2011.

The Institute has studied the oldest boomer cohort on numerous occasions, most recently in 2012 with *Transitioning into Retirement: The MetLife Study of Baby Boomers at 65* and *The Early Boomers: How America’s Baby Boomers Will Transform Aging, Work & Retirement*.

The current study follows the group as they’ve moved from age 62 to 67, their finances, housing status, family lives and their views on generational issues. For instance, though the majority of retirees say they have less income than when they were working, lower income does not always equal a lower standard of living, as only 20% felt theirs had declined.

“As oldest Boomers dive into retirement, even though some have been forced to do so earlier than expected, they seem to be ‘Feelin’ Groovy,’ as this group would have said during their formative years,” said Sandra Timmermann, Ed.D., director of the MetLife Mature Market Institute. “They are poised to remain active and engaged. As their nests empty they seem to be largely feeling healthy and positive. On the negative side, a good half of this group may not have achieved their retirement savings goals and are not confident about paying for the next phase of their lives.”

Among further findings:

- 86% are collecting Social Security benefits; 43% began collecting earlier than they had planned.
- Only 14% of oldest Boomers are working part-time or seasonally; 4% are self-employed.
- Long-term care rose to the top of the list of retirement concerns; 31% reporting concern about providing for themselves or their spouses.

- Despite the fact that they are worried about long-term care, just under a quarter owns private long-term care insurance.
- 82% want to age in place and do not plan any future moves.
- Eight percent are “upside down” on their mortgage, owing more than the value of their home
- The average number of grandchildren is 4.8.
- 79% of oldest Boomers have neither of their parents living, but more than one in 10 are providing regular care for a parent or older relative; for many, the level of care has increased.
- Oldest Boomers continue to believe they will see themselves as “old” at the age of 78.5.
- 16% of the oldest Boomers see themselves as being sharpest mentally now, in their 60s, but the largest group (30%) believes they were sharpest in their 40s.
- More than 40% of the oldest Boomers are optimistic about the future. Nearly a quarter of those are optimistic about their health, and two in 10 feel good about their personal finances.
- More than half of the oldest Boomers feel their generation is leaving a positive legacy for future generations. Values and morals and good work ethics were the top two items cited.

Methodology

The nationally representative survey for *Healthy, Retiring Rapidly and Collecting Social Security: The MetLife Report on the Oldest Boomers* was conducted by GfK Custom Research North America on behalf of the MetLife Mature Market Institute between November 6, 2012 and December 23, 2012. A total of 1,003 respondents, including 447 people from the 2011 study, were surveyed by phone —respondents were all born in 1946. Data were weighted by demographics to reflect the total Boomer population.

The MetLife Mature Market Institute®

Now in its 16th year, the MetLife Mature Market Institute is Metropolitan Life Insurance Company's (MetLife) center of expertise in aging, longevity and the generations and is a recognized thought leader by business, the media, opinion leaders and the public. The Institute's groundbreaking research, insights, strategic partnerships and consumer education expand the knowledge and choices for those in, approaching or working with the mature market.

The Institute supports MetLife's long-standing commitment to identifying emerging issues and innovative solutions for the challenges of life. MetLife, Inc. is a leading global provider of insurance, annuities and employee benefit programs, serving 90 million customers. Through its subsidiaries and affiliates, MetLife holds leading market positions in the United States, Japan, Latin America, Asia, Europe and the Middle East. For more information, please visit: www.MatureMarketInstitute.com.

METROPOLITAN LIFE INSURANCE COMPANY, 200 PARK AVENUE, NEW YORK, NY 10166

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Appendix III. Portal Work Plan and Recommendations

Section (B) (1) THE COUNCIL SHALL DEVELOP A PLAN FOR A COMMUNICATIONS TOOL THAT CONNECTS MARYLAND BUSINESSES, NONPROFITS, ACADEMIC INSTITUTIONS, AND STATE AGENCIES TO MEET THE DEMANDS OF, AND TAKE ADVANTAGE OF, THE RESOURCES ASSOCIATED WITH MARYLAND'S

SECTION (B) (2) THE PLAN DEVELOPED IN ACCORDANCE WITH PARAGRAPH(1) OF THIS SUBSECTION SHALL PROMOTE A MEANS OF COMMUNICATING RESOURCES AND STRATEGIES FOR LIVING AND AGING WELL IN MARYLAND, INCLUDING WORK OPPORTUNITIES AND RESOURCES, CIVIC ENGAGEMENT PROGRAMS, AND LIVABLE COMMUNITY OPPORTUNITIES.

In partnership with the Enoch Pratt Free Library/State Library Resource Center and the Council, a web portal or subject guide has been developed. The State Library Resource Center (with ex officio Council Member Wesley Wilson) provided technical support, server space, and website construction.

The web portal or web guide is the first step in a comprehensive PILOT project on the Library's web page to provide an information tool. The tool/guide covers subjects relevant to the growing Boomer population in Maryland.

Three central themes in the web portal/guide are Living, Growing, and Adventuring.

<http://www.prattlibrary.org/research/tools/index.aspx?id=81785&idx=abc&mark=boomer>

The web resource continues to be beta tested throughout the Maryland Library system with refinements being made with regard to a title for the portal, language, and fields of interests.

Recommendations

1. Expand the Portal. Look at funding sources for sustainability. Meanwhile leverage the assets of the Enoch Pratt Free Library/State Library Resource Center while looking at web analytics to refine the Portal. (The Library is willing to support the recommendations on all levels at this time).
2. Research and compare the Department of Aging website (www.marylandaccesspoint.info/) with what the Boomer Portal has to offer.
3. Investigate establishing collaboration between businesses, nonprofits, academic, and philanthropic interests to invest in and use all Boomer resources to improve the health and wealth of Maryland.
4. Explore the potential for the Portal to be the "premier pre-retirement planning guide" for all Maryland residents.

RESEARCH TOOLS | HEALTH & WELLNESS | GUIDE TO BEING A BOOMER IN MARYLAND

Guide to Being a Boomer in Maryland



What will it mean for us all to grow up, live, and age in a society where half the citizens are over the age of 50? Watch a short video and find out at the Aging America Project.

Life Reimagined provides a real world approach to change, helping you in assessing yourself and exploring the possibilities using six approaches that guide you through change.

PBS-sponsored Next Avenue is comprised of public television staff and journalists who address a wide range of financial, caregiving, health, and lifestyle topics relevant to people over the age of fifty.

Boomers Life celebrates Baby Boomers and aims to awaken the desire among Boomers to do things with the great life we have.

Find information, services, and more about the State of Maryland at the official portal serving the people of Maryland, [Maryland.gov](#).



Living

- Retiring
- Housing & Communities
- Transportation
- Health & Wellness
- Caregiving



Growing

- Employment & Careers
- Learning
- Volunteering
- Mentoring
- Advocacy



Adventuring

Travel
Recreation

Living

Retiring

- Looking for a practical guide to saving and investing for retirement? Try CNNMoney's Ultimate Guide to Retirement.
- Most people will spend up to one third of their life in retirement, depending on the age at which they choose to stop working full-time. Research has shown that staying engaged in retirement can result in better health and a prolonged life. Explore a variety of ways of staying engaged at the Education, Jobs, and Volunteerism website.
- Characterized on its website as "the largest independent job and information resource for boomers, retirees and people planning their retirement," Retired Brains offers information on employment assistance, temporary and part-time jobs, starting your own business, and funding your retirement.
- The official website of the U.S. Social Security Administration, Social Security allows you to estimate your benefits, apply for retirement, and manage your account.
- Find information on the Affordable Care Act, employment, health care reform, lifelong learning, and other subjects at the Maryland Department of Aging.
- How do baby boomers stay active? Find out at Discovery Health's 10 Popular Baby Boomer Activities.
- The Boomer's Retirement Forum features information on best retirement locales, health, travel, and earning income retirement.



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Housing & Communities

- Retirement Living Information Center is a convenient, easy-to-use resource designed to assist individuals in planning and making decisions about their retirement. The information offered is of particular value when deciding whether or not to move, and if so, finding the right location, lifestyle, and home.
- Whether you want to live in a big city or a town with a population of less than 1,000, you'll find lots of helpful information at City-Data's Comprehensive Facts about Communities.

- Village to Village Network (VtV) is a national network to help village dwellers establish and improve management of their villages, whether in large metropolitan areas, rural towns, or suburban settings. VtV's mission is to enable communities to establish and effectively manage aging through community organizations initiated and inspired by their members.
- Cohousing is a type of collaborative housing in which residents actively participate in the design and operation of their own neighborhoods. Find out the particulars at Cohousing.org.

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Transportation

- Want a MARC train schedule or information on using Baltimore's Light Rail System? Visit Maryland Transit Administration.

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Health & Wellness

- Learn what Medicare covers, find forms, sign up for Medicare, and manage your health at the Medicare.gov.
- NIHSeniorHealth offers an easy to use interface for finding health and wellness information for older adults from the National Institutes of Health.
- Puzzled about the difference between Medicare Parts A, B, C, and D? Learn these facts and others at the AARP Boomer's Guide to Medicare.
- AARP Health Care Fraud and Fact Sheets contains educational materials about protecting yourself from health care fraud. Topics include, but are not limited to, How to Read Your Medical Bill and Protect Yourself From Medical Identity Theft. Information is updated on a regular basis by AARP's Department of Education & Outreach.
- American Academy of Orthopaedic Surgeons—Sports Injury Prevention for Baby Boomers has safe exercise tips developed by the American Orthopaedic Society for Sports Medicine and American Academy of Orthopaedic Surgeons.
- Maryland Access Point (MAP) is a "gateway" for older adults and individuals with disabilities. It is a statewide resource for information and assistance about long-term services and supports to allow individuals to remain at home and plan for future needs.
- The goal of Vibrant Boomers is to promote physical and mental health for boomers. The sites features information on aging, health, retirement, and personal growth.
- Third Age is a baby boomer health and wellness resource center that provides quick answers, news articles, and referrals to statewide services.



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Caregiving

- For a state by state comparison of home health, and assisted living costs as well as information, tools,

- Caregiving.com offers blogs, weekly chats, free webinars, and online support groups for family caregivers.

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Growing

Employment & Careers

- Did you know that you can work while you receive Social Security retirement (or survivors) benefits? Get the details at the Social Security Administration's Retirement Planner: Getting Benefits While Working.
- Find jobs for boomers and seniors in your area by using Senior Job Bank.
- Jobs for Seniors offers an outstanding collection of web links to assist retired and older jobseekers.
- Workforce50.com's mission is to provide information and resources helpful to boomers, seniors, and experienced workers to find jobs and make career changes, provoke new ways of thinking for both job seekers and employers, and advocate for the hiring of older or more experienced workers.
- Encore.org is a workforce development website that provides information on continuing education, second careers, and networking opportunities.
- Retired and thinking about a second career? Browse potential careers by industry, or search careers with keywords at My Next Move.
- Among the useful resources available at the AARP website is AARP's list of best employers for workers over 50.



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Learning

- Are you interested in taking educational courses? Check out the opportunities around the state: Maryland Department of Aging – Life Long Learning in Maryland.
- Choose from over 10,000 free online courses by using the Open Education Database.
- Find information on everything from essential phone apps to how to create a YouTube video at eHow.com. While you're visiting the site, check out their Baby Boomer's Guide to Retirement.
- The founders of Changing Aging challenge conventional views on aging and believe that aging is rich in developmental potential and growth. The site offers stimulating blogs and articles on a variety of subjects.
- For a fun website with more than 160,000 how-to articles covering everything from art to work, try

- Want to learn how to style your hair or play "Thriller" on the guitar? Try the informative videos on Mahalo-Learn Anything.

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Volunteering

- With more than 90,000 participating organizations, Volunteer Match does an excellent job of matching volunteers with opportunities to volunteer and give back.
- Looking for the right volunteer opportunity? Take a look at the local volunteer centers at Maryland Volunteer Centers.
- Corporation for National & Community Service—Senior Corps connects today's 55+ with the people and organizations that need them most. We help them become mentors, coaches or companions to people in need, or contribute their job skills and expertise to community projects and organizations.
- AARP's Create the Good website connects you with volunteer opportunities to share your skills, experience, and passions in your community.



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Mentoring

- Interested in donating your time to help a child reach his or her potential? Try Big Brothers Big Sisters of the Greater Chesapeake.
- If you understand the power one positive adult can have in the life of a young person, and if you have just two hours a week to spare, you'll want to check out the Y of Central Maryland

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Advocacy

- One of the leading advocacy groups for seniors and retirees, AARP Maryland's website offers prudent advice as well as useful links.

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Adventuring

Travel

- Inspiring boomers to get up off the couch and go with the latest travel advice, destination information and active travel ideas, you'll want to take a look at My Itchy Travel Feet: the Baby Boomer's Guide to Travel.
- Explore a world of travel and learning opportunities at Road Scholar: Adventures in Lifelong Learning.



- Looking for travel information and where to find those great deals? Try the Enoch Pratt Free Library's Travel Tips: Making Your Dollars Go Farther.

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Recreation

- Bicycling is great exercise as well as a wonderful way to enjoy the great outdoors. Take a look at the statewide bicycle maps available at the Maryland Department of Transportation.
- The Maryland Senior Olympics is a non-profit organization for proactive residents aged 50 and above. Since 1980, the State games have provided great competition and camaraderie for mature adults as many have advanced to the National Senior Games and returned as U.S. champions.
- Walking can be a great way to achieve physical fitness. For a variety of interesting routes, try the Rails-to-Trails Conservancy's Walking Trails in Maryland.
- RLTV is a cable network and online destination focusing on people over the age of 50. The website features news, articles, and blogs.

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Appendix V.
**Draft Policy Recommendations for using State Agencies as Models for
Workforce/Civic Engagement Initiatives**

Recommendations:

1. The Office of Personnel Management (OPM) should conduct research to learn the facts about state government with regard to the recruitment and retention of 50+ers and encourage a change in culture within state government to engage with, and benefit from, mature talent. Potential questions to ask include:
 - a. How many State employees are approaching retirement age and what is the potential impact of the loss of knowledge, expertise and productivity? (OPM should consider using AARP's Workforce Assessment Tool for HR managers).
 - b. To what extent is MD State government hiring employees from both within and outside the government, and what proportion of these new hires are 50+ in age?
 - c. Which state agencies, if any, have successfully attracted experienced, mature talent? What approaches have been most effective? What can be done to encourage agencies to hire 50+ers?
 - d. What is the interest among state government retirees and soon-to-be-retirees in "encore careers?" What channels exist for helping these state employees find encore careers? What is the interest among local government retirees and soon-to-be retirees in "encore careers?" What channels exist for helping local government employees find encore careers?
 - e. What are the barriers that older workers face as they seek to enter state agencies and how can these barriers be minimized/eliminated?
 - f. What reforms in health care financing for state employees could be made to reduce the disincentives for hiring/retaining older workers?

2. The Secretary of Aging, working closely with OPM, should request information from Area Agencies on Aging and other Aging entities (e.g. Commissions on Aging) within the State of MD regarding their existing and planned policies/resources/events/initiatives that focus on utilizing, and benefitting from the skills and assets of Maryland's 50+ population.

3. OPM should reach out to the state Cabinet Secretaries to determine their willingness to have their agencies serve as a prototype for recruiting and retaining 50+ers. Practices should include strategies for expanding the availability of flexible work options and providing education and training to both management and employees on the benefits of an age-diverse workforce.

4. OPM should task HR managers of State agencies to review the content of

seminars presently being offered to those preparing to retire. Efforts should be made to expand the content to include information about strategies and resources for assessing “what’s next,” with a special emphasis on volunteer/civic engagement opportunities. OPM should cultivate public-private partnerships to develop these opportunities.

5. OPM should reach out to State agencies, businesses, universities, nonprofits, and foundations (i.e., stakeholders) to promote the assets of boomer talent. These initiatives should include researching the possibility of creating State Fellowship programs modeled after the White House Fellows program. Such a fellowship would not only give older Marylanders exciting opportunities to help solve significant social issues for the State, but also serve as a valuable PR tool to let retirees know there are volunteer and career opportunities for them in state government.

6. OPM should help HR professionals and managers tap into appropriate networking channels to help in hiring and succession planning of 50+ers.

7. The Department of Budget and Economic Development (DBED) should consult with MD AARP, the Society for Human Resource Management (SHRM) and the NIH, which was the only MD organization awarded AARP’s “Best Employers for Workers Over 50” to determine NIH’s willingness to serve as an ambassador for encouraging other MD organizations to implement practices that would result in more opportunities for older workers.

Appendix VI. State Initiatives on Workforce/Civic Engagement Issues to Employ/Engage Boomers

Arizona

Mature Worker Friendly Employer Certification program-this program recognizes employers with practices and policies that support workers who are 50+; employer is certified for 2 years-the employer can then advertise job postings on state's employment website at no charge to the employer. To be certified, employer must submit application and sign pledge

State-wide Website: *Mature Workers' Job Bank*-state manages the content but no operational costs because of partnership with www.jobing.com. The website matches employers with older workers.

Gateway Community College has the *Center for Workforce Transition* (in-person assistance) funded by Virginia G. Piper Charitable Trust. This program provides training and education in teaching, health care, and social welfare. It also provides resources to employers to recruit and retain highly skilled 50+ individuals

The Department of Public Safety operates the *Sworn Reserve Program*-individuals work in patrol operation, motorist assistance, and collision investigation. The *Civilian Volunteer Program* uses retired law enforcement officers to conduct background checks for potential officers

Good Work for Arizona-a partnership between a group of community foundations, nonprofits, community colleges, and the **Governor's Office** to address workforce needs of the nonprofit community

Arkansas

Mature Worker Friendly Award- honors outstanding employers favorable to older workers

California

Created cabinet-level position: Secretary of Service and Volunteering-responsible for coordinating volunteer programs and activities among state agencies.

California Volunteer Matching Network-accessed through *California Volunteers*-one can search by location, type of work, time commitment, and whether suitable for older adults

Issued report: *California's Aging Opportunity: Building a Legacy of Good Works by Older Californians*-examines significant gap between the large numbers of older adults

who want to serve and the actual number who do serve. The report was funded by The California Wellness Foundation and developed as a result of the **California Integrated Elder Care and Involvement Act (Senate Bill 953)**

EnCorps Teachers Program-program to entice boomers into teaching

Credits state employees with service time for volunteering in community-based organizations

Connecticut

Encore! Connecticut and Hartford! Connecticut-supports the transition of mid-career and mature professionals into employment in the CT nonprofit sector.

Colorado

Governor hosted the *Encore Career Breakfast* meeting- a business roundtable meeting with more than 250 business leaders, academics, and policy executives to discuss benefits of older adults staying engaged.

Published Colorado *Employer Toolkit: Engaging the Mature Workforce*

Colorado Experience Bank-a website to help adults 50-65 who are transitioning to different phase of life

Silver Print Colorado-a partnership of public, private, and nonprofit organizations to improve how the state supports its mature adults.

Delaware

Mentoring Initiative-state employees can volunteer their time to mentor school-age children during normal business hours and then make it up with supervisory approval. Credits state employees with service time for volunteering in community-based organizations.

Florida

Employ Florida Marketplace: Silver Addition: The site provides useful information for those who want to remain or return to the workforce and make a transition to a new career. The site is sponsored by **Workforce Florida, the Florida Department of Elder Affairs, the Florida Chamber of Commerce, the Governor's Commission on Volunteerism and Community Service**, and others. See: <http://silver.employflorida.com/portals/silver/>.

Older Teachers Training Early Readers (OTTER) program- 50+ old volunteers work with pre-school aged children to improve literacy outcomes while strengthening intergenerational relationships. The program is administered through the ***Foster Grandparent Program of Central Florida***.

Illinois

Intergenerational Initiative-encourages older adults to mentor and tutor school-age children. The initiative uses an online directory of resources that are available in the state regarding intergenerational programs.

Indiana

Employer Recognition Program

Kansas

The state's **Department of Commerce** supported the *Older Kansas Employment Program* (OKEP) designed to provide employment placement services. For example, the state income tax revenue resulting from the program's job placements was an estimated \$750,000 in 2010, more than twice the cost of the program.

Maine

Department of Health and Human Services-stakeholder group to review community planning activities to ensure they include civic engagement information so older adults can learn about work and volunteer opportunities

Maine's Commission for Community Service partnered with United Way of Maine to oversee the automated, *Volunteer Maine* database where an individual can search specifically for opportunities for 55+.

Maine also has an Employer Recognition Program

Independent Transportation Network (ITN)-provides older adults with safe transportation alternatives to driving themselves

Maryland

Experience Corps- tutoring and mentoring program presently in partnership with MD AARP

Baby Boomer Initiative Council-House Bill 599/288, October 1, 2007-December 31, 2011 and extended through May, 2015.

Maryland Communities for a Lifetime (MCFAL)-Senate Bill 31- April, 2010-
Reestablished the Statewide Empowerment Zones for Seniors Commission but renamed
it as the **Maryland Communities for a Lifetime Commission**

National Governors Association Policy Academy on Civic Engagement and the
Governor's Summit on Civic Engagement- September 16, 2010

Massachusetts

Commonwealth Corps-students, recent college graduates, mid-career professional, and
retirees who earn a modest stipend and commit to a year of either full-time or part-time
service.

Massachusetts Coalition on Vital Aging (MCOVA)-a statewide alliance of agencies,
businesses, and professionals to promote the civic involvement of 50+ individuals

State Employees Responding as Volunteers Program (SERV)- not just for older adults –a
state employee can volunteer up to 8 hours per month and be compensated by the state.
Volunteer activities include mentoring, participating in foster care preparatory classes-
need to seek approval before obtaining compensation.

Minnesota

Governor's Workforce Development Council, **Minnesota's Workforce Investment
Board**, established the *Older Workers Workgroup*-policy for strengthening the state's
support for mature workers. In addition, **Minnesota's Department of Human Services**
also launched the *Aging 2030* initiative to prepare Minnesota for the demographic shift
caused by an aging population. One of the project's goal is to redefine what work and
retirement mean to people in Minnesota. See: www.dhs.state.mn.us

New Mexico

Civic Engagement Steering Committee- promotes opportunities for older adults
throughout the state. The steering committee developed and implemented *Engage New
Mexico!* –a grass roots initiative designed to connect older adults to opportunities that
address community concerns-hunger, education, and health promotion. Also sponsored
job fair and volunteer fair for older adults

50+ Employment Connection-co-located with a workforce one-stop career center

Golden Opportunities for Lifelong Development (GOLD) program-persons 50+ receive a
small stipend to mentor at-risk youth

Business Opportunities for Liaison Development (BOLD) program-retired and semi-
retired persons are eligible for a stipend to mentor small businesses through the use of the
one-stop career centers and hiring older workers.

New York

Created cabinet-level position to raise awareness of the benefits of engagement and help meet state and community needs through volunteers

Project 2015-In February of 2002, Governor Pataki charged 37 agencies with the responsibility of examining the impact of the aging Baby Boomer generation on State services-effort led by the **New York Office for the Aging**. Agencies were asked to recommend actions and strategies that would effectively address the impact of these changes.

Ohio

Ohio Senior Civic Engagement Council-collects data on the civic engagement of older adults in different employment, learning, and volunteering activities as well as the impact that these engagement activities have on individuals.

Ohio Workforce Policy Board- purpose is to review employment policies to increase the number of job opportunities for older adults

Ohio Board of Regents-Lifelong Learning Initiative

Pennsylvania

PennServe-general resources and contact information and links to private volunteer search engines

Department on Aging developed Employer Toolkit- recruiting and retaining older workers, managing generational differences, understanding unique cases facing older workers such as pensions and health insurance

Tennessee

Website: *Boomer Careers*-provides links to career assessment tools and information on organizations that want older adults. The website was created by the **Department of Labor and Workforce Development** for 40+ year olds.

Utah

The *Utah Aging Initiative*-a collaborative between state agencies led by the **Utah Dept. of Human Services**. One of their reports issued in 2005 made a number of recommendations including: "Promote the hiring of Utah's aging population in the paid labor force and in voluntary positions" and "Initiate discussions and make recommendation for flexibility in the workplace as the definition of work and retirement change."

Virginia

Faith Based and Community Initiative (FBCI)- provides technical assistance and best practices information to community- and faith-based organizations who are interested in creating or improving volunteer programs

Older Dominion Partnership-a partnership comprised of representatives from the business community, government, non-profit community, philanthropic community and foundations, and academic community to prepare Virginia for the “Age Wave”

Wyoming

The state wants to make it a model employer for attracting and retaining older workers-developing flexible workplace policies

Boomers and Business Initiative-seeks to increase the participation rate of adults 50+ in the state’s workforce, raise earnings of this group, and increase participation in continuing education among older citizens. Seeks to expand the role of the **Wyoming Department of Workforce Services** through the one-stop career center system. Also conducting outreach to employers to stress benefits and economic value of employing mature workers and evaluating the age of state government workforce to ensure knowledge and talent remains in this sector.

Next Works initiative-offers best practice information *online* to employers

Next Cycle Works website-central access point

Other Initiatives:

AARP-Workforce Assessment Tool and Employer Recognition Programs, Life and Work Reimagined

NCOA-Advocating for a policy to extend the availability of COBRA health coverage for workers aged 62+ who phase down their work hours thus bridging gap between full-time employment and Medicare eligibility

Ageing Working Initiative (AWI)-a 3-year project by the Dept. of Labor ending in December, 2012. The goal was to expand opportunities for older workers. One of the 10 sites that received funding was the **Baltimore County Department of Economic Development, Division of Workforce Development.**

PowerPoint Outline for Baby Boomer Initiative

I. Maryland's Age Wave

- Who are the boomers? Born 1946-1964
 - older boomers: 1946-51, basic stats from MetLife
 - middle boomers: 1952-58, basic, stats
 - younger boomers: 1959-64, basic stats
- Maryland's boomer and beyond generations: basic stats
 - numbers
 - health
 - income
 - employment
 - net worth

II. Needs of Aging Boomers in Maryland

- Maintaining their health and mental acuity
- Financial resources for their retirement
 - arrangements for potential long-term care
 - need for increased savings, safe yet growing investments
- Continued employment
 - retraining, part-time jobs,
 - encore careers
 - entrepreneurship
- Assistance with caregiving responsibilities/caring for parents
- Opportunities for giving back, leaving a legacy, volunteering
- Opportunities for lifelong learning
- Staying active, traveling, personal growth

III. Resources Boomers Represent to Maryland — Source of:

- Motivated volunteers
- Caregivers
- Experienced workers
- Older students
- Tax revenue
- Consumers with disposable income
- Civic leadership, engaged citizens

IV. Role for Communications Tool/Portal

- To facilitate interactions between Maryland Boomers and state institutions that can both help meet Boomers' needs and benefit from Boomers' Resources, viz. —
- Businesses
 - provide jobs, training, incubate new companies
 - sell products and services

- Nonprofits
 - provide volunteer and work opportunities
 - secure community support, board members
 - secure contributions, endowments, bequests
- Academic Institutions
 - train workers, assist entrepreneurs
 - hire part-time teachers
 - opportunities for volunteer mentors, aides
 - provide on-site and online courses
 - secure contributions, endowments, bequests
- State and Local Government Agencies
 - promote civic engagement
 - volunteer opportunities