

**Ready or Not, Here They
Come!**

**CEANY 2008 Conference
Presenter: Preston Pulliams**

**76 Million
Baby Boomers!
(Born 1946 – 1965)**

January 12, 1946

My Birthday

I am a Boomer!

Statistics

- 1 in 4 Oregonians will be 65+ by 2025
- The 50+ population in PCC District will increase 43%(+200,000) by 2020
- An aging population means –
 - older learners
 - aging workforce
 - need for age specialists to respond to the 'new aging realities'

Source: Oregon Office of Economic Analysis

Six Key Values of Boomers

- A sense of belonging
- Giving something back
- Taking risks
- Entitlement
- Expectations of a good life
- Experimentation

Source: James Gambone, *Retirement: A Boomer's Guide to Life After 50* (2000)

The Boomers are:

Motivated to:

- Use their knowledge, skills, assets productively
- Have better balance between work, learning and leisure
- Find meaning and passion-give back (Returnment™*)

* Jay Bloom, "Work After Work," 2004

The Boomers Are:

- Healthier
- More Vigorous
- Better Educated
- More Racially and Ethnically Diverse

Older Learners

- Nationwide ~
 - Population, workforce participation, and post-secondary education trends portend a *tsunami* of students 55-79 looking for work-related courses, personal interest courses, and certificates/degrees
 - Older students choose community colleges over universities 2 to 1
(*Framing New Terrain: Older Adults & Higher Education - ACE*)
 - At PCC ~
 - Credit Students – Av. Age = 29
 - 40+: 15.5% (3,506)
 - 50+: 5.9% (1,340)
 - Non-Credit Students – Av. Age = 42
 - 40+: 47.2% (8,081)
 - 50+: 28.3% (4,854)
- (*Winter term 2007*)

Boomers Go To College

- Key Findings (40+ credit students)
 - 76% of credit students in college to re-skill, re-enter the workforce, or re-career
 - 4 in 5 students working, engaged in family care work, experience time and financial constraints as greatest obstacles to success
 - They look to the college for help in preparing for and finding jobs

What They Want

- **New Options**, especially for career transitions
- **Quick Transitions:** prior learning assessment, accelerated program formats, improved career counseling, & job placement
- **"Reinvention" in Community** to achieve personal goals, with support, networking, and connection
- **Access & Barrier Busting** to outreach, programming, scheduling & transportation
- **Funding:** waivers, reimbursements, & loans supported by information, strategies and resources
- **Sources:** PCC's *Boomers Go to College* & ACE's *Framing New Terrain: Older Adults & Higher Education*

Implications

- Outreach to older students based on product of job preparation & placement
- Ease entry into college & honor experience
- Provide flexible, accessible wrap around services & supports
- Build business partnerships for job preparation, internships, jobs

Graying of U.S. Workforce

- Baby boomers make up almost half (47%) of the workforce today.
- Too few people to replace the "boomer" generation of 76 million
- More people leaving the workforce earlier
- More people unwilling to work ever-longer hours for large organizations

Aging Workforce

- By 2020, Oregonians 55+ will comprise 26% of the population
- 4 in 5 of 55+ intend to work beyond traditional retirement age

Source: Oregon Office of Economic Analysis

AARP Oregon Survey

- Key Findings
 - 67% of Oregon employers report likely shortage of qualified workers in next 5 years
 - Nearly 2/3 have not prepared for projected shortage
 - 7 in 10 have hired older workers, and half have rehired retired employees

Implications

- **Implications for Business & Industry**
 - Facing an absolute skills & skilled employee gap
 - Recruiting, retraining, & retraining experienced workers
 - Redefining roles and job descriptions
- **Implications for older workers**
 - Re-skilling, re-careering, re-defining life-work balance
 - Transitioning into 'the third age'

Retirement

- Relatively recent phenomenon
- Created during Great Depression to address unemployment of young workers
- 65 was longer than average life expectancy
- Most boomers will not "retire" – want to be productive

Plans for Retirement

- 68% of "retirees" plan to work & never "retire"
- 53% plan to work for enjoyment
- 75% feel health benefits more important than wages

Source: AARP "Staying Ahead of the Curve, 2003"

New Phase of Life

- Between mid-life & true "old-age"
- Could cover 20-25 years after leaving primary career

Center for Business & Industry

Community Colleges Can Assist Businesses
by Acting as a:

- Convener
- Partner
- Catalyst
- Collaborator

Center for Business & Industry (cont.)

and...

- helping to alter workplace attitudes about older workers
- working to eliminate barriers facing older workers
- helping to analyze demographics that demonstrate the aging workforce
- establishing services and programs to target older adults who want to
- sharpening their skills by further education

Lifelong Learning

▪ PCC Senior Studies Institute

- Lifelong Learning Institute
- Membership Organization
- Self-Directed, Member Led
- 300+ members

▪ Community Education Options

- 53% of CED students are 40+ (N = 4,442/ Av. Age = 42 (Winter 07))

Civic Engagement

- **PCC Senior Service Corps**
 - Older Adult Volunteers
 - Assist Students & Staff
 - College Wide
 - 50-60 volunteers per year
- **PCC Service-Learning Initiative**
 - Engages students, faculty & staff
 - 100+ faculty teaching courses
 - 1,500+ students/year
 - 400+ community partners

**Life by Design
Focus Group Results**

A program should offer:

- Personal, financial and health assessments, counseling, help exploring options, planning, support in creating and implementing goals and life plans
- Access to continuing education
- Employment assistance
- Resources for dealing with the challenges of aging
- A place to hang out with other people like yourself

Transitions

- **Life by Design NW** supports people as they age in discovering their passion and purpose and engages their wisdom and skill to strengthen the community and achieve personal fulfillment
- A coalition of 8 community partners

What We're Doing

- **Coffee & Conversation/Networking Night**
- **Customized Employer Workshops**
- **PCC Community Education Courses**
- **Interactive Website (under construction)**
- **Social Entrepreneurship Initiative**
- **Presentations & Technical Assistance to Community, Businesses, Organizations**
- **Served more than 300 individuals through public workshops and business workshops**

Thank You

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