



Older Worker Town Hall Meeting

Workforce Snohomish on 9/28/2017, in collaboration with 17 agencies in Snohomish County, convened an Older Worker town hall to discuss barriers and advantages for older adults seeking employment. This event identified agency resources that are in place in Snohomish County to assist those searching for jobs. The meeting also discussed the needs which those job seekers have that are not being met. This was the first event held by Workforce Snohomish to discuss the older worker population and the gaps that keep them from successfully gaining employment. As a follow-up, Workforce Snohomish shares the results with all interested community partners to help align and focus community resources.

Following are the takeaways from the Older Worker Town Hall meeting on 9/28/2017.

What services does your agency provide for older workers needing employment?

- Computer basics, workshop and training classes targeting older workers
- Partnerships with support and affiliate groups to provide services specifically for older workers
- On the Job Training (SCSEP)
- Senior Companion Programs (Homage)
- Career Support Services and Skills Update Workshops (WorkSource)
- Tailored promotional materials
- Targeted job fairs for older workers
- Employment of older workers – 65% of caregivers are older workers (ResCare)
- Volunteer opportunities that serve as a transition to new careers and/or retirement (Edmonds Senior Center)



What is one need you consistently hear from older job seekers that is not being met by your agency or others?

Information and education on age discrimination for both job seekers and employers

Medical coverage/care

Technology/computer basics training

Assistance in overcoming psychological barriers connected to ageism they've experienced

Knowledge of companies that are interested in older workers

Lack of information on the impacts of changes to income

Need for upskilling on how to fill out job applications and interviewing

Recognition of skills that older workers possess – (give them credit to fast tracked-training programs)

How can we attract more employers to the idea of hiring older workers?

Break the myths about older workers with marketing campaigns

Market the benefits to hiring older workers

Hiring older workers can save money for employers

Older workers can be flexible to part-time hours

Older workers can work as mentors to younger workers

Develop infographics and fact sheet to educate employers

Older people have been working their entire lives and are often not searching for the next opportunity like younger workers

Provide medical benefits

Develop younger and older worker mentorships

Implement workshops to educate employers on key traits that make older workers desirable

Work with business associations to widen audience on topics of older workers

Use speaking engagements to introduce employers to WorkSource WA



Leverage existing volunteer programs to introduce employers to the older workforce

Collect employer input, create specific training from input, and then sharing curriculum, output, and job seekers

Share out older worker focus groups information

Implement hiring events specifically for older workers (first hour for older adults)

Educate employers about hiring 50-70 year olds as vibrant, strong workers with soft skills and stamina

What is one barrier mature workers have when trying to sell themselves in an interview?

How to overcome the perception that they may have lower energy and low self-esteem

How to market themselves in the current job market

How to break the stigma about older workers

Lack of exposure to multiple organizations/industries after having long-term employment at one agency

Lack of technology skills to complete job application

Lack of familiarity with interviewing process