



**JUANITA C. GRANT
FOUNDATION**

Empowering the 50+ Aging Friendly Community



50+ Workforce Initiative Impact Analysis

Workforce Forum and Hiring Event

“YOUR NEXT CHAPTER—POSSIBILITIES”

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INTRODUCTION

The Juanita C. Grant Foundation believes community engagement is an approach that results in grounded sustainable community-based solutions. To that end, this report highlights data collected and analyzed over a two-year period through focus groups, interviews and questionnaires. These research tools were executed during and after its cornerstone Annual 50+ Workforce Forum and Hiring events. This report has five sections: 1) Research Phase: What the Research Indicates; 2) Factors Impacting Seniors; 3) Community Engagement; 4) Leading from the Back; and 5) Comparison Data: Workforce Forums and Hiring Events.

Using existing research to help frame the Foundation's direction is presented in the Research Phase. The first section (Research Phase) codifies and establishes the direction for the Foundation, in addition to data gathered from the targeted community and stakeholders. With the established direction of the Foundation, the second section of the report—Factors Impacting Seniors—highlights four critical factors impacting seniors at a quick glance. Section three—Community Engagement—highlights the community engagement work follow by Leading from the Back—section four—and the fifth section giving a comparison of the data from the 50+ Workforce Forum and Hiring Events.

The Foundation selected Maryland's Prince George's County to establish its base of operations. Prince George's County presented a diverse community with a substantial number of 50+ individuals located in an area with private, government and non-profits positions.

The bedrock of the Foundation's paradigm in developing its signature 50+ Workforce Initiative was building collaborative relationships through outreach and community engagement. After researching the gold standards for workforce development programs, it was determined the 50+ Workforce Initiative would be year-round, educational and connect potential employers directly with job seekers through an Annual Workforce Forum and Hiring Event (WFHE). To that end, in 2016, the Foundation initiated a partnerships with our Planning Partners to create the 2017 1st Annual Workforce Forum and Hiring Event.

PARTNERSHIPS

- Employ Prince George's (formerly Prince George's County Economic Development Corporation
- Prince George's County Department of Parks and Recreation, The Maryland-National Capital Park and Planning Commission
- Department of Family Services Area Agency on Aging, Senior Community Service Employment Program
- Department of Family Services Area Agency on Aging, Foster Grandparents and RSVP Volunteer Programs
- Prince George's County Memorial Library System
- Greater Mt. Nebo AME Church, S.A.L.T. Ministry for Seniors
- Visiting Angels-Prince George's County
- Division of Workforce Development and Adult Learning, Maryland Department of Labor, Licensing & Regulation
- Senior Provider Network
- First Baptist Church of Glenarden

IMPACT OF THE 2017 AND 2018 WORKFORCE FORUM AND HIRING EVENTS

IMPACT documented from the 2017 and 2018 WFHE's:

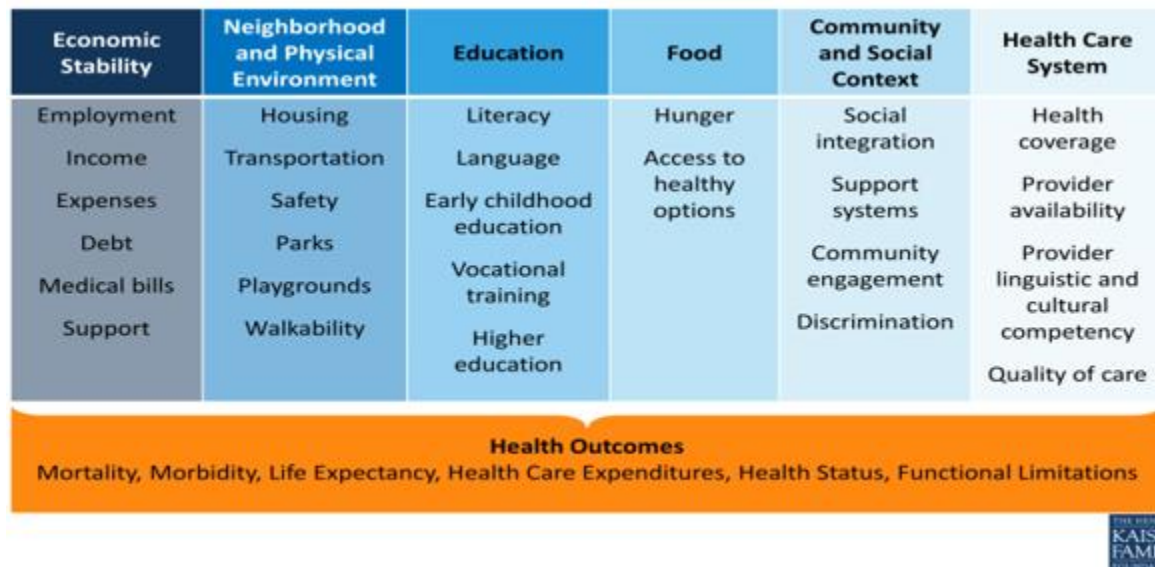
- 1) Over 850 individuals were able to interview directly with employers geared to the 50+ community.
- 2) Employers had open positions and were actively interviewing.
- 3) Attendees were prepared through intensive pre-event workforce readiness workshops to upgrade job search skills, be confident in the 30 second introduction and re-frame resumes to show strength of experience and skill sets.
- 4) Attendees by-passed the Human Resource Department screening process.
- 5) Attendees had direct access to over 80 different types of employers from Prince George's County, Delaware, Washington, DC and Baltimore.
- 6) The Foundation convened the 1st Annual Roundtable on Ageing conducted on December 10, 2018 based on requests from WFHE attendees exit remarks.



SECTION 1: RESEARCH PHASE: WHAT THE RESEARCH INDICATES

The two-year research phase the Foundation performed considered the social determinants of health which are “the structural determinants and conditions in which people are born, grow, live, work and age.” These factors include socioeconomic status, education, the physical environment, employment, and social support networks, as well as access to health care.

Figure 1
Social Determinants of Health



Based on a meta-analysis of nearly 50 studies, Kaiser Family Foundation researchers found that social factors, including education, racial segregation, social supports, and poverty accounted for over a third of total deaths in the United States in a year. In the United States, the likelihood of premature death increases as income goes down. Similarly, lower education levels are directly correlated with lower income, higher likelihood of smoking, and shorter life expectancy.
Source: <https://www.kff.org/disparities-policy/issue-brief/beyond-health-care-the-role-of-social-determinants-in-promoting-health-and-health-equity>.

Per the United States Census Bureau, the fastest growing labor group is adults 50+, in part because many of today's older workers are delaying retirement. These individuals are seeking jobs to supplement retirement income, while others continue to work for personal satisfaction. Whatever their individual plan and motivations may be, it's clear that the number of 50+ workers-and the need for jobs for older workers is growing rapidly. Research substantiates unemployed people age 55 and older are out of work average 57.7 weeks compared to 37.8 weeks on average for younger counterparts. Older workers need professional help to improve their job-search skills and connect with local employers who value a mature workforce that brings experience and commitment. JCGF selected Maryland's Prince George's County 50+ community due to its growing strength and diverse economy of government, private and non-profit organizations.

By the middle of this century, there will be more people over age 60 than under age 15. Companies need to adapt along with the aging workforce. Some have developed a set of guiding principles for age-friendly businesses. A new demographic trend businesses can't afford to ignore: the rising number of employees who juggle work responsibilities with caring for older family members.

SECTION 2: FACTORS IMPACTING SENIORS

A. Economic Stability

A small proportion of seniors in Prince George's County participate in the workforce, and most of them are employed in traditional 9:00 a.m.– 5:00 p.m. jobs. During 2010, a larger share of seniors in the county were in the labor force (22 percent) as compared to the nation (16 percent) and the state (20 percent). Participants in focus groups provided understanding as to why some seniors in the county are holding jobs. Based on the focus group discussions, seniors work for reasons other than the need for money for living expenses. Only thirty-three percent of the participants that were employed or looking for a job stated they needed the money for living expenses, but a majority (56 percent) said they enjoyed working or wanted to stay busy. *Source: U. S. Census Bureau, 2010 American Community Survey, 1-year estimates.*

B. Employment Levels

In 2010, 1.2 percent of seniors who were in the labor force were unemployed compared to 8.9 percent of younger county residents between 16 and 64 years. Between 2006 and 2010 unemployment among seniors in the county showed little change. During this period, the rate of unemployment was lower for seniors than the population between 16 years and 64 years. *Source: U. S. Census Bureau, American Community Survey, 1-year estimates 2005- 2010.* Note that most unemployed 50+ do not seek employment because they do not think they could be hired or because they are not healthy enough to work. Some actually do not need the income.

C. Income Levels

Approximately half of senior households in the county received some earnings during 2010. *Source: American Community Survey, 2010 1-year estimates.*

Compared to the State of Maryland (41 percent) and the nation (34 percent), a greater share of senior households in the county received some earnings. The earnings of senior households in Prince George's County are higher than the nation, but lower than the state and the DC metro area. During 2010, the average earning of senior households in Prince George's County (\$57,795) was higher than the nation (\$44,470), but lower than the state of Maryland (\$61,030) and the Washington DC metro area (\$76,712). *Source: US Census, American Community Survey, 2010.*

Also, the average earning of senior households in the county during 2010 was \$24,000 lower than the total population. This gap was smaller compared to the state and the metro area. It was 30 percent compared to 32 percent in the state of Maryland and 28 percent in the Washington, DC metro area. *Source: US Census, American Community Survey, 2010*

Social Security and retirement incomes are the main sources of earnings for seniors in the county. During 2010, Social Security and retirement incomes were the main sources of earnings for seniors in the county. A relatively smaller share of senior households, eighty percent, received Social Security incomes compared to 92 percent in the nation and 82 percent in the state. The unique feature of Prince George's County was that, a larger percentage received retirement income compared to the nation and the state. *Source: US Census Bureau, American Community Survey, 2010.*

A small percentage of seniors in the county receive supplemental security income. Overall, the share of senior households in Prince George's county that received supplemental security income, cash public assistance or food stamps/Supplemental Nutrition Assistance Program (SNAP) benefits during 2010 was small and comparable to the nation and the state of Maryland.

For the most part, and with the exception of households headed by females, the incomes of senior households do not qualify them to benefit from supplemental security incomes. *Source: U. S. Census, 2010 American Community Survey.*

Overall, few seniors in Prince George's County have incomes below the poverty level, however a ***significant number of females in non-family households are below the poverty line***. Compared to the general county population, few seniors have incomes below poverty level. During 2010, 4,348 (5.2 percent) seniors in Prince George's County had incomes below poverty, while 9.2 percent of residents between 18 and 64 years and 11.6 percent for those below 18 years were in that category.

The data show few cases of poverty among the elderly who live in family households, and relatively more cases among those in non-family households. The number of females living in non-family households and have incomes below the poverty level is particularly high compared to the other categories. Compared to the state and the nation, the percentage of seniors in Prince George's County with incomes below the poverty level was low. In 2010, 5.5 percent of seniors in the county lived below poverty compared to 8 percent in Maryland, and 9 percent in the nation. *Source: US Census Bureau, 2010 American Community Survey*

Even though the incidence of poverty among seniors was lower than the rest of the county population, the overall 5.5 percent rate translates to more than 4,000 seniors who need various forms of support and assistance. Even more significant is the more than 2,000 senior female non-family householders with incomes below the poverty level. This means that the existing supplementary income and other programs for alleviating poverty should especially target senior female non-family householders. Considering the probability that many of them may be unaware of available resources, assertive outreach programs should be considered to provide them full information and also assist them in accessing the available programs and resources.

D. Employment Policies and Practices

Seniors in Prince George's County are protected by The Age Discrimination in Employment Act of 1967 (ADEA)/ <https://www.eeoc.gov/laws/statutes/adea.cfm> . The Age Discrimination in Employment Act of 1967 (ADEA) protects certain applicants and employees 40 years of age and older from discrimination on the basis of age in hiring, promotion, discharge, compensation, or terms, conditions or privileges of employment. The law is enforced by the [Equal Employment Opportunity Commission](#) (EEOC). The ADEA applies to employers with 20 or more employees, labor organizations with more than 25 members, employment agencies, and federal, state and local governments.

In addition, the State of Maryland has its own laws providing protection for older workers. Any individual who believes that his or her employment rights have been violated may file a charge of discrimination with EEOC.

E. Focus Group Research

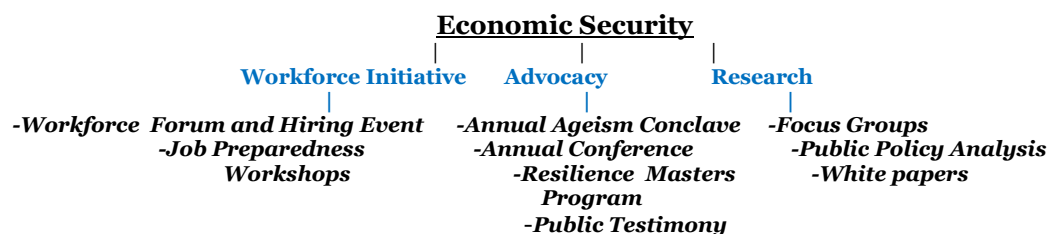
The Foundation's first-hand research was conducted through a series of focus groups interviewing over 76 individuals in the 50+ range. Focus groups were conducted in Senior Recreation Centers, churches and local government facilities. Some of the findings were:

- Reasons for seeking employment
 - Forced retirement
 - Spouse became ill
 - Loss of second income
 - Financial or care responsibilities for adult children/grandchildren

- Inadequate retirement savings
- Early retirement package insufficient
- Need to be involved/feel vital
- Challenges in seeking employment or becoming an entrepreneur
 - Resume dated and too lengthy
 - Unfamiliar with online job searches
 - Dated computer skills
 - Video interview resume revealing older appearance
 - Mobility, stamina concerns
 - Viewed as overqualified for the position
 - Need part-time work
 - Not sure what is “my passion” for next steps to start a business
 - Not enough reserve to start a business
 - Unsure about business regulations/certifications/licensure requirements

SECTION 3: COMMUNITY ENGAGEMENT

Based on this thought-provoking research, the Foundation chose as its mission to ***empower the 50+ community through economic security*** built through ***advocacy efforts, workforce initiative and research***. Thus, the goal to improve economic health among this population could be realized resulting long-term in an ***“aging friendly community”***.



SECTION 4: LEADING FROM THE BACK

As noted in the social determinants of health, economic stability that includes employment has become a primary focus of the Foundation’s efforts. The Workforce Forum and Hiring Event (WFHE) is the Foundation’s signature annual project investing in preparing and empowering adults 50+ in finding employment. Adults 50 + benefit in assistance in job search in multiple ways.



The 50+ Workforce Initiative Planning Partners designed a variety of intense 50+ Job Readiness Workshops that are offered 90 days prior to the WFHE. The workshop continue after, the event by the Planning Partners to provide year-round support. WFHE attendees are prepared through a series of workshops on:

- Reframing/de-aging resumes emphasizing wealth of knowledge and skills
- Updating office computer skills and mobile technology
- Navigating on-line job search skills
- Mastering the 30 second introduction
- Finding your Passion-what are Your Drivers?

Employer exhibitors recruited are screened for sensitivity and appreciation for the 50+ job seeker and must have open positions for hire. The Foundation conducts follow-up with the employers on conducting follow-up interviews and the number of potential hire candidates. Community Resource exhibitors are also recruited that address quality of life needs such as respite care, home care, legal services, church ministries, social security and financial management.

SECTION 5: COMPARISON DATA: ANNUAL WORKFORCE FORUMS AND HIRING EVENTS

Two Annual WFHEs have been conducted in September 2017 and September 2018. Both events were held in Prince George's County Parks and Recreations Centers-The Maryland National Capital Park and Planning Commission. The average attendance for both events was 430 attendees. Based on the overwhelming response for the 2017 WFHE featuring Channel 4 NBC Anchor Barbara Harrison as the keynote speaker, the Foundation had confirmed the unmet needs for workforce development for the 50+ community.



STRATEGIES AND LESSONS LEARNED FROM 2017 AND 2018

Feedback from 2017 attendees and exhibitors indicated the WFHE should be annual, more widely marketed and provide more workforce preparation workshops. In addition, more employers with administrative and part-time professional positions were requested. The 2018 WFHE was aggressively marketed through a variety of media. The Foundation's President and Founder, S. Orlene Grant, spoke on WHUR's *Daily Drum* and appeared on CTV's 6:00 p.m. evening news. Ms. Grant also taped a Public Service Announcement on WHUR. Planning Partners utilized their respective organization's FaceBook pages, email listings, building marquees and in-house announcements while also distributing 2000 fliers.

Another critical goal for the 2018 WFHE was establishing a solid comparison data base by capturing socioeconomic and demographic information from attendees. The 2018 event was attended by over 405 participants, 45 employer and 37 community resource exhibitors. This positive increase is compared to the 2017 WFHE with 37 employer and 27 community resource exhibitors with over 450 attendees.



Based on 2017 feedback for a more robust Forum opening, greater emphasis was placed on creating an opening Forum section. The 2018 Forum section was constructed to discuss the impact of ageism and the challenges of re-entry into the workforce or starting a business. The

2018 Workforce Forum's theme "Your Next Chapter---POSSIBILITIES" was intended to build excitement and a sense of confidence before interviewing with prospective employers. A recurrent undertone was building and maintaining RESILIENCE!

The opening Forum was comprised of the keynote motivational speaker and facilitated 3 member panel discussion energized by a high degree of audience participation.



Workforce Forum Panelists were:

- S. Orlene Grant-President and Founder, Juanita C. Grant Foundation-Opening Remarks
- Coach Marvin Powell-Founder and CEO, Coach Powell Training, Motivation speaker
- Michael Bare, President and Co-Founder, Bare International, Juanita C. Grant Foundation Board Member
- Jim Coleman, President and CEO, Prince George's County Economic Development Corporation
- Walter Simmons, President and CEO, Employ Prince George's and Executive Director Prince George's County Workforce Development Board

The Forum's lively exchange boosted the energy levels of attendees and heightened awareness of their strengths and talents they as 50+ individual bring to the workforce.

WHAT THE DATA TELLS US...

In an effort to constantly evaluate the needs of the 50+ community and refine programing, feedback was gathered in a variety of sources. Live interviews were conducted with attendees and exhibitors during the WFHEs. Attendees and exhibitors also completed exit surveys.

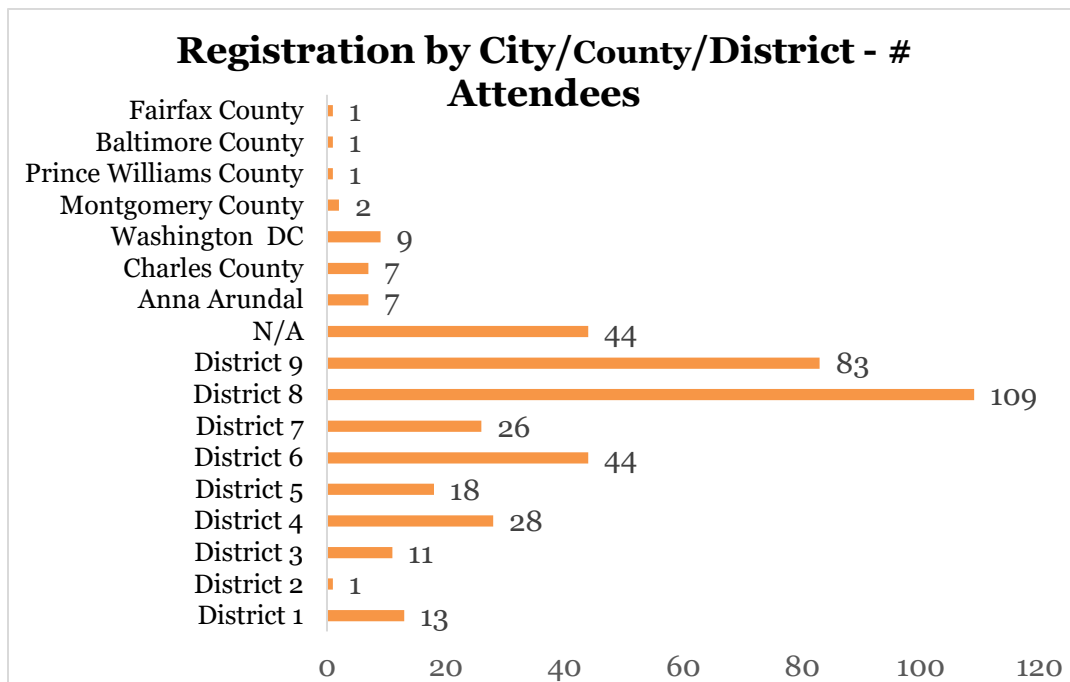
Interview videos were conducted throughout the WFHEs with:

- Attendees
- Planning Partners
- Foundation Board of Directors
- Forum panelists
- Community Resource Exhibitors
- Employer Exhibitors

Results are:

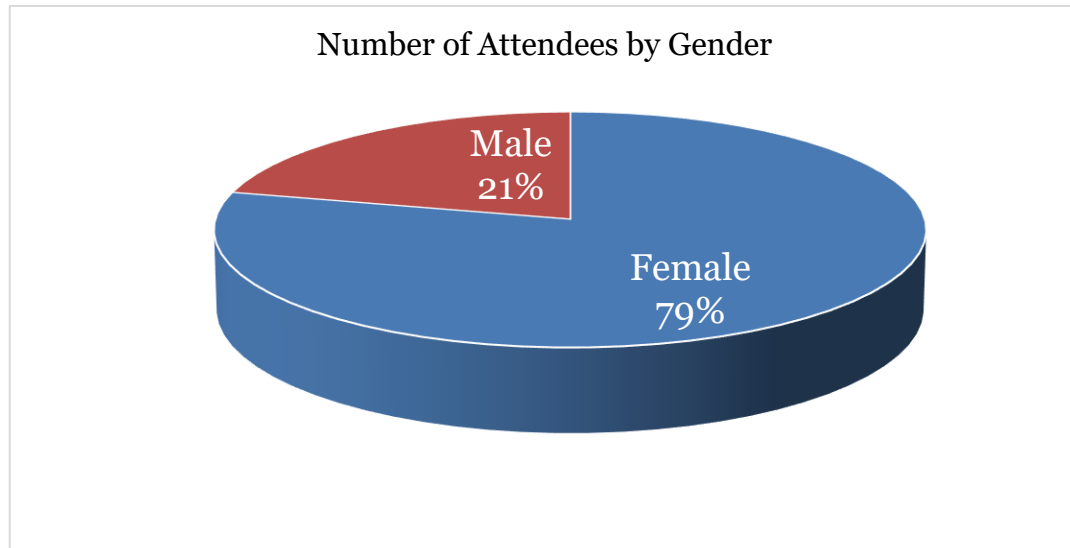
1. Fifty percent (50%) of the attendees live within a 5-7-mile radius of the event site. This fact is important in rotating the event in different sections of the County to increase opportunities for attendance. The 2017 event data validates the same range residents will travel for the event. The 50+ resident prefers to stay closer to the surrounding community rather than venture across the County. **Rotating sites will be considered for each annual WFHE to reach the Northern, Central and Southern portions of the County.**

Chart 1



2. In 2017 and 2018, females represented eighty percent (80%) of the attendees. Women are the vast majority of caregivers and have a longer life span the men. There is also the fact caregiving by family members/spouses are often unpaid positions requiring sacrifice of one's own interests. Women may be more likely to have retired earlier and have fewer financial resources requiring balancing family needs with income needs. **Workshops will be developed for 2019 geared towards women's issues and employment options**

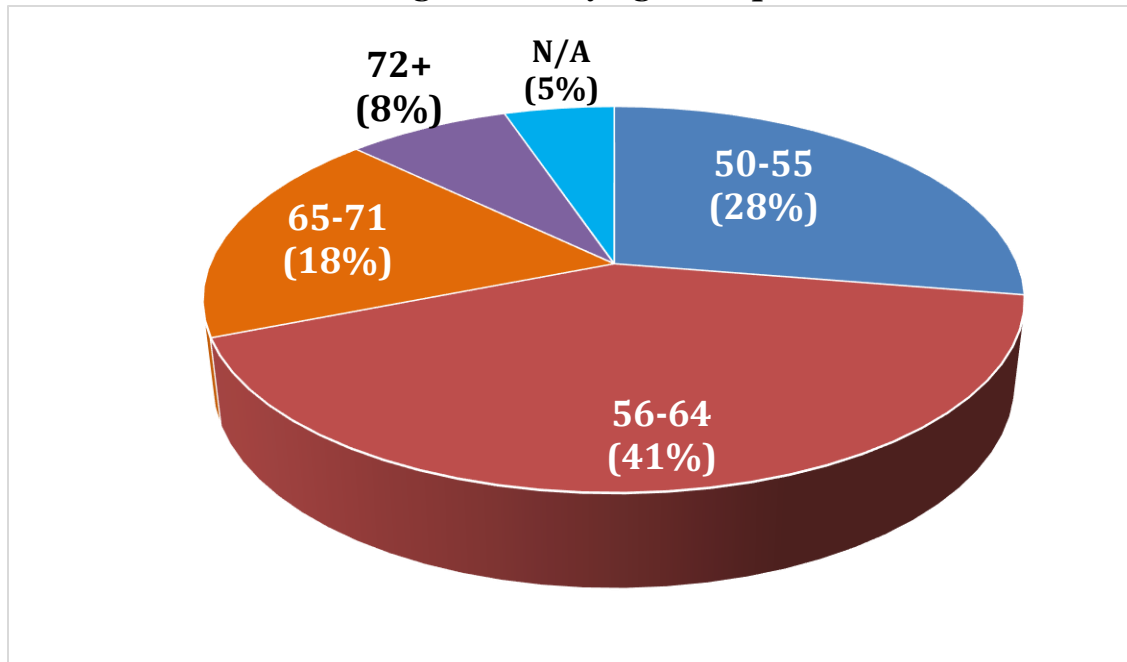
Chart 2



On the flip side with only twenty percent (20%) of attendees being male for WFHEs both years, more creative **strategies will be developed in 2019 to conduct outreach to male organizations and develop workshop opportunities geared to men's employment concerns.**

3. Sixty-nine percent (69%) of the attendees' age ranged from 50-64 years old. This is a young vital group with many working years ahead. The vigor of this age group should be raised with Human Resource professionals, small and large business owners and higher education. This vital group on the beginning spectrum of 50+ have the ability to re-define their "passion" in pursuing a desired career or business interest. **Direct outreach will be made to raise the awareness of human resource professionals and area CEOs.**

Chart 3
Registration by Age Group



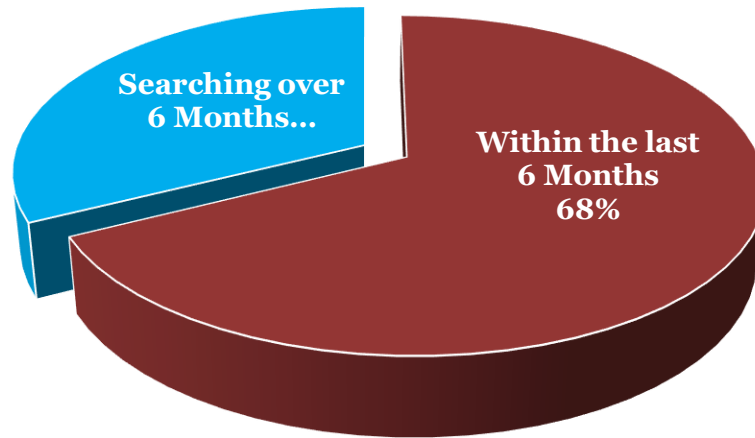
Age Range of Attendees

50-55	112	72+	31
56-64	168	N/A	20
65-71	74		

4. In consideration of the extended job search detailed in Chart 4, sixty-eight percent (68%) of (predominantly female) attendees have been actively seeking employment within the last 6 months. **Efforts will focus on providing workshops to sharpen online job search skills, effective use of networking groups and provide information on “gig” opportunities.**

Chart 4

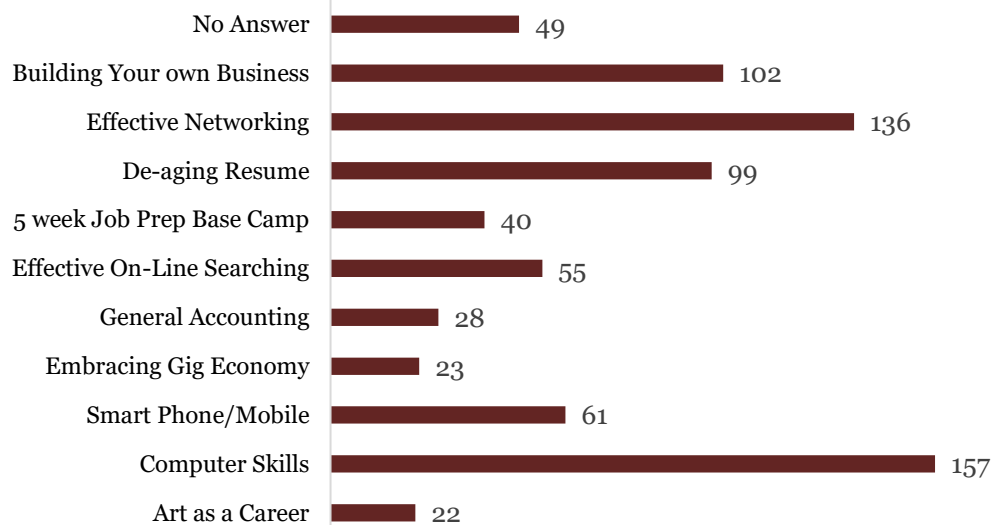
Current Employment Search



5. The attendees selected from a range of workshops for 2019 Workforce Readiness Series:

Chart 5

Attendee Workshop Choices



The top five workshops selected:

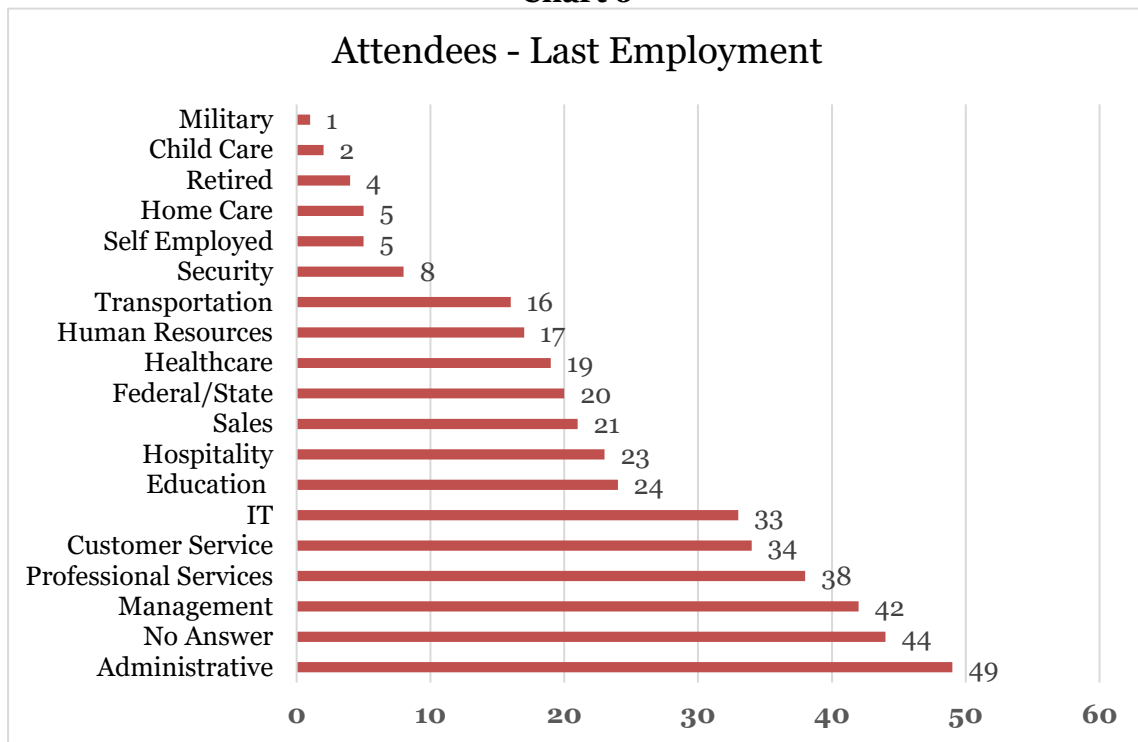
1. Computer Skills
2. Effective Networking
3. Building your own Business

4. De-aging Resume
5. Smart Phone/Mobile Technology

The above topics are being incorporated into the 2019 Workforce Preparedness Workshop Series. Particular attention will be to developing approaches that are geared to women's interests/challenges and attracting more men.

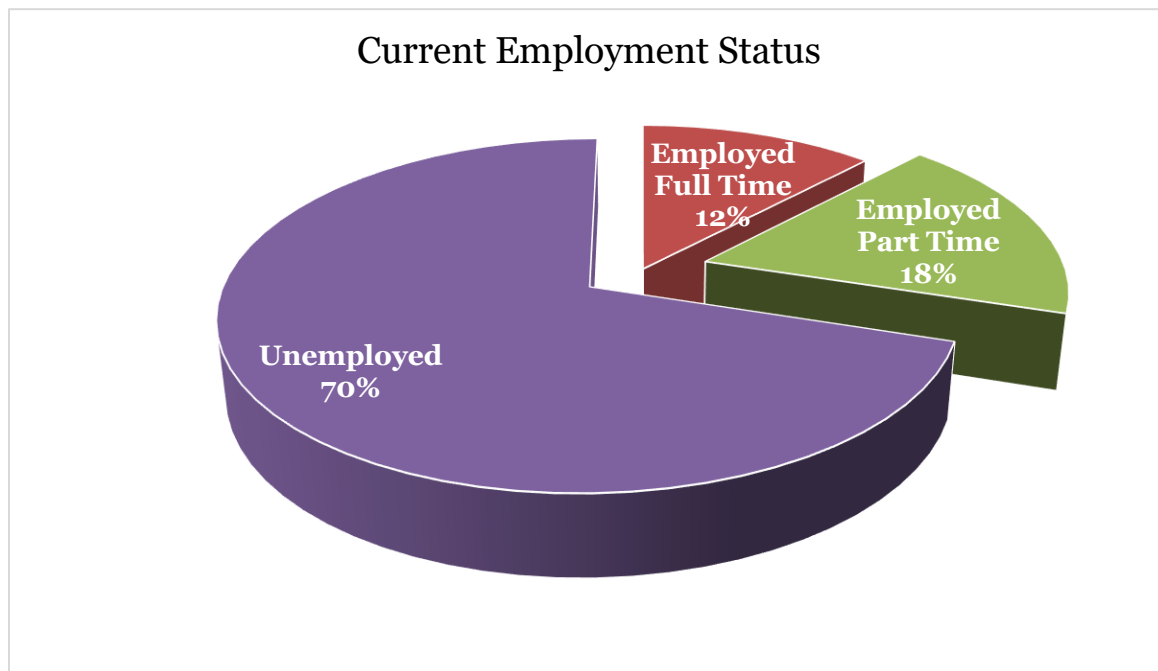
6. Chart 6 indicates attendees have a wealth of professional and administrative experience. Exit comments included requests for more professional opportunities that have flexibility. **Additional efforts are needed in 2019 in recruiting larger employers, federal contractors and other professional groups to be employer exhibitors.**

Chart 6



7. Chart 7 indicates seventy-percent (70%) of attendees are unemployed coupled with the majority are female. This revelation has far reaching implications for female heads of households and usually the main caregiver. **Workshops on effective job search techniques will be emphasized in 2019.**

Chart 7



A critical factor in providing a balanced well-run WFHE is providing value for all sides is managing expectations of employers and attendees. It is important to keep focusing on the level of preparedness of both. Employers were prepared through a series of conference calls and individual interviews educating them about the workforce preparation workshops that would be conducted and results of focus groups and the 2017 WFHE results.

Outreach through the Planning Partners and the Foundation to the 50+ community resulted in a higher level of participation by potential attendees in the 2018 workforce preparation workshops. Employers validated in exit surveys and interviews that attendees were prepared with updated resumes, smooth delivery of the 30-second introduction and energized.



Specific note is made that employers should be able to offer jobs that will accommodate persons who are 50 years and over.

EVALUATION FEEDBACK (highlights)

WHAT WENT WELL

Input from Participant's Evaluation Forms

- This is a needed event.
- Thank you for your generous community services.
- “Great” / “Good” event (numerous comments.)
- Very organized and lots of resources.
- Meeting with the vendors.
- The motivational speaker (numerous comments).
- Motivation to move forward.
- Opening remarks and speakers were encouraging.
- Opening discussion on mindset and preparation.
- People were very informative.
- Availability to have a person explain positions.
- Tips were insightful.
- Valuable information, multiple opportunities, convenience.
- Independent contracting opportunities.
- Excellent, a real eye opener.

- It was helpful to get more resources and to send to the proper person.
- Face to face conversations with companies I had not considered.
- Employers in one location.

Input from Onsite Interviews

- “Keep on doing this, we need it.”
- “For the most part, everyone conveyed [to me] that the event was what they expected. and some even said it was more than they expected.”
- “The majority all said that it [most valuable part of the event] was the motivational speakers, the opportunity to learn and be reminded how to communicate, and the information they received from the opening speech and the panel.”
- Will you return next year? “everyone indicated that yes, they would.”

Input from Community Resources and Employer Exhibitors

- Networking was good.
- They were interested in us – they cared.
- Great program. I am very excited by the results and the atmosphere.
- Speaking with a representative from the DCCR-participants were well-prepared. They were eager, polite and prepped with resumes.
- Employer information session – conference call very helpful.
- Well prepared potential candidates.
- Good number of possible candidates, passing out information.
- Getting the word out about our support for jobs open.
- Face to face availability of positions.
- Many of the guests who attended had valuable prior work experience in the civilian workforce.
- Lots of people interested to use personal experience to become caregivers.
- Being able to help seniors in their work search.

WHAT’S NEEDED-BY CATEGORIES

Input on desired job opportunities

- More receptionist and customer service positions needed.
- More professional opportunities.
- A few more jobs that are more for the seniors 65 to 80.
- More resumes accepted on the spot.
- On the spot hiring.
- More state government employees – Maryland state government at the event.
- Interested in part time unskilled. Some had something available, some info on services is welcome but not in sales.
- Getting the word out about our support to raise awareness of open positions.
- Provide employers with the opportunities of each company so we can direct candidates to the right place.
- Spread the word to caregivers like CNA's, HHAS, GNQ.
- Were employers able to hire? Were they ready to interview?
- Recruit more employers - have more employers looking to hire the 50+.
- Keeping us informed about jobs available.
- Have a larger variety of higher-level employment vendors.

- Continue to attract a variety of vendors.
- More employers with management and administrative positions.
- Area organized to better visit and get resources from employers.
- More diversity in vendors.
- Insurance companies and agencies looking for examiners.
- Independent contracting opportunities.
- More sessions on job readiness, training.
- Add education, legal, health care, home care, tech, customer service, help desk.
- Give participants a list of the specific jobs employers are needing or looking for to interview later.
- Give a breakdown of positions/industries that job seekers are interested in.

Ideas for Job Seekers

- Bring resumes written and on flash drive.
- Resume workshop may be helpful.
- Have current certifications.
- Participants often asked what jobs are open instead of being prepared to describe skill set and speak about what kinds of jobs they'd like.
- Need a list of employers for job seekers to review and then choose whom to talk to.

Ideas for Employers

- Actively vet the employers for open positions and if they are actively hiring.
- Employers need two staff at the exhibit table
- More copies of vacancies. Employers need to bring more business cards.
- Need to bring information to hand out or show online.
- Employers need to follow instructions from organizers.
- Employers need to attend orientation calls to be adequately prepared.
- Arrive on time and stay the entire event.
- Be able to give specifics about job openings, applications, timelines.
- Interested in part time unskilled. Some had something available, some info on services is welcomed but not sales.
- Getting the word out about our support for open jobs.
- Vendors to enter through another entrance.
- Most important to give follow up with positive and negative comments for improvement.

Organization and Facility Design

- Having a motivational speaker and panel – was great! Good energy generated.
- Area organized to better mingle and get resources from employers.
- Perhaps more media announcements. I wish there were thousands here to benefit.
- More sessions on job readiness, training, resume writing.
- Larger venue or longer time frame. Shorter speakers. Written information.
- Mark exhibit tables with large numbers so participants can see which tables they want to visit by looking at a table chart posted at the entrance to that area.
- Need to hand out a list of employers and community resources as a guide.

- The process for registering for a table was a bit confusing and resulting in us not having a table when we arrived.
- Need larger open spaces for people to walk and network.
- Need larger auditorium to fit approximately 500 people at once to have only 1 opening session with more parking.
- Better Wi-Fi. Could not assist candidates to apply to online opportunities.
- We can have more room to walk around and stand; the tables were too close to each other.
- Think about what needs to be available (internet, computer).

Other comments

- Add food banks, nutrition, more health care and senior ministries to recruitment list for community resource exhibitors.
- Address Ageism.
- Promote a sense of hope and resilience.

IMPACT SUMMARY AND RECOMMENDATIONS

The 2018 2nd Annual Workforce Forum and Hiring Event was very successful and solidifies the proof of concept and need to address economic security of this age group. Over 400 people attended to interview directly with a variety of employers and receive valuable information from a wide range of community resources. The opening Forum session led by Coach Marvin Powell as the motivational speaker and the panelist's insights were received with great enthusiasm. The networking between employers and community resource exhibitors was an added bonus resulting in newly formed partnerships. Follow up interviews with employers were conducted to review their experiences and levels of completed interviews and successful hires. That direct feedback is being incorporated into planning the 3rd Annual 50+ Workforce Forum and Hiring Event.

Growth from 2017 1st Annual Workforce Forum and Hiring Event

- 50% increase in Employer Exhibitors.
- 50% increase in Community Resource Exhibitors.
- Successful and well received formal Workforce Forum presentation.
- First time media exposure on WHUR and CTV.
- Centralized registration for participants and employers.
- Direct contact with employer exhibitors to improve preparation.
- 35% growth in ads/sponsorships.
- Rapid on-site registration process successful eliminating bottleneck.
- Data base established from registration profiles and exhibitor data.
- YouTube recording of event.
- Live loop feed of Forum discussion available throughout the event.

Continue

- Detailed logistical planning and risk mitigation work leading up to producing a smooth flow of activities.

- Workforce Forum opening session with dynamic speakers building enthusiasm and a sense of RESILIENCE.
- Open networking with employers and community resources.
- Handouts of What to Expect listing employers and how to maximize participant's time.
- Online and expedited onsite registration.
- Lite refreshments.
- Intense workforce preparation workshops 90 days prior to the event.
- Radio and television announcements.
- Marketing efforts of Planning Partners.
- Multiple evaluation methods.
- Rotate event to different areas in Prince George's County.

2019 Enhancements:

- Larger facility with better space for entry, networking, Forum session and mingling.
- Available parking space for all participants perhaps with reserved space for vendors and volunteers.
- Dedicated entrance for exhibitors.
- Recruit more community resources.
- Ensure strong Wi-Fi capability.
- Create Pop-Ups for on-line registration at recreation centers and library branches.
- On-site on-line registration capability.
- At all workshops, participants register for the event on-line as part of the workshops.
- Enhance vetting and education process for employers.
- Recruit employers base- taking into consideration the majority of participants are women and the majority age range.
- Give attention to outreach and recruiting men.
- Tailoring some workforce preparation workshops to women.



FOUNDATION HISTORY

The Juanita C. Grant Foundation is a Maryland based non-profit founded by S. Orlene Grant, RN, MSN in memory of her mother Mrs. Juanita C. Grant, MSW. As a graduate of Atlanta University, achieving a Master's in Social Work, Mrs. Grant became a community and civil rights activist along with her husband Dr. Benjamin F. Grant, MD in Gary, Indiana. Mrs. Grant was instrumental in developing many community-based organizations and activities through collaborative efforts that addressed the needs of her Northern Indiana community.

In the spirit of activism, the Foundation conducted two years of research before determining where and how the Foundation could bring a positive and meaningful impact to the Greater Metropolitan Area of the Mid-Atlantic. What became abundantly clear in analyzing the research was that the 50+ community experienced the unique challenges of ageism. Covert and overt ageism impacts economic security pre-empting a fulfilling extended life span in a community. The Juanita C. Grant Foundation is providing a voice to the challenges of aging through its advocacy and research efforts. Programs and services provide in collaboration with the community will be the basis for a resilient and vibrant life in an "aging friendly community".