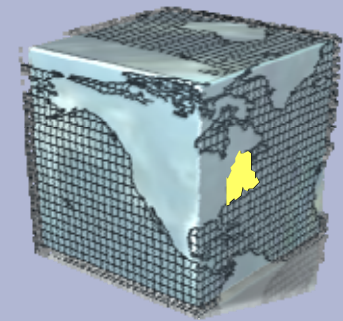


Maine's Aging Workforce

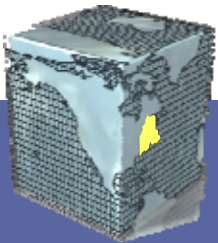
...finding a solution
before it is too late...



Blue Square Team

The Aging Work Force

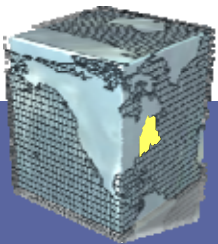
- The causes
 - Population shifts
 - Economic Growth and Opportunity
 - Education
- Where are we headed
- A Clarion call to action
- Our study



The Aging Workforce...finding a solution before it's too late

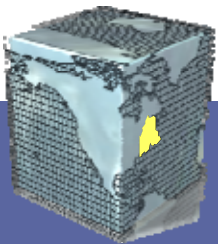
The Younger Generation

- Description of age group
 - the Younger Generation – 18 to 30ish
- The unique characteristics to this age group:
 - Young people's biggest impediment to college is the worry about accumulated student debt (according to Facebook)
 - Perception of this age group is that they think they need to leave the state to make money
 - **Desire to return home to raise family**



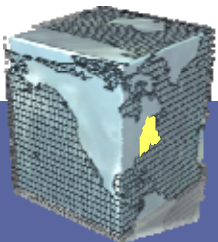
Specific Strategies

- Groups and Organizations
 - Opportunity Maine
 - Employer's Initiative / Compact for Higher Education
 - Realize! Maine
 - Competitive Skills Scholarship Fund
 - Early College for ME



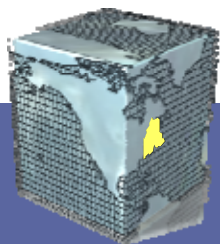
Conclusions & Recommendations

- Greater collaboration needed between groups and organizations
- Marketing and education about job opportunities
 - Change perception of old industries
 - Encourage Apprenticeships / internships



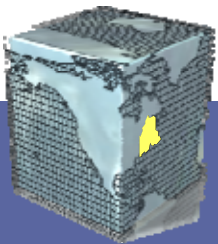
Mid-Career

- Description of age group
 - the Mid-Career generation – 35 to 50ish
- The unique characteristics to this age group:
 - US Census places this age group at ~ 37% of the population in 2000
 - In Maine, this age group places ~45% of the population in 2000
 - Maine's median age is 41.2 years and is oldest state in the United States



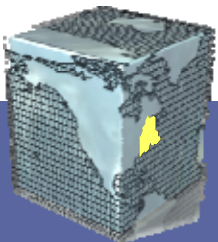
Mid-Career

- *'Maine Quality of Life' only goes so far...*
 - Would like to return/locate to Maine but
 - wages not competitive, fear no job availability
 - Career changes
 - voluntary/involuntary
 - Educational pursuits:
 - Costs, major life responsibilities (child care or elder care), lack of services consistent with an adult learner



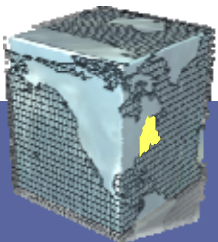
Specific Strategies

- Preparing for career changes
 - Continuing education for existing workers
 - Obtaining degrees, licensing or certifications
 - Returning to school
 - Additional degrees - Graduate courses
 - Retraining or Retention opportunities
 - Learning new skills due to technological changes



Specific Strategies continued..

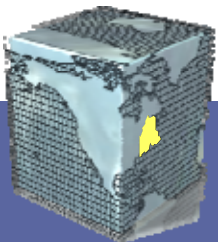
- Entrepreneurship
 - Finding a niche market
 - Precision and Niche Manufacturing
i.e., Forest products industry R&D on wood composites
- Current Industries Plea



An Industry's Plea

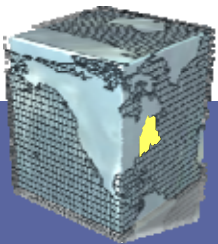
Paper Industry

- Media coverage
 - highlighting the needs over the next 5-15 years
~ 2,000 jobs
- Madison Paper Industries
 - Strives to educate the youth
- Verso, Jay, Maine
 - Full scholarships to high school students for the Associate Degree in Pulp & Paper Technology



Industries Plea

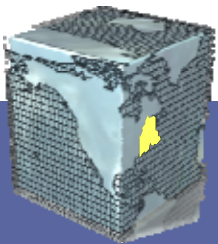
- **Major Concern for many industries**
 - **Its Image!**
- Some of the challenges:
 - Educating the general public of a large turnover in many industries
 - Turnover is expected to occur quickly
 - Human capital is extremely important in helping train those just entering the industry
 - Young people (18-20) are not attracted to manufacturing, trades, or paper industry
 - Educators



Industries Plea

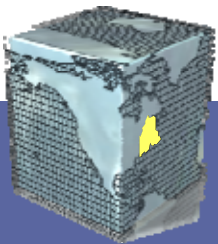
Dramatic changes in the workplace

- Developing technology for specialized and niche manufacturing
 - Will require highly skilled workforce
- Repositioning away from manufacturing
 - Focus toward emerging industries
 - Will require a skilled workforce



Conclusions & Recommendations

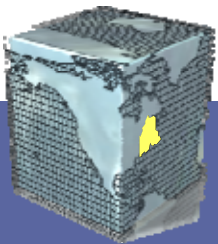
- Attract the Workforce
 - Way of Life
 - Jobs
 - Competitive Wages



Conclusions & Recommendations

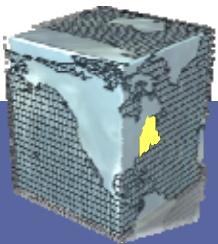
All about education: education is the key driver

- Prepare for career changes
 - Continuing education for adults
 - Specific concerns/services for the adult learner
 - Workforce ready
 - Understand what skill sets are needed for new markets
 - Meet future business and economic development needs



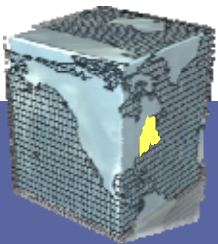
Senior Career / Retirement Age

- Description of age group
 - the Senior Career/Retirement Age – 50 and older
- The unique characteristics to this age group:
 - US Census places 13% of workforce over age 55 in 2000, and will be 20% by 2015.
 - In Maine, 15.5% of workforce is over 55



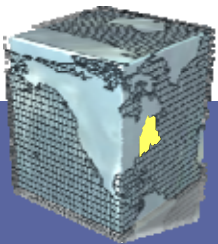
Specific Strategies

- What are some specific age group strategies
 - The older workforce should be viewed as an asset, and part of the solution in responding to the aging workforce
 - With many jobs having lesser physical demands, or more jobs aided by technology, strengths include:
 - Acquired knowledge
 - Enhanced communication skills
 - Sharper decision making abilities
 - Cognitive skills can offset some of the age related declines that may come in movement and processing of information.



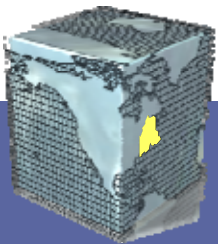
One Company's Response

- Cianbro
 - part-time basis, whether it is a couple times a week or even seasonally
 - recruits and hires individuals 55 or older
 - has a cutting-edge wellness program



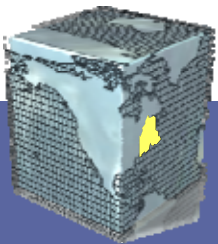
Conclusions & Recommendations

- It may be misplaced thinking to categorize the older workforce as a less valuable segment of an organization's employment strategy
- There are many more myths about the weaknesses of this group than recognition of its strengths
- Employers should be working with their older employees, particularly in hard to fill occupations and positions, well ahead of retirement.



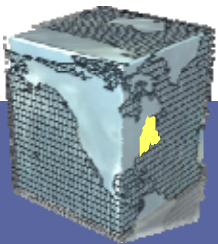
Conclusions & Recommendations continued

- View the experience and skills as an asset, and utilize as positive influence in the mentoring of younger workers
- Continue to offer training, to support and bridge the knowledge to younger workers
- Look toward flexible work schedules and benefit plans



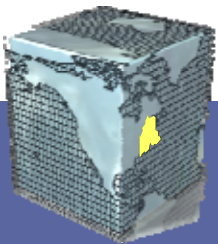
Vision...

Create a centralized, coherent
Maine Workforce Alliance
of all coalitions in order to create a
broad workforce development strategy
bridging a lifelong continuum to
cover all the workforce needs of
employers and employees
in the **State of Maine**



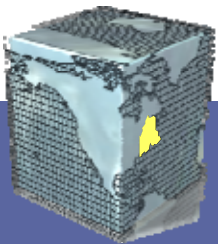
Solution

- Create “**Maine Workforce Alliance**”
 - Collaboration between an unnamed non-profit and the DOL to take leadership role in seeking funding / creating / convening this initiative
 - Create quasi-governmental entity with independent state-wide board
 - Board to include reps from major workforce development non-profits, Maine industry, and citizens across all demographics and regions



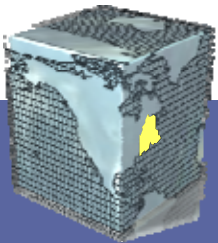
Solution

- Initial funding from the State of Maine
- Sunset plan to wean MWA from significant state funding
- Hire Executive Director and Marketing firm
 - Educate students and workers about educational and job opportunities
 - Expand upon established Maine Brand
 - Change perception of old industries



Solution

- Some of the organizations to include:
 - MDF
 - MCF
 - Libra Foundation
 - Ford Foundation
 - Opportunity Maine
 - DOL
 - Realize! Maine
 - Maine Center for Economic Policy
 - Competitive Skills Scholarship Fund
 - Maine Jobs Council
 - Regional Economic Dev Council
 - UMaine System
 - Maine Community Colleges
 - Early College for ME
 - Trade organizations



Conclusion

**Yes, Maine does have the oldest
population in the US.**

....But that isn't necessarily a bad thing.

*By creating the Maine Workforce Alliance,
we would provide a better opportunity to do just that.*

