

The Bill and Susan Lhota Office of Alumni Career Management

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go.osu.edu/AlumniCareerManagement



Career Management

- * Programs/Resources
 - * Web resources, webinars, programs, career fair, individual consulting (in-person and remotely).
- * A lifelong process
 - * Assessment
 - * Exploration/Research
 - * Personal Branding
 - * Networking
 - * Job Search
 - * Professional Development



Mature Job Seekers Are Still Jewels of the Job Market

Employment For Seniors

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**“It’s your place in the world; it’s your life.
Go on and do all you can with it, and make it the life you want to live.”**

Dr. Mae Jemison, NASA Astronaut

Agenda

Our goals today:

- ✓ Your next career steps
- ✓ Networking ~ your most powerful tool
- Employment For Seniors: who we are; what we do
- Where are you today?
- Where do you want to be?
- How do you get there?
- Local & national resources available to job seekers

What is Employment For Seniors?

- Celebrating 41 years of service in Central Ohio
- Private, nonprofit employment service
- Serve individuals 50+; no other eligibility requirements
- Free service to clients and employers
- Referral service ~ not a placement or recruiting program
- Our primary goal is to educate employers on the value of mature job seekers & provide free job postings
- We work with clients, helping them to become the “best possible candidate.”

In 2012

- 1,150 new clients were registered
- Approximately 3,000 clients utilizing our services
- 861 jobs posted on EFS JobMatch System
- 6,100 job referrals provided clients
- 6,000+ other career services provided
- 100+ clients reported finding employment in 2012; nearly 100 clients reported employment in 2013
- 33 presentations to over 1,000 participants
- **Touched the lives of over 7,000 mature job seekers!**

Where are you today?

- Personal, financial and family needs to be met?
- Do you have extraordinary financial issues, family obligations, (e.g. caregiving for parents)?
- Do you need to continue full time work? Part time?
- Can you start your own business?
- Do you need to work? Or do you just wish to remain active, have a purpose, be engaged?
- **You must determine what role you wish to take – an employer cannot do it for you!**

Where do you want to be? Retired? Or “Extended Middle Age”?

- Will retirement be at 55? 60? 65? 70+?
- Or maybe not fully retired, but want to continue to be part of an organization in some capacity?
- Do you want to leave a legacy? Create or make change in your community?
- Control your situation by researching opportunities; developing a plan; and targeting your next moves
- **RESEARCH is necessary** ~ but make it an adventure! If you can find airfare online, you can do this!

Do Employers Really Want You?

- **YES** – but it is your job to make yourself the best possible candidate!
- Barriers/misconceptions – control what you can, get past the rest:
 - ✓ Ageism, skill levels, salary needs, IT, social media
- Know the value and skills you bring to the table
- Be ready to tell your work story and the value you bring to an employer
- **You are powerful**, talented, skilled – use these traits in your job search!

The Value of Mature Job Seekers

- Have lower absenteeism; lower turnover
- Make fewer mistakes; ensure the quality of their work
- Transferable skills and experience used in new venues
- Better work ethic, follow through, ask great questions
- Committed to job and employer

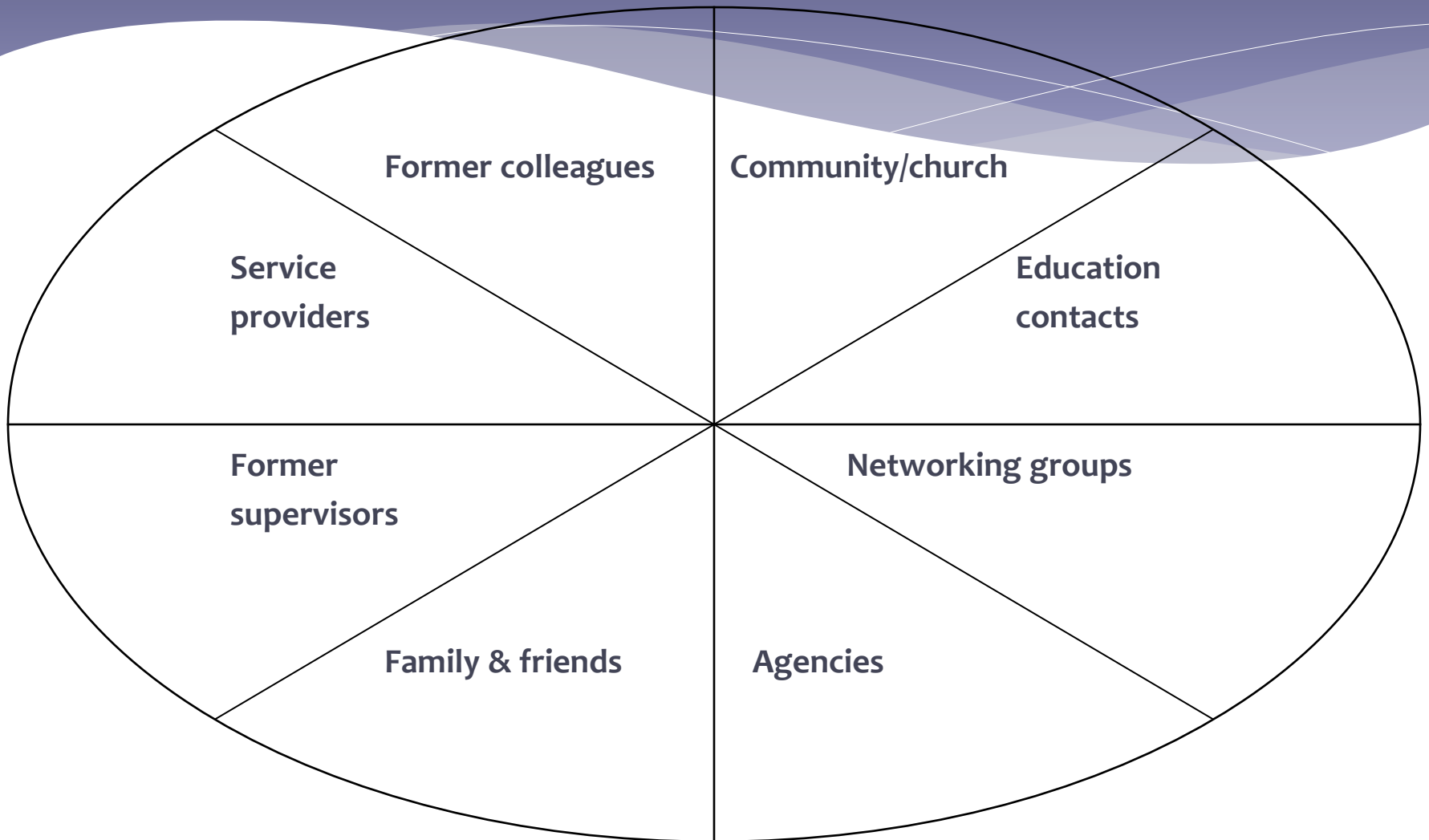
Therefore, to become the best candidate, you must:

- Know your strengths and skills
- Update skills; ***lifelong learning is invaluable***
- Be ready to “tell your work story”! Prove you can do the job on “Day 1”. Show your successes!

How do you get there?

- Identify your own situation; then explore and research the opportunities that will meet your interests
- ***Build a network! Senior job seekers lack network contacts; here you will find the hidden job market***
- Utilize volunteer opportunities
- Encore careers ~ making a social impact after your “career job”
- Find local agencies available to you and utilize their experts, programs and services
- Research, informational interviews, job fairs, social media

Your Network



Great Networkers....

- ...recognize quality not quantity ~ don't worry about "500+"
- ...are not "begging" for jobs ~ they are making connections for a life-time, not just for the job search
- ...are innately "nosy" ~ enjoy meeting people and learning more about them
- ...utilize informational interviewing
- ...use job fairs as "mini interviewing" opportunities ~ face-to-face with recruiters
- ...are **excellent listeners** ~ let others know you are truly interested in what they are saying
- ... **REMEMBER NETWORKING IS A TWO WAY STREET**

Volunteering is critical

- Volunteer opportunities can provide you with:
 - Connections to your community
 - A wider network of contacts
 - Better understanding of community needs
 - Opportunities to target issues of interest to you
 - Activities that increase your skills, computer knowledge, update unused skills
 - An appreciation of new ways/methods such as social media and business practices
 - Potential for an encore career
 - **A greater life purpose!**

Encore careers

- The opportunity to move from a traditional position to one that makes a difference in larger community
- To pursue your passion; a creative expression of you
- A time of discovery and changing the rules
- Research by MetLife and Civic Ventures show
 - ✓ 31 million (40% of those 44-70) will pursue an encore career
 - ✓ 27% plan to make the change in the next 5 years
 - ✓ Most plan to work until they are nearly 70
- By 2020 nearly 25% of Ohio's adults will be over 60; 21% nationally will be over 65
- With an “aging” workforce population, employers will need mature job seekers to succeed

Tips for Mature Job Seekers

- Always maintain a positive, professional attitude
- Be organized
- Dress for success
- **Learn!** Improve your skills, particularly computer skills
- Practice interviewing; interviews are your **work** story, not your life story
- Find a mentor
- Yes – you have to know/understand social media
- Create a “brand”; use resume, social media, networking
- **You are valuable** ~ make sure it is always your message!

Resources

Organizations for job search assistance (national):

- Ohio State University Alumni Association Career Mgmt Prg, libraries, former teachers, temp agencies, recruiters, trade associations, non-profit organizations
- Also check with your county office that serves seniors – they likely know if there are local employment service agencies for mature job seekers

Web Resources:

- National Assoc of Area Agencies on Aging www.n4a.org for possible referrals to senior employment agencies in your area
- Ohio Means Jobs <https://ohiomeansjobs.com> Or, in other states, check out the Career One-Stop Offices at www.servicelocator.org/
- Labor Market Information <http://ohiolmi.com/>
- Bureau of Labor Statistics www.bls.gov
- Dept of Labor SCSEP Program www.doleta.gov/seniors/
- AARP WorkSearch Program www.aarpworksearch.org
- Indeed.com www.indeed.com

Encore Careers and Transition Careers:

- The Transition Network www.thetransitionnetwork.org
- Revolutionize Retirement www.revolutionizeretirement.com
- Encore.org (Civic Ventures) www.encore.org
- Next Avenue www.nextavenue.org

Resources

Non-profits in Columbus providing employment direction:

- AARP <http://jobs.aarp.org/>
- Career Transition Institute www.careertransitioninstitute.org/
- Jewish Family Services www.jfscolumbus.org/
- New Directions Career Center www.newdirectionscc.org/NDCC/
- Goodwill Columbus www.goodwillcolumbus.org/

Networking groups in Columbus:

- Big Fish Networking www.bigfishnetworking.com/
- Scioto Ridge Job Networking Group www.sciotoridgejng.com/

Volunteering in Columbus and nationally:

- HandsOn Central Ohio www.handsoncentralohio.org
- HandsOn (national) www.handsonnetwork.org
- Volunteer Match (national) www.volunteermatch.org

Educational Opportunities in Columbus:

- Program 60 at The Ohio State University http://ced.osu.edu/CEd_pro60.php
- Lifelong Learning Institute (LLI) at Central Ohio Technical College/Pataskala www.cotc.edu/AboutCOTC/campuslocations/pataskala/lifelonglearning/Pages/lifelonglearning.aspx
- Good as Gold at Columbus State Community College www.cscs.edu/admissions/adultlearning/good-as-gold.shtml
- Columbus Metropolitan Libraries www.columbuslibrary.org/services/jhc
- Professional associations, other workforce development programs, online courses, volunteering

Employment For Seniors, Inc.

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Annual Senior Career Expo

October 14, 2013

Ohio Dominican University's Griffin Student Center

“Workin’ For A Livin’ 5K Run”

November 9, 2013

In partnership with the City of Whitehall