

## WORKFORCE POLICY BULLETIN

WBB #: #06-05

**DATE:** April 27, 2005

**TO:** Contra Costa One-Stop Operator Consortium  
**ATTN:** Operational Management

**FROM:** Bob Lanter, Executive Director  
Workforce Development Board

**SUBJECT:** Employment and Training Administration Protocol for  
Serving Older Workers

**SUBJECT:**

ADMIN  
 PLANNING  
 MARKETING  
 EEO/AA  
 MIS  
 FISCAL  
 OPERATIONS  
 RAPID RESPONSE

**SPECIAL FILING:** X

### Purpose:

This Workforce Policy Bulletin serves to communicate the Workforce Development Board's policy regarding the Employment and Training Administration Protocol for Serving Older Workers.

The Department of Labor issued Training and Employment Notice (TEN) 16-04 to inform State and local areas of the Employment and Training Administration's (ETA) Protocol for Serving Older Workers.

The goal of the protocol is to provide the One-Stop Career Center system with strategies to make use of an underutilized labor pool. The strategies address potential worker shortages by providing workforce services to older Americans and exploring ways for engaging older workers in response to the rapidly changing skill demands of business.

Mature workers, aged 55 and older, provide One-Stop Career Centers with an invaluable asset for meeting the needs of their business customers. Older workers are an asset to businesses, often bringing a strong work ethic and years of varied experience. Businesses, on their part, need to develop strategies to attract and retain older workers, such as introducing alternative work arrangements and phased retirement programs.

Employers are beginning to recognize the value that older workers bring to the workplace including responsibility, loyalty, dedication, and their ability to be effective mentors to younger employees.

Older worker's value lies in their attention to detail, emphasis on customer service, and the technical skills and experience they bring from many different fields.

The Workforce Investment System must be geared to serve a larger number of older workers by forging partnerships with business, industry and mature worker intermediaries to ensure successful placement of older workers in jobs and to rapidly respond to business demand.

Proposed Action Steps have been identified for six stakeholders:

1. U.S. Department of Labor
2. State Workforce Investment Boards
3. Local Workforce Investment Boards
4. One-Stop Career Centers

5. Mature Worker Intermediaries and Service Providers
6. Business and Industry

**Policy:**

It is the policy of the Workforce Development Board of Contra Costa (WDB) that:

One-Stop Career Centers will:

- Collaborate with business and industry to identify and post job vacancies appropriate for mature workers. One-Stop staff will refer these workers to available job opportunities.
- Educate businesses about alternative work arrangements such as job sharing, and phased retirement programs that may attract older workers.
- Use Mature Worker Service Providers as workforce intermediaries, reaching out to older workers and referring them to One-Stop Career Centers for services and developing working relationships with businesses interested in hiring mature workers. (AARP and the Contra Costa County Aging and Adult services are two local resources and there may be other community and faith-based organizations that could serve as intermediaries).
- Ensure staff is available to help mature workers navigate computer tools such as web-based software, etc.
- Offer a broad array of services, including intensive services, to older workers, based on the local workforce investment area's strategic plan. Align services to better serve older workers and provide workforce solutions to businesses.
- Stress personalized follow-up services and post-placement services to ensure employee employment retention and advancement.
- Ensure specialized training opportunities to heighten staff awareness of approaches to use with senior customers, issues with mobility, hearing impairment, and retention.
- Develop on-site resources targeted to seniors.

**Citations:** WIA Information Bulletin #WIAB04-80 March 8, 2005.

DOLETA Training and Employment Notice #16-04 January 31, 2005

If you have any questions regarding this bulletin, please contact Linda Chandler at (925) 646-5239.

cc: Linda Palmquist, WID Regional Advisor  
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