

REACHING PEOPLE INTERESTED IN A SECOND CAREER IN OLDER ADULT SERVICES

INTRO

Americans are living longer. Over the next several decades, the number of us who are over 65 will nearly double to 88 million – and many of us will need help. Right now, we have a workforce crisis: there aren't enough people to provide high-quality help to older adults.

We need to encourage more people to join our field, including people who are interested in a second career in older adult services.

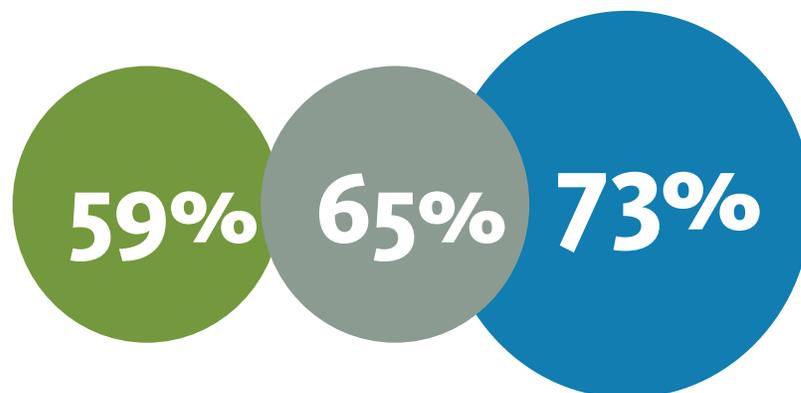
BACKGROUND

Americans move to new jobs more than people in other countries, but only about a third of people are engaged in their careers, and many are interested in new ones. Why? Reasons vary. Students pick classes and degrees at a young age without much exposure to different fields. The pace of technology has accelerated. People select a career because the salary will allow them to pay back student loans. They may have outgrown their job.

At some point, it may become clear that the job someone picked at 18 or 22 isn't the one that fits their goals and values, doesn't have career advancement, or is even what they're good at. The good news, with the broad variety of jobs in older adult services our field can accommodate just about anyone's background.

WHO MAKES UP THIS GROUP

Data from 2015 & 2018



■ *Percentage of working adults who wanted to change jobs*

■ *Percentage of people in their 20s who wanted to change jobs*

■ *Percentage of people in their 30s who wanted to change jobs*

- A 2015 study stated that “baby boomers” held an average of 12 jobs from ages 18 to 50.
- A 2018 study showed that both men and women stay in jobs for approximately 4 years; the figure is about 3 years for those aged 25 to 34.

WHERE TO REACH PEOPLE INTERESTED IN SECOND CAREERS

- People interested in second careers are risk takers, so they will use both traditional and unconventional methods when looking for a new job – post your jobs on LinkedIn, Indeed, and Glassdoor, etc., – but remember they also will be using various networking events.
- Seek out or create networking events – you may find job switchers more easily at conferences.

TIPS FOR RECRUITING PEOPLE INTERESTED IN SECOND CAREERS

- While you may need to train those in their 20s, older job switchers already have a lot of skills and experience that you can apply to your organization.
- People choosing a second career likely want to keep about the same salary level, so be candid about what you can offer.
- Talk about how they can take their current skills and use them in older adult services – and be ready to tell them what other qualifications they may need.
- Consider offering a paid internship or weekend volunteer opportunity for people to get a taste of our field.
- Designate a mentor at your organization to talk to people considering older adult services.
- For women reentering the job market, realize that many volunteer experiences can translate to the skills required in your paying job.

(Sources: U.S. Department of Labor, theladders.com, Forbes, U.S. News and World Report, University of Phoenix, General Assembly, The Atlantic)