

**THE METLIFE FOUNDATION/CIVIC VENTURES  
COMMUNITY COLLEGE ENCORE CAREER PROJECT**

**PROPOSAL FORM**

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**I. Community College**

Community College Name: Macomb Community College  
 Mailing Address: 14500 E. 12 Mile Road  
 City: Warren  
 State: MI  
 Zip Code: 48088  
 Web Site: www.macomb.edu

**II. Contact Person**

Name: Michelle Valin  
 Title: Program Coordinator  
 Community College Department: Center for Continuing Education  
 Phone: 586.498.4006  
 Fax: 586.498.4012  
 Email: valinm@macomb.edu

**III. Information about Your Community College**

<u>Geographic area</u> served by your community college (e.g., city, county, region, etc.)	Macomb County, suburb of Detroit and S.E. Michigan
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<u>Setting</u> of your community college (put an "X" next to all that apply)	<input type="checkbox"/> Urban <input checked="" type="checkbox"/> Suburban <input type="checkbox"/> Rural
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<u>Total student enrollment</u>	21,450
<u>Average age of students</u>	25 yrs.
<u>Percentage of enrolled students over 50</u>	2.35%
<u>Percentage of students by ethnicity</u>	
- African American	6.1 %
- Asian, Pacific Islander, Filipino	3.6 %
- Hispanic	1.4 %
- White	79.1 %
- Other/No Response	9.8 %

**IV. Proposal Summary**

Encore Career Areas: Check (and describe in your proposal narrative) the social purpose career areas that will be supported by your proposed innovation (put an 'X' beside all that apply).

- Education
- Healthcare
- Social services
- Other (please describe):

Summary: Provide a one-paragraph summary of your proposed innovation to establish innovations to transition 50+ adults to these encore careers.

We will become a leader in community-wide educational initiatives involving 50+ workers and establish the Center for Continuing Education as the college's entry-point for boomers exploring encore careers, especially in the healthcare industry. We will achieve this by: leveraging our established partnership with AARP Michigan which is eager to build replicable programs with community colleges; promoting our health career training and expanding our gerontology training for the high-demand home care and assisted-living industries; expanding our new product line of Career Choices & Changes to include encore career planning; and providing human resource professionals from service-oriented industries with seminars on understanding the business case for hiring and retaining 50+ workers.

**V. Proposal Narrative**

Community College Background: Why is your community college particularly well suited to establishing innovative pathways for 50+ adults to transition to social purpose careers?

Macomb's Center for Continuing Education is positioned to create new pathways to significant service because we have over 50 years of innovation in education; a commitment to workforce development in health careers; long established community connections with employers, government agencies and business leaders; a history of service-learning; and are able to provide learning options at all levels for 50+ workers who come to Macomb for accelerated job skills or degree programs, career counseling and job placement services.

We offer over 15 health programs in both academic degree and accelerated certificate education. We have relationships with all major health industry employers in the region and are working to grow our connections to the home care and assisted-living industries to increase awareness and value in our newest program certificates, Eldercare Specialist, Dementia Competencies and Medical Health Services Manager.

Current Trends: What current trends are affecting your community college and your surrounding community with regard to older adults (50+) and workforce gaps in social purpose fields?

Three significant trends are affecting our county and our college: the decline of the economic reliability of automotive and manufacturing industries to provide jobs, the growth of the healthcare sector, and the rapid aging of our citizens. It seems a natural transition to retrain 50+ workers for positions in healthcare and service-related industries.

**Changing Aging Demographics in Macomb County**

<b>Macomb County</b>	<b>2005</b>	<b>2010</b>	<b>2015</b>	<b>2020</b>	<b>2025</b>	<b>2030</b>
Age 65 and over (Numeric Total)	113,116	126,546	147,364	175,961	206,420	232,534
Age 65 and over (% of Total Pop.)	<b>14%</b>	15%	17%	20%	23%	<b>25%</b>
Total Population	<b>810,096</b>	836,020	858,335	882,410	907,554	<b>930,420</b>

**Source: Macomb County Department of Planning & Economic Development**

**Macomb County Private Sector Trends 2000-2006 (1<sup>st</sup> Qtr. Selected Sectors)**

<b>Industry</b>	<b>2000</b>	<b>2006</b>	<b>%Change</b>
Construction	17,937	15,418	<b>-14.0%</b>
Manufacturing	106,415	80,763	<b>-24.1%</b>
Education Services	1,349	2,323	<b>+72.2%</b>
Health Care & Social Service	25,509	32,648	<b>+28.0%</b>

**Source: MDCD/Employment Services Agency**

Proposed Innovations: What programs or services will your community college establish with your proposed Encore Career Grant? Fully describe your proposed innovation.

We will become a leader in educational initiatives involving 50+ workers and establish the Center for Continuing Education as the College's entry-point for those seeking social purpose-driven careers.

We will accomplish this by engaging partners in the field of aging, higher learning, workforce training, and economic development. Together, we will provide the critical links between the possibilities for meaningful service and providing solutions for overcoming real and perceived barriers to success so they may find their individual paths to service and work in an industry that will provide job stability throughout the remainder of their work lives.

## **GRANT ACTIVITIES**

### **1. Work at 50+ -- A New Age of Possibility & Purpose**

We will co-sponsor a free information forum with AARP Michigan. A motivational speaker will introduce the concepts of encore careers and civic engagement. A panel of AARP National Employer Team members who represent the healthcare and nonprofit service industries will share their companies' mission; what skills are necessary to be successful in their organizations; and how they recruit and retain 50+ workers.

A panel of successful role models will be invited to tell their stories and answer questions from the audience. A series of workshops will be given related to the following topics:

#### **Explore the Possibilities**

Reinventing Retirement – Finding Your Purpose  
Return to Learn – Counseling, Accelerated Training and More at MCC  
Maximum Impact -- Designing your Style for Success

#### **Job Hunting in the 21<sup>st</sup> Century**

Transformational Resumes -- Applying your Knowledge & Skills to Many Industries  
Online Portfolios -- *Your* Space on the Internet  
MiWorks! -- One-Stop Shopping for the Efficient Job Seeker

#### **Work with a Purpose**

Healthcare Careers – More Than Just Nursing  
Starting a Business – Turning Your Passion into Action  
Finding Your New Career -- Through Civic Engagement

### **2. The Business Case for Workers 50+**

In collaboration with the Michigan Small Business & Technology Development Center, we will co-sponsor a seminar for human resource professionals. We will inform them about the value of 50+ workers based on the 2005 Towers Perrin report commissioned by AARP. We will encourage the hiring and retention of these workers especially in desirable, purpose driven careers.

### **3. Career Preparation and Programming**

Through the Center for Continuing Education, we will expand our Career Choices & Changes product line to include programs and services for those interested in encore career planning. The plan includes:

- A. **Marketing** our grant activities through public relations, paid advertisements and distribution of almost 1 million copies of the CCE tri-annual schedule
- B. **Course development** relevant to the baby boomer age cohort such as: nonprofit management and leadership, life planning and 21<sup>st</sup> century job searching techniques
- C. **Professional development** relevant to staff/faculty coaching older students
- D. **Career services** "job club" for older students

- E. **Free assessment testing** for career readiness and/or interest, personality or aptitude tests for job club members
- F. **Recruiting** 50+ students and service-industry employers to healthcare career night and college job fairs
- G. **Contract training** to businesses whose employees are nearing retirement, to explore encore careers in civic engagement

Expected Impact: At the end of the one-year grant period, what outcomes – both measurable and qualitative – do you expect to achieve?

We will collect data from members of the community who are exposed to the activities supported by the grant. The data collected will include variables that measure more immediate outcomes as well as variables that can be expected to be predictive of longer-term outcomes.

- The primary outcome is facilitation of the transition to encore careers in healthcare and aging related services; impacts on this outcome will be achieved by providing targeted instruction and other services designed to build skills facilitating the transition.

Additional outcomes include:

- Increased community awareness of college services that are of value to those contemplating career transitions; as well as increased awareness within the college institution of the mutual benefits of having older students on campus.

Data collected will include not only measures that relate directly to the desired long-term substantive outcomes such as employment in new, “encore” careers in education, healthcare, and social services, but also measures that can be expected to have predictive value for achieving these more substantive outcomes. Self-reported data will be collected via an appropriate survey methodology. We anticipate that these measures will include:

- Enrollment data in relevant healthcare courses
- Self-reported measures of the value of workshops, re-designed courses, new courses and other activities funded by the grant
- Self-reported data concerning events and activities that are indicative of facilitation of the transition to encore careers
- Participation levels in grant-funded workshops and specially designed courses intended to build career transition skills

Additional data will also be collected to measure the extent to which the instrumental outcomes are achieved. We expect these measures to include:

- Participation levels of faculty/staff in selected courses related to encore career building
- Participation levels of healthcare and other service-oriented companies in job fairs and other activities offered by Career Services

Partners: What are the roles and responsibilities of key partners and what steps have already been taken to establish these partnerships?

Community Partners

**AARP Michigan & MI Small Business & Technology Development Center** – See attached letters of support for commitment details

**MI Department of Community Health’s Office of Services to the Aging &**

**MI Department of Labor & Economic Growth** – providing various promotional, workshop presentations and vendor support for both event seminars

College Partners

- Workforce Development Institute** – ACT assessments
- Counseling Services** – Interest assessments
- Career Services** – Job club and job fair
- Marketing** – Graphic design and public relations
- Institutional Research & Planning** – Design measurable outcomes of grant activities
- Health & Human Services** – Consultation on curricula
- Academic Resource Center** – Staff and faculty professional development

**VI. Budget and Related Information**

Proposed Grant Budget: How will you use your Encore Grant to support this proposed innovation? Use the following table to list and describe expenses that will be covered with grant funds:

<b>Grant Expense Category</b>	<b>Amount</b>	<b>Brief Description of Proposed Expense</b>
<b>Personnel</b>		
Staff Salary & Benefits	\$15,300	Hire a part-time project specialist to initiate, coordinate and measure outcomes of grant activities. Hire, as needed, adjunct faculty for instruction.
<b>Non-Personnel</b>		
Assessment Testing	\$ 3,600	ACT testing and/or other career aptitude or interest testing for participants in grant activities.
Professional Development	\$2,500	Teaching supplies, books, software and/or other curriculum needed for counselors, staff and faculty.
Marketing	\$2,600	Paid advertising for promotion of grant activities
Meeting Expenses	\$1,000	Catering for business seminar, mileage, activities and supplies.
<b>TOTAL PROPOSED GRANT BUDGET</b>	<b>\$25,000</b>	

Other Funding and Resources: What other funding or community college resources will support your proposed innovation?

**AARP Michigan for Information Forum \$12,000 – \$15,000**

See attached letter of support for details

**AARP Michigan In-kind**

Administrative/Clerical support of registration for event  
Staff support to help organize event

**Small Business & Technology Development Center In-kind**

Workshop presentations and promotion

**Macomb Community College In-kind**

In-house graphic design for event promotion  
Direct mail of catalog of courses  
Administrative Program Oversight

**VII. Optional Letters of Support or Commitment**

AARP Michigan; Small Business & Technology Development Center, Macomb County Michigan