

# REACHING DISPLACED WORKERS FOR CAREERS 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.

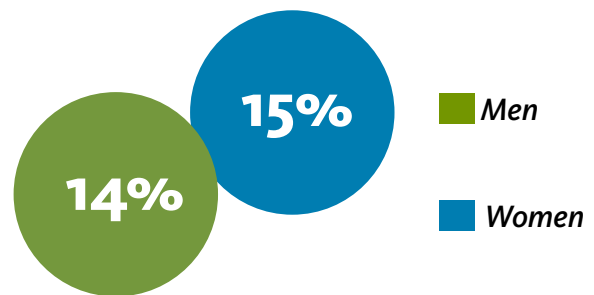
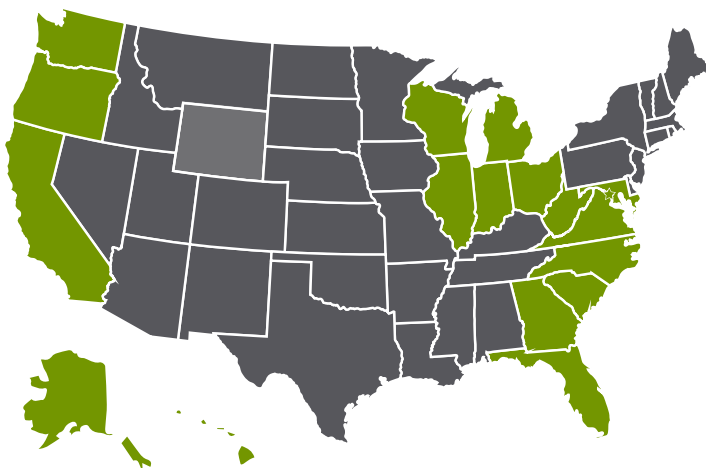
We need to reach out to different groups of people than we did before, such as displaced workers from all fields, e.g., retail, manufacturing, etc., and encourage them to join our field.

## BACKGROUND

The Bureau of Labor Statistics defines displaced workers as people aged 20 and older who have lost their jobs, left them, were underemployed, or had their job or shift eliminated. For people who worked at their jobs for more than 3 years, this figure was 3 million workers between 2015 – 2017 (an additional 3.8 million workers were displaced who work at their jobs for less than 3 years). Displaced workers come not only with specific skills and backgrounds — but a sudden disruption of their lives and financial security through no fault of their own: they may be more cautious than traditional employees. These workers seek financial security, well-being initiatives, and cultural fit with their employer. These characteristics must be considered as you seek to encourage them to work in older adult services.

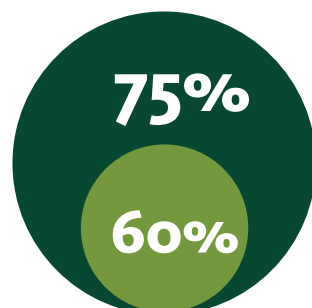
## WHO MAKES UP THIS GROUP

### 3M WORKERS DISPLACED



### UNEMPLOYMENT

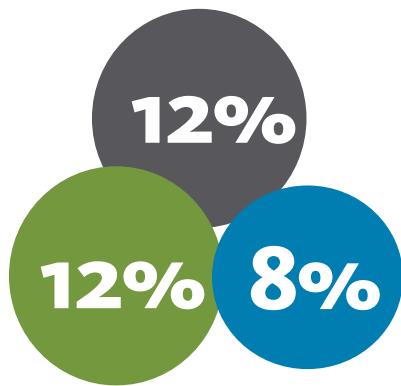
Job loss in geographic areas



### FIND JOBS AFTER DISPLACEMENT

- ages 25 - 54
- ages 55 - 64

## DISPLACEMENTS BY INDUSTRY



■ *Health care and Social Assistance (12%)*

■ *Retail (12%)*

■ *Leisure and Hospitality (8%)*

*Other top industries are manufacturing (16%) and professional and business services (15%).*

## WHERE TO REACH DISPLACED WORKERS

- Check with your local employment office to learn which benefits and resources they offer to displaced workers.
- Use online talent acquisition such as Facebook, LinkedIn, Twitter, and Glassdoor (and make sure your information is up-to-date — this population will research your organization before committing so that they don't get hurt again).
- Use traditional means such as community centers, libraries, employment services, and placement agencies.

## TIPS FOR RECRUITING DISPLACED WORKERS

- Understand that financial issues and benefits are displaced workers' greatest worry and may force them to accept the first job offered — so ensure there is stability and a career path at your organization.
- Show displaced workers that you care about them as people — show off your company's positive commitment to employee well-being and discuss it candidly.
- Transparency and honest assessment of skills and experience will go a long way with the displaced worker.
- Assess “soft skills” and personality using a personality and skills test. Show workers how their traits fit with the job position to build confidence. Technical skills can be taught.
- Provide career development: 41.3% of respondents said they would move on without career development opportunities.

(Sources: The U.S. Department of Labor, Recruiter.com, Berke)