

# Ageing Worker Initiative: Strategies for Regional Talent Development

## South Central Workforce Investment Board

**Grantee:** South Central Workforce Investment Board (Pennsylvania)

**Industry Focus:** Healthcare, Information Technology, and Advanced Manufacturing

**Location of Grant Activities:** South Central Pennsylvania

**Key Partners:** Harrisburg Area Community College; MANTEC-Industry Resource Center; Ben Franklin Technology Partnership; Health Care Industry Partnership; South Central Manufacturer's Association representing the Advanced Manufacturing Industry Partnership and their member companies; Technology Quest representing the Information Technology Industry Partnership and their member companies; Harrisburg Chamber of Commerce/Central Region Economic Development Corporation; York County Economic Development Corporation; Experience Works; AARP of Central Pennsylvania.

**Grant Amount:** \$971,200

**Leveraged Funds:** \$612,500

**Challenge:** Demographically, Pennsylvania is one of the "oldest" states in the U.S. Nearly one-third of the workforce in central Pennsylvania can be defined as older workers. A shortage of skilled workers exists in the information technology, advanced manufacturing, and healthcare industries of this region. These shortages could be addressed by recruiting and training older workers, but many of these potential employees lack understanding of today's technologies. At this time, the regional workforce system provides limited services, and no organized effort or specialized service is offered to support the thousands of seniors who are unemployed or interested in upgrading their professional and technological skills.

**Addressing the Challenge:** This project seeks to modify the current Talent Development System operating in south central Pennsylvania by capitalizing on existing industry partnerships to focus on the unique needs of older workers. The project will focus on the development of support systems for unemployed older workers, job-specific and other training for incumbent older workers, and progressive training for older workers interested in starting new businesses. It will also build the capacity of the regional workforce system by creating Older Worker Service Specialists and Business Liaisons at six One Stop/PA Career Link Centers. Industry partnerships will identify training needs, establish specific skill training courses, and determine the certifications and/or credentials to be issued to project participants.

### Projected Outcomes:

- 318 older workers will begin education/training activities.
- 280 older workers will complete education/training activities.
- 259 older workers will receive a degree/certificate.
- 256 older workers will enter employment.
- *An Interactive Guide to Serving Older Workers* will be developed.
- *A Technology Skills* course for older workers to become computer literate will be developed.

