

**Northwest Georgia Workforce Investment Board
Policy and Procedure
Mature Older Workers**

In accordance with the U.S. Department of Labor (USDOL) Training and Employment Notice (TEN) 16-04 issued January 31, 2005, the following policy, procedure, and protocol is established for serving older workers (55 and older) in the Northwest Georgia One-Stop system.

The Northwest Georgia Workforce Investment Board (WIB) will:

- a. periodically conduct a local labor market environmental scan and an analysis of the labor shortages facing businesses and industry and the untapped labor pools in the local workforce investment area;
- b. use the Power of e³ (employment, education, and economic development) to work collaborative with business, industry, education and training providers, economic development, and intermediary organizations to develop strategies for connecting the older worker population with businesses that are searching for skilled workers;
- c. identify stable concentrations of businesses in Northwest Georgia that are experiencing labor shortages and channel their needs to achieve effective placement of untapped labor pools including older workers;
- d. forge partnerships with training and educational institutions that can provide intensive and targeted basic computer-literacy training courses to mature workers or other skill-based training to help equip mature workers with today's skills;
- e. ensure activities authorized under Title V of the Older Americans Act of 1965 are represented by membership on the WIB, as required by the Workforce Investment Act (WIA), to assist the WIB by leveraging their expertise, outreach, and existing networks to enhance decision-making;
- f. institute education sessions geared to inform One-Stop staff of the unique aspects of serving mature workers;
- g. develop a standard process of receiving feedback from area employers utilizing One-Stop Career Center services and engage in continuous improvement practices in response to the feedback.

One-Stop Career Centers will:

- a. collaborate with business and industry to identify and post job vacancies appropriate for mature workers and have one-stop staff refer these workers to available job opportunities;

- b. educate businesses about alternative work arrangements and phased retirement programs that may attract older workers;
- c. use Mature Worker Service Providers as workforce intermediaries, reaching out to older workers and referring them for One-Stop Career Centers for services and develop working relationships with businesses interested in hiring mature workers;
- d. ensure staff are available to help mature workers navigate computer tools such as web-based software, etc.;
- e. offer a broad array of services, including intensive services, to older workers based on Northwest Georgia's strategic plan;
- f. align services to better serve older workers and provide workforce solutions to businesses;
- g. stress personalized follow-up services and post-placement services to ensure employee employment retention and advancement;

Mature Workers Intermediaries and Service Providers will:

- a. create within their web sites links to USDOL's CareerOnestop E-Tools, a collection of user-friendly, electronic tools that include America's Job Bank, America's Career InfoNet, America's Service Locator, and the Online Coach;
- b. provide USDOL's Toll Free Help Line and the Coosa Valley Regional Development Center WIB staff with advance notice of upcoming workforce initiatives for enhanced coordination;
- c. access national business partners who have a local presence and job openings through America's Service Locator;
- d. conduct outreach in local communities to educate businesses and community leaders about the advantages of hiring older workers;
- e. serve mature workers by operating as a specialized recruitment arm for One-Stop Career Centers, working collaboratively to connect mature workers to employers with labor shortages.