

# Age-Inclusive Management Strategies (AIMS) Colorado Conference

## AIMS Colorado: Employer Successes Embracing Experienced Employees

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Marissa Perry, Chief Operating Officer, Thelco

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# Age-Inclusive Management Strategies: Colorado

Engaging experienced  
employees to create  
solutions for workforce  
challenges

September 28, 2022



# The AIMS Team



# IOWA

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# Our Goals

- We want employers to become aware of the aging labor force and recognize unique value and challenges presented by aging employees
- We want to advance employer efforts to address experienced employees and create age-inclusive workplaces.
- We want to learn about the most effective ways to help employers adapt to the aging workforce.
- We want to share success stories with employers and the community so that everyone can benefit from our work.



# Colorado Age-Friendly Employer Study

- 2019-2020
- Survey of 147 Employers
- Identified age-inclusive strategies
- Dissemination & implementation

**Retaining Skill.  
Expanding Knowledge.  
Securing Futures.**



FEBRUARY 27, 2020

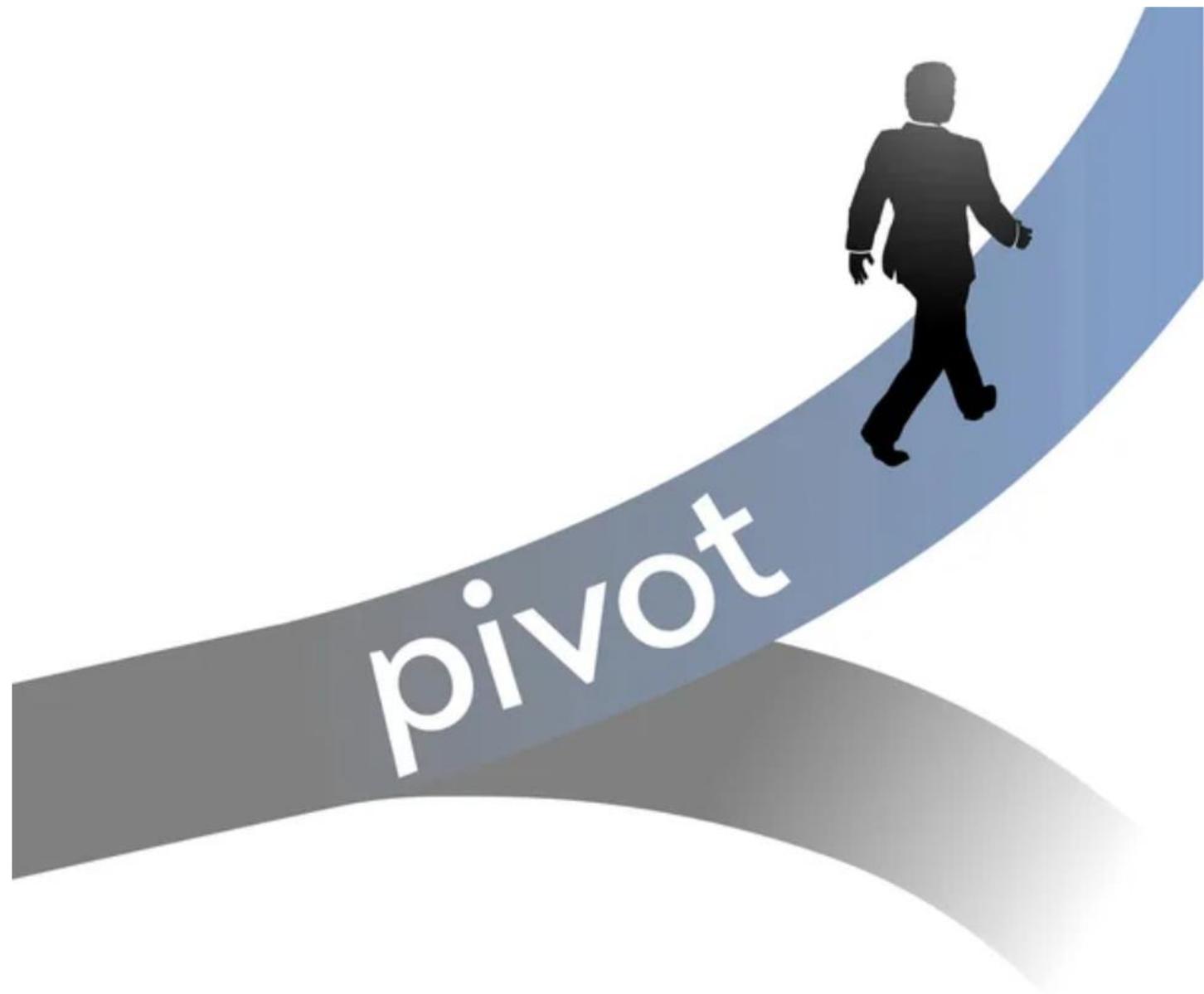
**Age-Friendly Workplace Programs:  
Recruiting and Retaining Experienced Employees  
Research Report**



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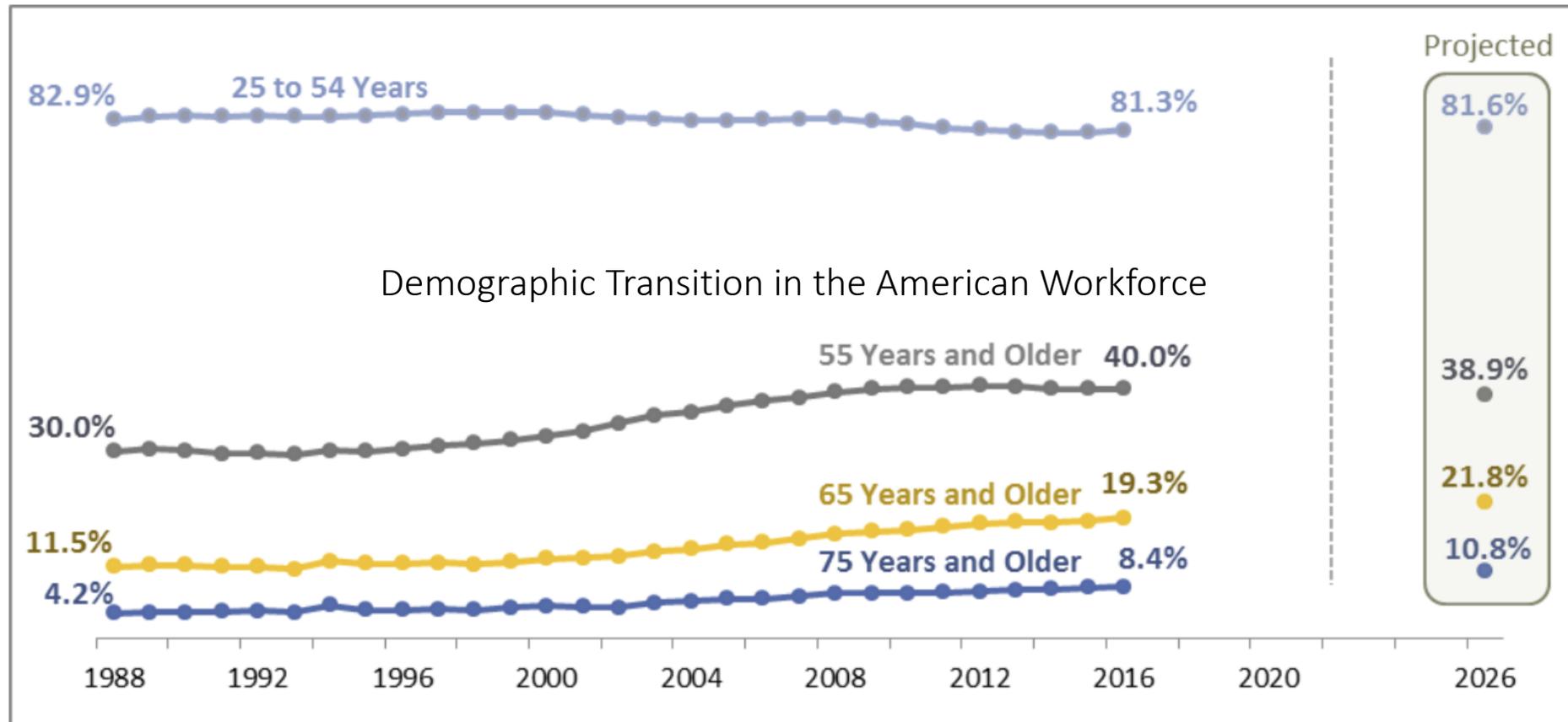
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# Demographic Transition in the U.S. Workforce

Figure 1.1 Labor Force Participation Rates, 1988-2016, and Projections for 2026

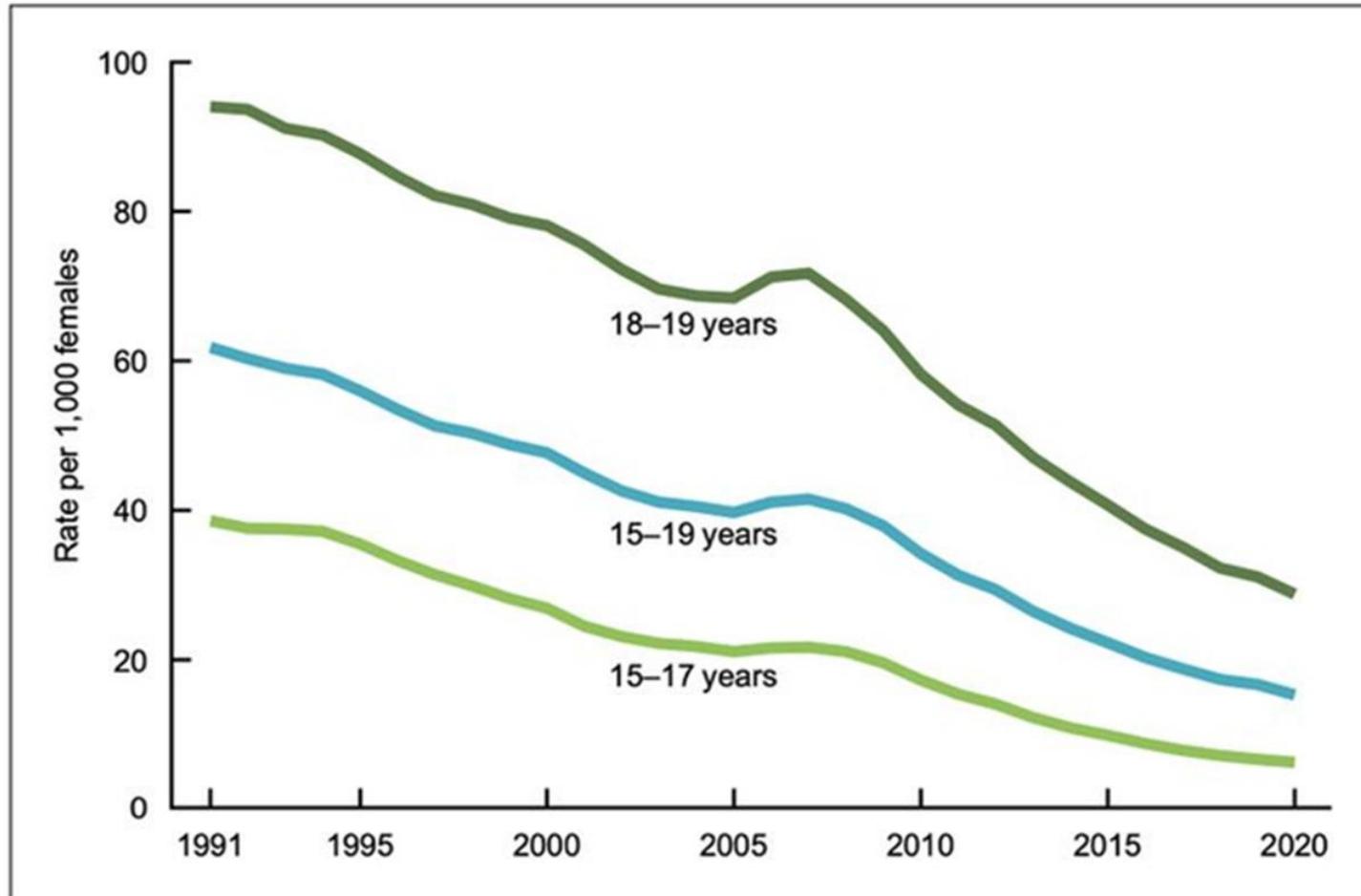


Source: BLS, Current Population Survey Program, <https://www.bls.gov/cps/cpsaat03.htm> and BLS, Employment Projections Program, [https://www.bls.gov/emp/ep\\_table\\_303.htm](https://www.bls.gov/emp/ep_table_303.htm).

Notes: Projected labor force participation rates are shaded.

# Demographic Transition in the U.S. Workforce

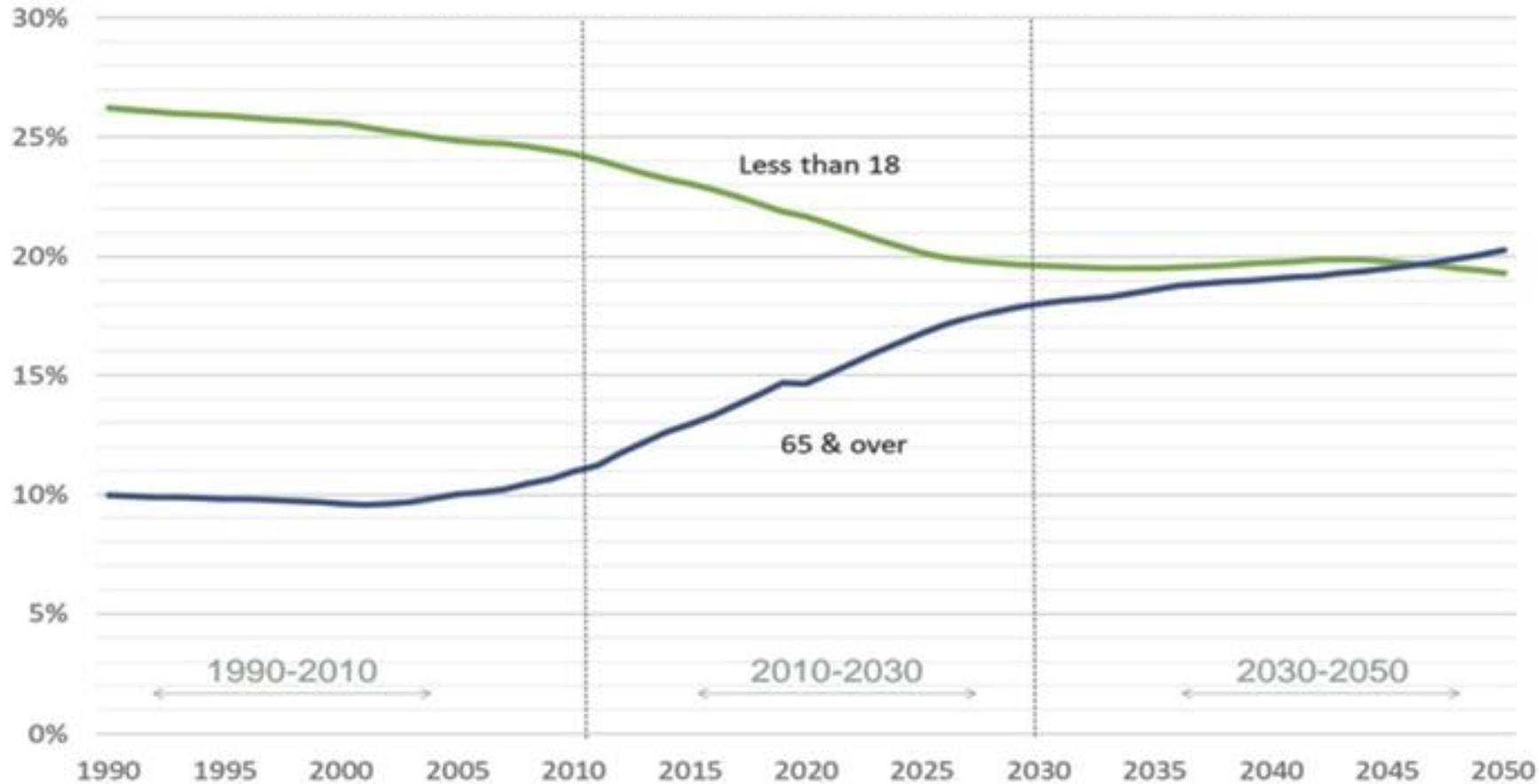
Figure 2. Birth rates for teenagers, by age of mother: United States, final 1991–2019 and provisional 2020



SOURCE: National Center for Health Statistics, National Vital Statistics System, Natality.

# Demographic Transition in Colorado

Colorado Age Group Share of Total Population 1990 - 2050



AIMS

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# Age-Inclusive Management Strategies (AIMS) Colorado

Elevating opportunities for employers to engage experienced employees

# AIMS Website

# Step 1: Onboarding

Engage with the AIMS website to learn about the aging workforce, the benefits of hiring experienced workers, and how companies integrate age-inclusive management strategies.

## The Benefits of Talent and Experience



Nearly 50 percent of employers report a talent gap in filling jobs, as potential candidates lack the skills necessary to excel in specialized roles. More than 35 percent of Americans age 50+ will be looking for work in the year ahead, and these experienced employees could become your solution to closing the talent gap. To attract and retain such experienced employees, your organization may offer continuing education and lifelong learning opportunities to maintain skills sets. Another option includes the development of an intergenerational employee culture where younger workers mentor older workers in

### Learn more about:

Developing education and training options

Creating an age-diverse organizational culture

# AIMS Self-Assessment Tools

The Self-Assessment Tools allow employers to answer short surveys to evaluate age-inclusivity in their organizations.

We use the self-assessment surveys to tailor the consultation we provide to employers.

## 1. Age-Inclusive Culture

[Age-Inclusive Culture Self-Assessment](#)

## 2. Health Insurance and Retirement Savings

[Health Insurance and Retirement Savings Self-Assessment](#)

## 3. Workplace Wellness and Health Promotion

[Workplace Wellness and Health Promotion Self-Assessment](#)

## 4. Disability and Injury Prevention

[Disability and Injury Prevention Self-Assessment](#)

## 5. Continuing Education and Training

[Continuing Education and Training Self-Assessment](#)

# Step 2: Consultation

- Provide an hour of consultation.
- Review employer's needs and advise on how to select an age-inclusive strategy.
- Recommend implementation of selected strategy and different types of policies based on the organization's structure, size, and capacity.



# Recruitment and Retention Examples



Write age-inclusive job descriptions to demonstrate to applicants that you value experienced employees.



Allow for more flexible positions such as part-time, seasonal, or remote opportunities.



Make your benefit structure more appealing to retain aging employees.

# Step 3: Engagement

- Provide support in the form of examples, data collection and partnerships
- Determine employer capacity
- Timeline development



# Step 4: Assessment

Employers self-define outcome

We treat as binary

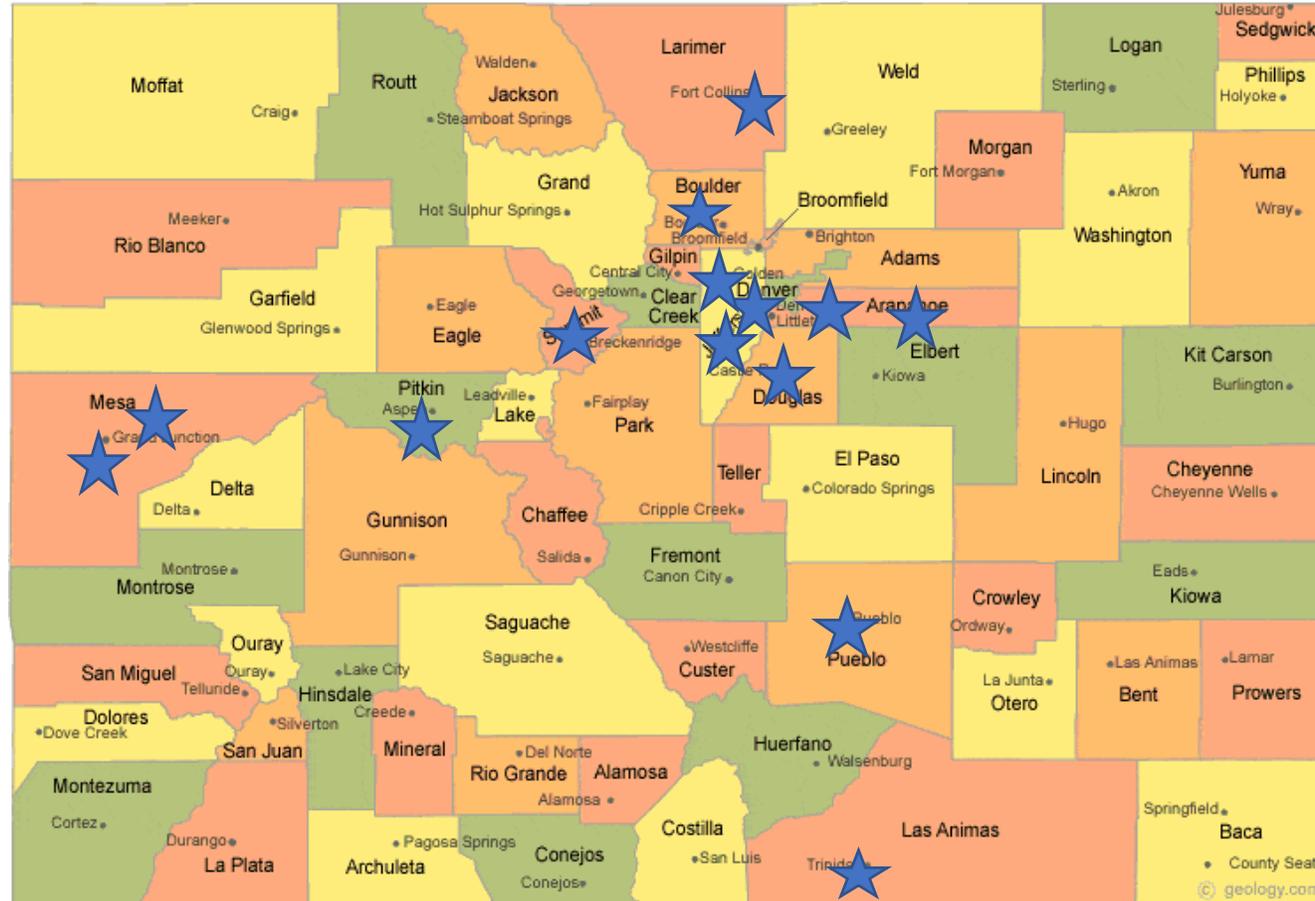
- What facilitated success?
- What limited progress?



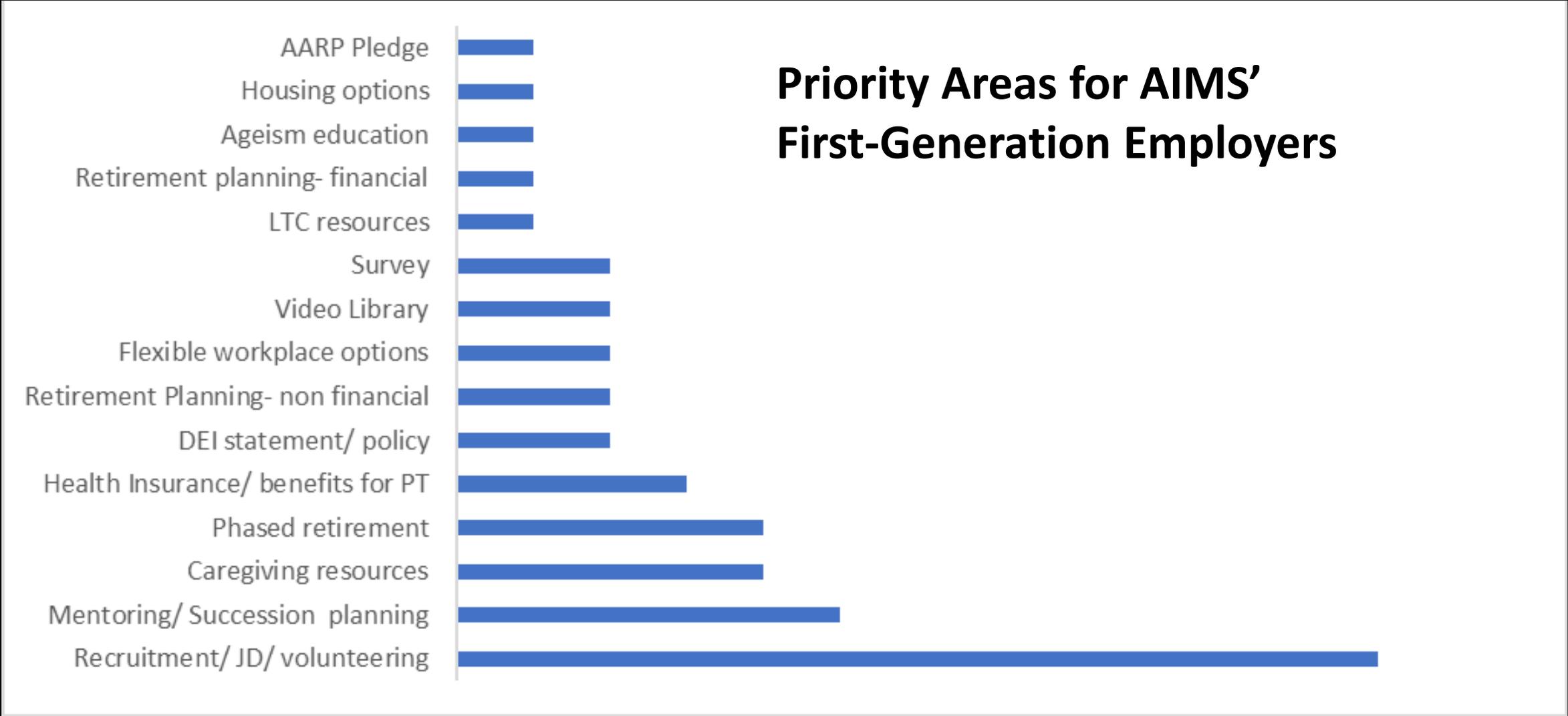
# First Generation Partners



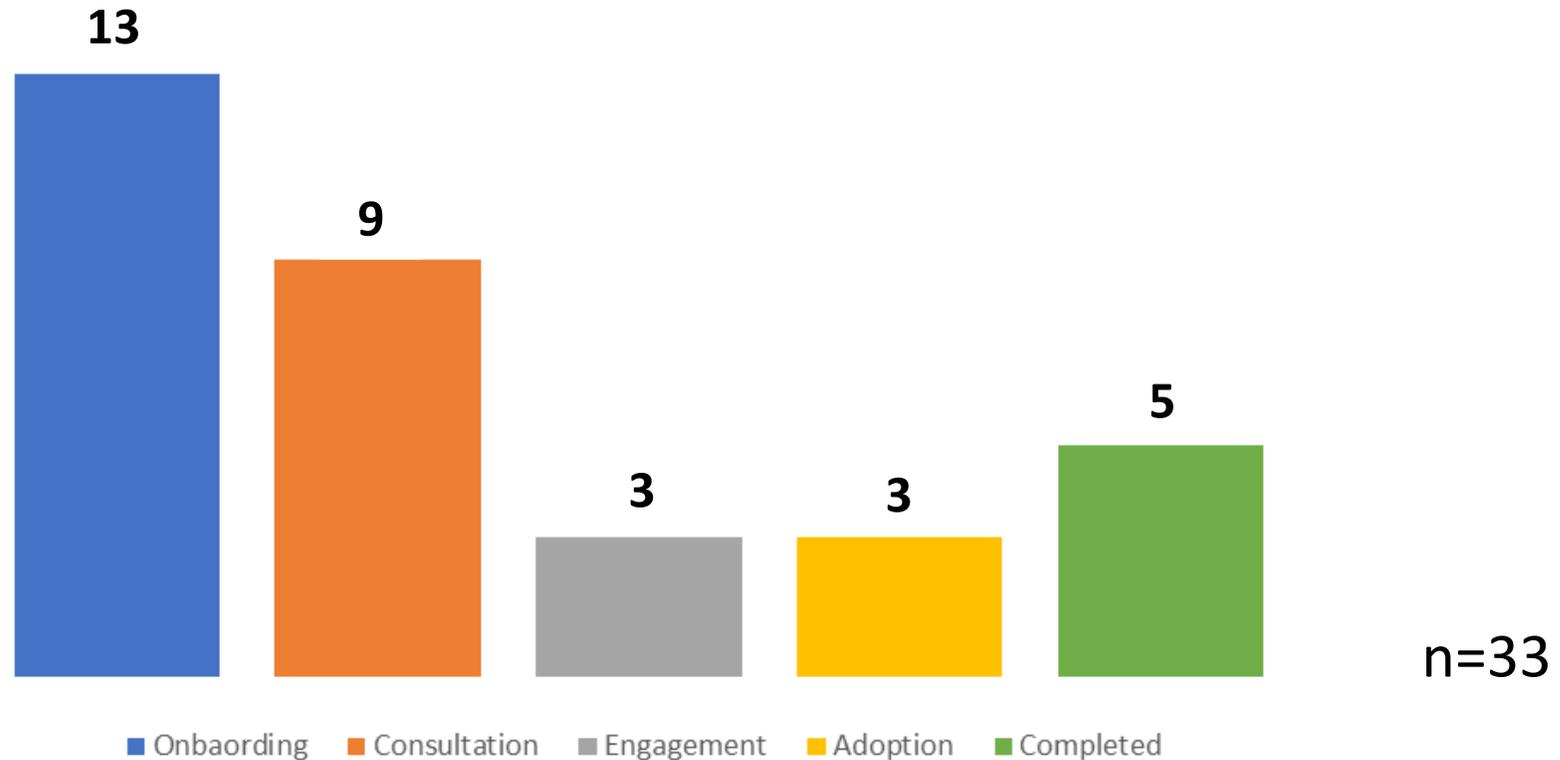
# First Generation Partners



# Selected Strategies



# AIMS CO: Status of First-Generation Employers



## OCEAN

- **O - Onboarding** - complete the baseline survey and do a follow-up
- **C - Consulting** - identify at least one policy/program they want to adopt
- **E - Engagement** - align with employer and establish a date for adoption and successful outcomes
- **A - Adoption** - The employer reports on outcomes of adoption and completes close-out survey
- **N - Next Steps**

# Directions



Getting to the **OCEAN**



Plotting the Course



Having a Guide

# Next Steps for AIMS

- Finish First-Generation Process
- Line Up Next Generation
- Expand Efforts & Partnerships
- Contact our team with any thoughts or questions

[www.TransamericalInstitute.org/AIMS](http://www.TransamericalInstitute.org/AIMS)  
[aims-project@uiowa.edu](mailto:aims-project@uiowa.edu)



# Age-Inclusive Management (AIMS) Colorado Conference

**Age-Inclusive Management Strategies (AIMS) Colorado** is a multi-year project dedicated to transforming the way employers shape the future of aging in Colorado, by addressing how they meet the needs and preferences of experienced employees (i.e., older workers). This effort constitutes a substantive contribution to improving future opportunities to age successfully. It is a collaboration between the University of Iowa College of Public Health and Transamerica Institute and is funded by a grant from NextFifty Initiative.

**University of Iowa College of Public Health** works to promote health and prevent injury and illness through its commitment to education and training, excellence in research, innovation in policy development, and devotion to public health practice. [www.public-health.uiowa.edu](http://www.public-health.uiowa.edu)

**Transamerica Institute**<sup>®</sup> is a nonprofit, private foundation dedicated to identifying, researching, and educating the public about health and wellness, employment, financial literacy, longevity, and retirement. It is the parent organization of Transamerica Center for Retirement Studies<sup>®</sup> which conducts one of the largest and longest-running annual retirement surveys of its kind. Transamerica Institute is funded by contributions from Transamerica Life Insurance Company and its affiliates. The information provided here is for informational purposes only and should not be construed as insurance, securities, ERISA, tax, investment, legal, medical, or financial advice or guidance. Interested parties must consult and rely solely upon their own independent advisors regarding their particular situation and the concepts presented here. [www.transamericainstitute.org](http://www.transamericainstitute.org)

**NextFifty Initiative** is a Colorado-based private foundation dedicated to funding mission-driven initiatives that improve the lives of the older adult population and their caregivers. It seeks to fund game-changing efforts to improve and sustain quality of life for people in their second 50 years. NextFifty Initiative educates about proven initiatives and advocates for transformational change. [www.next50initiative.org](http://www.next50initiative.org)

The University of Iowa College of Public Health and Transamerica Institute are not affiliated with each other.

For more information visit [www.TransamericaInstitute.org/AIMS](http://www.TransamericaInstitute.org/AIMS). To get in touch with the project team, email us at [AIMS-Project@uiowa.edu](mailto:AIMS-Project@uiowa.edu).