

A Kit for Older Workers



North Superior
Workforce Planning Board

**EMPLOYMENT
ONTARIO**

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On the Cover:

The maple leaf has long been a proud symbol of Canada while the maple tree itself represents balance, promise and practicality.¹ The wood of the maple is well known for its strength and durability. In light of this, we have chosen the image of a maple tree in autumn to represent the experience, strength and resilience of Northwestern Ontario's older workers.

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The views expressed in this document do not necessarily reflect those of Employment Ontario.

¹ Kathleen Karlsen, *The Deep-Rooted Symbolism of Trees*, December 2, 2008, <http://www.livingartsoriginals.com/infoforests.htm>.

ABOUT THE NORTH SUPERIOR WORKFORCE PLANNING BOARD

North Superior Workforce Planning Board (NSWPB) Mission Statement is:

"Connecting community partners to improve the quality of life in our communities through workforce development."

The Board's mandate is to:

- Engage partners in the development and implementation of evidence-based local labour market plans and priority activities;
- Collaborate with business, labour, communities and organizations in order to advance local labour market strategies;
- Develop and implement a broad range of community-based projects with our partners to address specific needs related to literacy, employment and training information, adjustment, labour market information, and diversity group strategies;
- Host events, forums, conferences and fairs to build stronger engagement with, and between, the demand and supply side of employment and training.



North Superior Workforce Planning Board Region

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The NSWPB Board area is known as Local Area #24 and is made up of the entire Thunder Bay District as well as the areas west of White River, east of Ojibway Nation of Saugeen, and south of Webequie. It includes Nibinamik (Summer Beaver), Neskantaga (Landsdowne House) and Eabametoong (Fort Hope).

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STAND TALL - YOU'VE EARNED IT!

As a displaced or underemployed older worker, you may think that the world of job searching is not a very friendly place for your generation.

Think again.

Across Canada, employers are starting to realize what you have known for quite some time: that older workers can bring all kinds of skills, experience and positive attitudes to the workplace. As a result, more and more employers are actively looking for older workers to fill their labour force shortages or to expand the knowledge base of their workforce.

With mandatory retirement all but eliminated across Canada, people are choosing to work longer. It's a new era for older workers – one in which they are increasingly being sought after.

HOW TO USE THIS KIT

This kit has been developed with you, the Northwestern Ontario older worker in mind.

As you are well aware, the North Superior Workforce Planning Board area has been undergoing a significant structural shift in its forestry sector. Once the key economic generator for the region, the forestry industry is experiencing restructuring, closures and severe direct employment loss. Many of the displaced employees are people like you: older workers who have been employed in this sector their entire working life.

This kit for older workers is designed to help you be successful in the job market. It will help you to:

- Think about your skills, knowledge and experience and how to translate them into success in your job search;
- Turn your age into an asset;
- Develop a great résumé and cover letter that will get your foot in the door of employers;
- Make the most of networking experiences; and
- Know where the community resources exist for displaced older workers.

A VALUABLE ASSET

Many studies show that older workers are an important asset in the workplace.²

Studies show that:

- Older workers are just as adaptable to changes in the workplace as other workers;
- Compared to younger workers, older workers are five times more likely to stay on the job;
- Older workers are more careful and have fewer accidents;
- Older workers make fewer mistakes than younger workers so they are actually more productive;
- Health care costs for older workers are about the same as those of younger workers and they have fewer dependants;
- Older workers are comfortable being supervised by younger workers;
- There is no connection between age and job performance;
- Curiosity and desire for information and knowledge do not decrease with age; and
- Older workers use more advanced skills and are more open to adopting new work methods.

TRADITIONALIST OR BOOMER?

All workers, no matter what their age, have had their values shaped by the era in which they grew up.

What generation of worker are you?

Webster's Collegiate Dictionary 10th Edition:

Generation: The average span of time between the birth of parents and that of their offspring.



Traditionalists, also called Matures or Silents, were born before 1945. This generation had its values shaped by the Depression and World War II.

- Traditionalists have a strong sense of duty, sacrifice, and loyalty toward companies and they don't understand those who don't share this attitude.
- Traditionalists aren't likely to rock the boat, break the rules, or disrespect authority.

² London Economic Development Corporation, *Experience Works: Steps in Workforce Planning*, 2006, <http://www.experienceworks.ca/pdf/workforceplanning.pdf>.

- Traditionalists would like to stay with their employers until they retire.
- Traditionalists believe that quality and attention to detail are more important than speed and "the bottom line."

Baby Boomers were born between 1946 and 1966. This was an era of dramatic change, with many participating in activities that challenged authority, giving them a sense of power. The term "workaholic" was coined for this generation.

- Baby Boomers are known for their very strong work ethic.
- Boomers value personal growth, individuality and equality of the sexes.
- Boomers are leaders.

A well-rounded workforce will include all generations of workers and will recognize the unique contribution that Traditionalists and Boomers can bring to the workplace.

IT'S NOT JUST A NUMBER – IT'S AN ADVANTAGE

If you think you're too old for the job, chances are the person interviewing you will think so too. Success starts with recognizing that your age is an advantage and that what you have learned over the years counts for a lot. Employers can no longer directly or indirectly ask about your age but how you present yourself says a great deal. Here are some tips for avoiding negative perceptions about your age:

1. *Update your appearance.* If your clothing and hairstyle aren't current, many employers will assume your skills are also out of date. If you haven't worked recently, you'll find offices more casual than they used to be. In most industries, the days of the power suit are long past.

"You don't have to be a fashion plate or spend a lot of money: a pair of khakis and a couple of shirts from Gap can cost less than \$100 and will ensure that employers aren't distracted by wondering whether you're too 'old-fashioned' for their company," says Sarah Welstead, of *Retired Worker*, a website for retired people who want to work on a part-time or contract basis. "And don't forget to stay in shape," she adds.

2. *Be patient.* While finding a job can be hard work at any age, older workers need to be even more patient and diligent.
3. *Be confident – but not too much.* Don't be shy about a little self-promotion. Tell employers what your strengths are and how they will benefit by hiring you. Remember, however, that while confidence is key, cockiness can work against you.

4. *Flash the BlackBerry™*. Older workers often get a bad rap for their unwillingness or inability to adapt to change – particularly when it comes to technology. While you don't need to be a computer genius, most employers expect you to feel comfortable with a computer and accessing the internet.

If you're a computer novice, and if you don't have one at home, you could benefit from a visit to your local library. Most have computers with free internet access as well as a library staff to help you get started. Another option would be to improve your skills by taking a course. Mastering such software programs as Excel and PowerPoint could be a real plus.

5. *Network, network, network*. Many job leads come from friends, family or colleagues. In addition to your personal network (and, of course, the Classified section of the newspaper), find job opportunities on employment websites, job boards, corporate websites, temporary agencies, networking and job clubs, career fairs and headhunters. The more avenues you pursue, the better your chances of finding the right job.
6. *Focus on experience, not age*. Fight negative age stereotypes by focusing on your knowledge and real-world experience. Take pride in your achievements, maturity, and wisdom. When it comes to updating your résumé, some experts advise focusing on the most relevant experience of the past 10 to 20 years and when listing university or college degrees, leaving off the year of graduation.
7. *Consider a career change*. Many older people find meaningful work consulting for businesses (particularly small businesses) in their area of expertise. Others may decide to start their own small business.

FACT: In Ontario, the law to eliminate mandatory retirement took effect Dec. 12, 2006.



FITNESS AFTER FIFTY

Fitness and the benefits of regular exercise are most important to the people who tend to exercise the least - people over 50, and even more so, people over 60. In fact, it is estimated that more than 90% of retirees in the United States get virtually no meaningful exercise and that more than 50% are totally sedentary. Closer to home the situation is not quite as bad but still cause for alarm. At the age of 40 to 69, the percentage of Canadian males and females whose waist circumference placed them at a high risk for health problems more than doubled between 1981 and 2009. By the age of 60 to 69, 65% of Canadian women and 52% of Canadian men were at risk for health problems due to their waist size.

Being physically active can help you stay strong and fit enough to keep doing the things you like to do as you get older. Making exercise and physical activity a regular part of your life can improve your health and help you maintain your independence as you age. It also sends a positive message to a current or potential employer about your self esteem, energy, motivation, self confidence and overall health.

The American College of Sports Medicine (ACSM) has senior fitness guidelines for people over 50. Because aerobic activity and strength training are each important for health, the ACSM recommends that able older adults do both on a regular basis. The ACSM recommends:

- 20-60 minutes of aerobic activity 3-5 days a week
- Weight training for 20-30 minutes 2-3 times a week
- Stretching exercises a minimum of 2-3 times a week.

Aerobic exercises are very useful for your cardiovascular system, maintaining your weight and keeping you fit. The good news is that you don't need to join a fitness facility to get your recommended weekly aerobic exercise. While it can be fun to take to the gym with a friend, the following are also great aerobic activities:

Examples of mild to moderate aerobic activities are:

- Take a short walk around the block
- Rake leaves
- Play actively with the kids or grandchildren
- Walk up the stairs instead of taking the elevator
- Mow the lawn
- Take an activity break--get up and stretch or walk around
- Park your car a little farther away from your destination

Examples of higher intensity aerobic activities include:

- Brisk walking
- Jogging
- Bicycling
- Swimming
- Aerobic dancing
- Racket sports
- Rowing
- Ice or roller-skating
- Cross-country or downhill skiing
- Using aerobic equipment (i.e., treadmill, stationary bike)

Strength training refers to exercise that requires your muscles to exert a force against some form of resistance, such as free weights or resistance bands.

Strength training is the fastest way to improve muscle strength and endurance. The increase in muscle strength and endurance allows a person to perform everyday tasks with less effort and for longer periods of time. Many changes in muscle tissue that are associated with age are caused by disuse. Simply forcing the muscles to work on a regular basis significantly improves their capacity to do work. Resistance training can also improve circulation, coordination, balance and bone and ligament strength.

It is also recommended that older adults take the following actions to help maintain their fitness:

- Check your blood pressure regularly
- Keep track of your cholesterol
- Know your glucose level
- Don't use tobacco
- Eat healthy foods
- Watch your weight
- Avoid excessive alcohol

Of course, before starting any exercise program, everyone should have a thorough physical and get the go-ahead from his or her physician.

If fitness has been an important part of your life, know that it will be even more important to your health and wellbeing as you age. If you have neglected your fitness, be assured that it is almost never too late to start. Remember, you are only as old as you feel. And, with regular aerobic exercise, strength training and stretching, you will make a positive impression wherever you go!

YOUR SPECIAL SKILLS

As an older worker, you have lots of skills that employers are looking for.

While training can teach the "hard" (technical) skills, it is much harder to teach the soft skills such as communications and adaptability.

The Conference Board of Canada has compiled a list of traits and abilities that are desired universally in workplaces, regardless of position and function. This list can be your benchmark to understand the skills you have and those you need. The following list of skills is adapted from the Conference Board's Employability Skills 2000+.

Based on the lists, determine what skills you would rank very high in and which therefore, are highly marketable skills. Also look at the skills you may need to work on.

(Note: the following two questionnaires are reproduced courtesy of the London Economic Development Corporation – www.experienceworks.ca).

Fundamental Skills	Examples	Your Skills & Examples
Communicate	Read and understand information. Write and speak so others pay attention.	
Manage Information	Locate, gather and organize information. Analyze and apply knowledge and skills.	
Use Numbers	Observe and record data. Make estimates and verify data – develop budgets.	
Think and Solve Problems	Assess situations and identify problems. Be innovative in exploring solutions.	
Personal Management Skills		
Demonstrate positive attitudes	Deal with people, problems and situations and behaviours with honesty, integrity and personal ethics.	
Be Responsive	Set goals and priorities. Plan and manage time, money and other resources to achieve goals.	
Be Adaptable	Be innovative and resourceful. Learn from mistakes and accept feedback.	
Learn Continuously	Identify and access learning sources and opportunities. Assess personal strengths and areas for development.	
Work Safely	Be aware of personal and group health and safety practices and procedures.	
Teamwork Skills	Work with others. Ensure that a team's purpose and objectives are clear. Recognize and respect people's diversity, individual differences and perspectives.	
Participate in Projects and Tasks	Plan, design or carry out a project or task from start to finish with well defined objectives and outcomes. Work to agreed quality standards and specifications.	

ASSESSING YOUR SKILLS

The skills you have learned through years of work and life experiences are valuable to employers. Take time to take stock of your skills before you start the job search process. Most skills fall into the following three areas. If you are having difficulty in identifying your skills, ask someone who knows you well to help you by developing a list of things you do well. You will no doubt find that friends and family will identify skills you don't recognize in yourself or you take for granted.

Knowledge Skills

Skills you have learned in school or by experience:

I know _____

Personal Skills

Skills that help you work and cooperate with other people. They are part of your personality:

I am _____

Experience Skills

Skills that come from tasks or responsibilities that you have carried out. They can be transferred from job to job:

I can _____

(adapted from American Association of Retired Persons' website www.aarp.org/)

Having many years of experience to draw on can result in a long list of skills. When you are preparing your résumé and cover letter focus on:

- Your strongest skills;
- The skills you want to use on the job; and
- The ones that are most closely tied to the job for which you are applying.

WRITING A WINNING RÉSUMÉ

As noted earlier, your résumé and covering letter should focus on your strongest skills and the ones that are most closely tied to the job you want. While it's also tempting to "tell them everything" both of these documents ideally need to be short, concise, clear and compelling. Focus on what you have achieved – your proudest moments. You probably have achieved a lot more than many younger workers, so talk about those accomplishments to set yourself apart from the rest. Tell them, as well, what you have learned lately to show that you are always looking for new information.

What should you **not** include?

Your age, for starters. No employer is allowed to ask you your age and you should not feel that you need to reveal it either in your resume or your interview.

Stay away from dates as well. Just indicate how long you worked for a company, not when. Some recommend that you just include details of your last 15 years of employment. Don't say when you went to school, either—it's not relevant.

Remember, too, this is not your autobiography. Don't include everything – just what's relevant and most current.

Some additional tips:

Think About What the Employer Wants

- What can you tell the employer about yourself and your experiences that will make him/her recognize that you can fulfill his requirements?

Make Your Résumé Easy to Read

- Make use of summaries and bullet points
- Use clear language

Cover Letter

- Always include a personalized cover letter
- "Sell yourself" in the opening paragraph
- Communicate excitement about the job and your willingness to learn and change
- Tell them what's special about you

At the age of 57 years and 363 days, Brian Stimson set off on a new career path—a move that would prove to be one of the best decisions of his life.

Stimson started his career in the mining sector and stayed until the open pit operation he was employed at closed. Assured that forestry was then "the way to go," he made the move into that sector, remaining for 27 years until the business he was working at went into receivership.

Reluctant to leave his home in Atikokan to work elsewhere, Stimson began volunteering at the local Action Centre and it was there that he heard about how many people who had taken the four-week common core course in Sudbury had found good jobs.

That was enough of a motivator for Stimson. He graduated in August, 2008 and not long after was hired as a stationary backhoe operator at Goldcorp Canada's Musselwhite Mine on the shore of Lake Opapimiskan, 480 kilometres by air north of Thunder Bay. Goldcorp is, says Stimson, an outstanding employer.

"The food is unreal, the work is great and the recreation facilities are amazing," he says.

He works for two weeks and then goes home to Atikokan for another two, an arrangement he says he and his wife are starting to adjust to.

His advice for people his age who become unemployed?

"Don't give up. If there's anything good that comes out of a bad situation like losing a job it's that you get a chance to further your education. For the longest time I wondered who would hire me at my age but it worked out great for me."



Brian Stimson with grandson Kaleb

ACING THE INTERVIEW

Top Nine Tough Interview Questions for Experienced Workers³

Regardless of your age, interviewing for a job is often challenging. Even mid-career and older workers who have had considerable experience interviewing employees, describe their own encounters as an applicant as "stressful and tedious." But if you have prepared and practiced responding to possible tough questions, the interview process can be easier and more effective. Here are some tough interview questions that experienced workers often encounter - with several appropriate responses to each.

1. Tell me about yourself.

Lots of interview preparation is the best solution here. Know as much as you can about the job and the employer. Focus your responses on the match between your experience and what the employer needs. Resist the temptation to talk about experiences or traits unrelated to the specific job you're applying for.

2. How old are you?

Interviewers are not allowed to ask you this question. If the interviewer asks this question and does not hire you, he/she needs to prove that you were not selected because you lacked the qualifications and not because of your age.

If you really want this position and feel that the interviewer has no discriminatory intentions, do not react negatively to this question. You might say in a positive tone, "I have good experience that I believe will benefit this company." Then, stress your skills and how you can get the job done. Mention your past success in working with people of all ages.

3. You appear to be overqualified for this position. Won't you get bored?

Explain why you want this job. Show why you want to work for this company. You can de-emphasize the length of your experience, or the higher level of your previous job. Stress the specific skills you have for this job. You can also prepare a brief sentence to explain why you want this level of responsibility now.

Possible answers: "You are an excellent company. You deserve excellence in employees."

"Experience is at a great premium today." "There is a greater return on your money if I hit the ground running. Less training time."

4. Will you be comfortable working for someone younger?

Some employers may be concerned that mid-life and older workers will be reluctant to accept younger people as managers and bosses. Age should not be a determining factor in leadership; both younger and older people are capable of leading and managing.

One response that can be very effective for dispelling this concern is: "When I get to the point where I can't learn from someone younger or older than I will stop working."

³ London Economic Development Corporation, *Experience Works: Top Ten Interview Questions for Experienced Workers*, 2006, <http://www.experienceworks.ca/pdf/interviewquestions.pdf>.

Realize that your age and life experience are benefits, not handicaps. Emphasize that you will be a responsible, mature and dedicated employee with a fully developed set of skills.

5. You haven't worked for a long time. Are you sure you can handle this job?

If you have gaps in your employment due to family responsibilities, an effective response might be, "I was out of the job market for a period of time raising my family. I gained valuable experience. The budgeting, organizing and planning I did as a homemaker are skills I can use on the job."

Additionally, if you have gained experience through volunteer activities, this would be an appropriate time to highlight such exposure. Memorize one phrase or short sentence to explain your situation. Then emphasize the experience you've gained.

6. We don't have many employees here who are your age. Would that bother you?

Although law bars employers from considering a candidate's age in making any employment decision, it is possible you will be asked age related questions in an interview, perhaps out of the interviewer's ignorance or perhaps to test your response. Say something like, "I think workplace benefits when people of all ages contribute." Emphasize that you are still eager to learn and to improve, and it doesn't matter who helps you. The age of the people you work with is irrelevant. Be sure that you know your rights.

7. This company is on the fast track. Do you think that you can keep up?

"I have stayed on top of the industry and am computer literate." Consider hitting this question head-on by stating politely that you have not noticed any slowdown or stagnancy in attitude or energy. Again reinforce skills, classes/courses and upgrades you have had. You may need to mention this several times to overcome their doubt. It's also a good idea to present an up-to-date appearance. Eyeglasses, clothes, or a haircut may need refreshing. Describe your technology skills. Express your willingness to learn and to take on new projects.

8. Have you done this work before? I don't see this job on your résumé.

This can be a good place in the interview to ask which skills are most important for the job. Then, link your experiences to those skills, even if you've never done exactly this job before. Give specific examples of what you have done. Show how your past successes relate to this job. Don't apologize for having been unemployed, retired, a homemaker, or a volunteer. Speak positively about your experience. Use eye contact. "I have accessed your website and have read all about your company." Then, draw some analogy to a previous area of expertise, and relate it to their company.

9. What are your salary requirements?

Try to postpone responding to this question until a job offer has been made. If asked, provide a salary range that you have found during your job research; by talking to people who work in the same field, reviewing industry journals and Internet sites. If you don't have the range and the interviewer asks this question, ask the interviewer, "What salary range are you working with?" Chances are 50/50 that the interviewer will tell you. If he or she continues to press for an answer, say something like, "Although I am not sure what you are offering for this particular job, people who do this sort of job generally make between \$___ and \$___."

David Farrell, 57, is a person who has come full circle in adjusting to the knowledge economy from working in big business as a Quality Assurance Coordinator at Bowater Canadian Forest Products to managing his own businesses to returning to the education sector.

Farrell chose to leave his position at Bowater at the end of 2006 with a deferred pension after 30 years with the company.

"I saw the situation in the forestry sector as an opportunity rather than a threat. I could follow my dreams and at the same time allow a younger employee to keep a job, so I decided to go for it," he said.

Taking six courses and working part-time at the university certainly posed challenges but he earned his degree with a First Class Standing.

He is currently a Career Services Officer for the Office of Career and Co-operative Education Services and doing community outreach for the Office of Continuing Education and Distributed Learning at Lakehead University where he gets to share his experiences and expertise with others. He is also a successful consultant, advising on a range of business issues. A huge supporter of his community, Farrell also serves on an impressive number of committees.

Farrell's advice? "Employability is about being able to demonstrate lifelong learning. Success is earned. Keep the faith."



Dave Farrell

AGE-FRIENDLY THUNDER BAY

Age-Friendly Thunder Bay is a committee of dedicated stakeholders who want to ensure that Thunder Bay is a good place in which to grow old. The participants work together to create a vision, communicate and educate; support research and information dissemination; establish priorities for action; provide advice to city and community partners and coordinate initiatives to optimize the use of resources. The committee includes members of the older adult population along with members of local organizations that support older adults and who are committed to older adult issues.

The goal of Age-Friendly Thunder Bay is to have Thunder Bay recognized as an “Age-Friendly City” by the World Health Organization (WHO) by becoming part of the WHO Global Network of Age-Friendly Cities. An Age-Friendly City is accessible, inclusive and supportive of its older citizens. It offers the following supports for older adults:

- Values, diversity, choice and independence;
- Inclusive and accessible community resources; and
- Specialized seniors’ services.

The time is right for Thunder Bay to become an Age-Friendly City. Our aging population is more educated, financially secure and influential than ever before. These citizens will induce changes at all levels within the city. In addition, promoting quality of life and independence for seniors now will prevent the need for more costly municipal support programs later.

The benefits of Thunder Bay becoming an Age-Friendly City are numerous. We will be one of the first cities in Ontario to be recognized as a model for age-friendliness. This will contribute to the growth of our economy and our positioning as a city that is inclusive.

Research indicates that in Thunder Bay:

- Older people feel respected;
- There are pleasant outdoor spaces for walking and recreation;
- There are opportunities for meaningful involvement through volunteerism;
- There are many opportunities to stay active;
- There is an affordable cost of living; and
- There are many cultural activities.

There are, however, also some barriers including:

- Lack of choice in affordable housing options;
- Lack of affordable and accessible transportation;
- Lack of safe neighbourhoods;
- Lack of easy access to information;
- Shortage of opportunities for meaningful involvement through employment; and
- Not feeling involved with municipal government.

On May 10, 2010, Thunder Bay City Council members endorsed the recommendation that Thunder Bay become an Age-Friendly community. As a champion of this initiative, Thunder Bay is one of the first cities in Ontario to be recognized with the Age-Friendly title, and is now well positioned to become internationally recognized as part of the World Health Organization's (WHO) Global Network of Age-Friendly Cities. Becoming age friendly also recognizes the social and economic contribution of Thunder Bay's older people and the growing economic opportunities of providing goods and services for our aging population.

There are four steps in becoming part of the WHO global network:

FOUR STEPS	
1. Establishment of mechanisms to involve older people in all stages of the Age-friendly Cities (AFC) process. Cities are also encouraged to build partnerships with government and civil society (including non-governmental organizations and academic institutions).	
2. Development of a t the age-friendliness assessment can b account the divers a minimum, it nee the eight domains Age-friendly Cities	spaces and buildings, tation, rticipation, and social inclusion, ticipation and employment, ication and information, and ity support and health services.
3. Development of a plan based on the assessment.	ited that the action plan will link to ipal instruments to ensure that age- becomes a core responsibility for all municipal departments.
4. Identification of indicators to monitor progress against this plan.	

REDOING THIS
CHART...WILL SEND
SEPARATELY

The Age-friendly stakeholder committee has already completed the first two steps and has met with the city administration to determine how Step 3 and 4 will be met.

LOCAL AND REGIONAL RESOURCES FOR OLDER WORKERS

It's a good idea to become familiar with organizations that are helping older workers find jobs and access training. Remember that not all of these organizations will be able to assist you – in that case, be sure to ask, "Where else should I go to find the kind of help I need?"

Confederation College

Negahneewin College of Academic and Community Development
Personal Career Development Program, Literacy and Basic Skills

Shuniah Building

1450 Nakina Drive

Box 398

Thunder Bay, Ontario

P7C 4W1

Telephone: (807) 475-6418 (Office)

(807) 473-3723 (Appointments for placement testing information)

Academic Upgrading Program: This program provides upgrading in communication and mathematics skills as well as essential skills that help individuals to achieve their goals related to further education, training or employment. Participants are offered support in clarifying their upgrading goals and in developing a training plan to help them achieve their goals. Also offered are academic upgrading services that help participants to develop the necessary skills for entry into college-based post-secondary education and training programs such as apprenticeships. It also meets university entrance requirements for most programs at Lakehead University.

Academic Career Entrance (ACE): This is a Grade 12 equivalent program that is accepted by the Apprenticeship Branch of the Ministry of Training, Colleges and Universities and by colleges. Students who are seeking an ACE Credential Certificate must develop clearly defined criteria. Students not requiring the certificate may continue to take only those courses or portions of courses required for admission to their chosen post-secondary program.

Personal Career Development (PCD): PCD is a 12-week certificate course that helps people with personal development issues such as assertive communication, goal setting and decision making; career planning and academic skills. Students also complete a two-week work orientation in an area of interest. Upon completion of this course, students will have completed a career map and made connections with the next step of their personal plan which may include continuing with academic upgrading or applying for further education, training or employment. They will also receive their Completion Certificate.

Lakehead Adult Education Centre

125 Lillie Street South
Thunder Bay, Ontario
P7E 2A3
Telephone: (807) 625-5145
<http://www.lakeheadschoools.ca/adult>

One of the services provided by Lakehead Adult Education is access to their co-op program. Doing hands-on work in a field outside of their previous work experience has proved to be most valuable for displaced older workers. The ability to actually try something different to know if they would want to pursue the education or training needed to do this is of great value. Lakehead Adult Education can provide placements in a variety of settings and often can access places not accessible by the high schools because they are working with mature students. The credits earned through co-op can go towards a diploma or can be considered experience gained. The centre is also accessing the dual credit opportunity that their Board has with Confederation College in specific areas of study, including culinary.

The centre also provides the opportunity for students to achieve their Grade 12 diploma in a flexible manner with support from qualified teachers. In addition, with their Prior Learning Assessment and Recognition (PLAR) process, even adults with no or few credits can be moved ahead fairly quickly, particularly older workers as they have a wide range of life experiences and training.

Lakehead Employment Services

Employment Services

280 Park Avenue

Resource and Drop In Centre

277 Park Avenue
Thunder Bay, Ontario
P7B 1C6
Telephone: (807) 768-2700
Toll Free: 1-877-255-5231
www.lestbay.com

Lakehead Employment Services has been delivering employment assisted services since 1997, utilizing a "Customer Centric" approach that continually focuses on the best interests of the customer and the delivery of the program.

LES provides one-on-one employment counselling to assist with job search, résumé and cover letter preparation, interview skills and career planning, resource and information centre services for job seekers and employers, job matching, placement and incentives, Second Career as well as other training supports as well as workshops and seminars including life skills and mental health counselling.

The newest initiative at LES is the Targeted Initiative for Older Workers ages 55-64 (TIOW) which is a joint federal-provincial initiative intended to provide unemployed older workers with programming aimed at increasing their employability and reintegrating them into employment.

More Than Words, Job Search Centre and Employment Counselling

101 King Street

Longlac, ON

P0T 2A0

Telephone: 807-876-4222

www.mtwjobassist.ca

203 Main Street

Geraldton, ON

P0T 1M0

Northwest Employment Works (NEW)

Confederation College

Shuniah Building

1450 Nakina Drive

Box 398

Thunder Bay, Ontario

P7C 4W1

Telephone: (807) 473-3829

30 Earl Avenue

Dryden, Ontario

P7N 1X6

Telephone: (807) 223-4006

52 Peninsula Rd.

North Block, Suite 111

Marathon, Ontario

P0T 2E0

Telephone: (807) 229-3223

<http://www.northwestworks.ca/>

NEW is an Employment Assessment Centre for Employment Ontario.

NEW delivers the Employment Service which provides:

- A wide range of resources, supports and service components to respond to the career and employment needs of individuals;
- Human Resources planning services to satisfy the skilled labour needs of employers; and
- Help to individuals on a path to higher skill training and employment

Whether you are looking to.....

- Retrain
- Start your own business
- Find a job
- Hire new staff
- Attend a workshop

...friendly NEW staff members are available to help you start something new.

The District of Thunder Bay Social Services

Ontario Works

34 North Cumberland Street, 4th Floor

Thunder Bay, Ontario

P7A 8B9

Telephone: (807) 766-2111

Toll Free: 1-877-281-2958

Ontario Works Employment Resource Centre (ERC)

Victoriaville Mall

707 Victoria Avenue

Thunder Bay, Ontario

P7C 5X9

Telephone: (807) 625-2887

Fax: (807) 624-0052

Municipality of Greenstone (includes Beardmore, Longlac, Nakina)

PO Box 1537, 1000 Main Street

Geraldton, Ontario

P0T 1M9

Telephone: (807) 854-2511

Township of Manitouwadge (includes Marathon)

1 Mississauga Road

Manitouwadge, Ontario

P0T 2C0

Telephone: (807) 826-4809

Toll Free: 1-888-3936947

Township of Schreiber (includes Nipigon and Terrace Bay)

204 Alberta Street

Schreiber, Ontario

P0T 2S0

Telephone: (807) 824-1369

Toll Free: 1-888-393-8953

<http://www.tbdssab.on.ca>

Ontario Works, under the Thunder Bay District Social Services Administration Board (TBDSSAB,) offers employment support programs for workers of all ages through the Ontario Works Employment Resource Centre (ERC) located in Victoriaville Mall in Thunder Bay. The following programs are available to participants of the Ontario Works program:

- Employment Placement Program

This program helps job-ready participants find paid employment by off-setting employer hiring and training costs with a wage/training subsidy. Financial support is

available for transportation, child care and other employment related expenses to help in the job search process and to maintain employment secured through this program. TBDSSAB has a placement agreement with a community agency that helps participants to find jobs with employers in the community.

- Various short term training programs are also available such as WHMIS, Smart Serve, Customer Service Training, Janitorial Training, Safe Food Handling and ACCEPT (Life Skills Training).
- Self employment business development may also be an avenue that participants may be supported with through the ERC also.
- Additional services available at the ERC are faxing, photocopying, job board, internet access for job searching and resume development.

Scandcorp Employment Resource Centre

975 Alloy Drive, Suite 101
Thunder Bay, Ontario
P7B 5Z8
(807) 638-1760

A growing number of Scandcorp's clients are older workers—approximately 65 percent of its total client base. Scandcorp is a free self-help employment resource centre providing access to computers, printers, faxes, one-on-one résumé help, practice interviews, internet job searching skills, labour market information and skills assessment tools.

YES Employment Services

1116 Waterford Street
Thunder Bay, Ontario
P7B 5R1
Telephone: 807-624-1958
Email: resource@yesjobsnow.com
www.yesjobsnow.com

The YES Resource Area Service is open to job seekers of all ages. Workers 55 and older can choose to access the Targeted Initiative for Older Workers program, an Employment Ontario program funded in part by the Government of Canada. This initiative is intended to assist older workers, reintegrate them into employment and allow them to remain active and productive labour market participants. The program provides a variety of employment supports that are intended to directly address identified needs.

www.yesjobsnow.com/assets/files/TIOW.pdf

The TIOW program can also be accessed by individuals in communities East of Thunder Bay at our North Shore Communities Office. The North Shore Communities' Resource Area is also open to all job seekers.

YES Employment Services- North Shore Communities

177 Railway Street
Nipigon, Ontario
P0T 2J0
Telephone: 807-887-5465
Email: nsc@yesjobsnow.com

More Resources:

Human Resources and Skills Development Canada

<http://www.hrsdc.gc.ca/>

Service Canada – Training, Career and Worker Information

<http://www.jobsetc.ca/eng/>

Employment Ontario

<http://www.edu.gov.on.ca/eng/tcu/etlanding.html>

Second Career

Second Career provides laid-off workers with skills training to help them find jobs in high-demand occupations in Ontario along with financial support. Second Career is a cost-sharing grant provided on the basis of need, so you may be asked to contribute what you can to your training or education.

Second Career provides up to \$28,000 for:

- tuition
- books
- other instruction costs such as manuals or workbooks
- transportation
- a basic living allowance

Additional support may be available to accommodate the needs of people with disabilities, dependent care, costs of living away from home and academic upgrading.

You can apply to Second Career if you:

- are laid off or have been laid off since January 2005
- are unemployed or working an interim job
- are choosing to retrain for a career that is in demand

Second Career provides help to laid-off workers in need who will benefit most from training

to find work. Several factors are considered when figuring out who will receive funding. We will help applicants based on their:

- Active job search
- Length of unemployment
- Education background
- Work history
- Labour market prospects
- Training request
- Experience and occupational skills

Visit an Employment Ontario assessment centre and talk to a counsellor to find out if you should apply for Second Career. In Northwestern Ontario, the Second Career program is delivered by YES Jobs Now (Thunder Bay), Regional Help Centre (Wawa), More Than Words (Longlac) and Northwestern Employment Works (Marathon).

Targeted Initiative for Older Workers (TIOW)

The Targeted Initiative for Older Workers (TIOW) provides employment assistance services and employability improvement activities (such as skills upgrading and work experience) to unemployed older workers aged 55 to 64.

To be eligible, participants must:

- be aged 55 to 64 (in some circumstances, unemployed workers aged 50 to 54 or 65 and over may participate);
- be unemployed;
- be legally entitled to work in Canada;
- require new or stronger skills to successfully transition into new employment; and
- live in an eligible community.

Canada's Economic Action Plan included an additional funding over the three years (to March 2012) for TIOW to allow more older workers to benefit from the activities offered under the initiative. Also, the eligibility for cities and towns was changed so that all communities with populations of 250,000 or less became eligible.

TIOW service providers offer both employment assistance and employment improvement activities. Employment assistance activities include:

- résumé writing
- interview techniques
- informational interviewing
- networking

- counselling
- job search techniques
- job finding clubs

Employment improvement activities include:

- vocational and/or learning assessments
- basic skills upgrading
- specific skills training
- certification training
- employer-based work experience
- placement incentives
- preparation for self-employment
- direct marketing to employers
- mentoring
- post-project mentoring and support

In Thunder Bay, the TIOW program is delivered by YES Jobs Now and Lakehead Employment Services. See pages # for contact information.

Some Final Words

We hope that this resource kit has been helpful to you as you work towards achieving your employment goals. Here are some final tips to help you stay motivated and on track:⁴

- Understand and focus on yourself, your skills, strengths and accomplishments;
- Stay up to date and be open to new ideas and opportunities;
- Remember that your age is an asset;
- Follow up on every lead and thank everyone who helps you;
- Read about others who have gone through similar situations and succeeded;
- Seek the help you need – whether from friends and family, other older workers, support providers, job search groups or training/education institutions; and
- Be confident and remain optimistic.

Good luck!

⁴ London Economic Development Corporation, *Experience Works: Staying Motivated*, 2006.
http://www.experienceworks.ca/ind_newbeginnings/stayingmotivated/.



North Superior
Workforce Planning Board

107B Johnson Avenue
Thunder Bay, Ontario
P7B 2V9

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Fax (807) 344-5464
Toll free 1-888-800-8893
TTY (807) 346-2944

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