



Q&A FOR THE ENCORE CAREER TOOLKIT

WHAT IS AN ENCORE CAREER?

Surveys show that most boomers don't want or can't afford the freedom from work; they want the freedom to work – in new ways, on new terms, and to new and even more important ends. Fully half of those between the ages of 44 and 70 want encore careers that offer not only continued income but the promise of more meaning – and the chance to do work that means something beyond themselves. For those who have finished their midlife careers but are not ready for true retirement, encore careers combine continued income, personal meaning and social impact.

CAN YOU GIVE ME A FEW EXAMPLES?

Anne Nolan was a corporate executive; now she runs a homeless shelter. John Kostibas was an engineer; now he's a high school math teacher. Lupe Salas was a real estate agent; now she provides support and information to older adults in her community on everything from housing to applying for Social Security benefits. And Terry Ramey was an autoworker; now he's studying to be a nurse.

People in encore careers can choose to use their experience and talent to fill critical roles in education, health care, government or nonprofit organizations, or they may choose to start their own venture to help solve a pressing social problem. High-need fields like teaching, government service and nursing are important places for boomers to put their skills and passion to work, as are green jobs for the new economy.

WHY WOULD I WANT AN ENCORE CAREER?

Baby boomers will soon comprise a quarter of the U.S. population. About three-quarters of boomers say they plan to work after "retirement." Most will not be able to afford to stop working entirely. So what kind of work will people in the second half of life do?



The MetLife Foundation/Civic Ventures New Face of Work Survey found that half of those ages 44 to 70 want work that improves the quality of life in their communities. Those seeking encore careers are motivated by a desire for meaning, social impact and continued income. Many want to use their skills and experience for the greater good, to leave the world a better place for the next generation.

To answer your question directly: You may want to keep working or you may have to keep working long past the traditional retirement years. Why not make a virtue out of a necessity? Why not choose work that would allow you to follow your passion, work that would make you feel great about yourself and the contribution you can make to others?

HOW MANY PEOPLE ARE ALREADY IN ENCORE CAREERS?

A 2008 national survey by the MetLife Foundation and Civic Ventures found that an estimated 6 percent to 9.5 percent of Americans ages 44 to 70 are already working in encore careers. That's somewhere between 5 million and 8 million people! Among those people not already in encore careers, half say they are interested in moving into jobs in such fields as education, health care, government and the nonprofit sector.

HOW DO I START AN ENCORE CAREER?

As more and more experienced adults look to transition into encore careers, resources and pathways are evolving to meet their needs. Here are a few ways to get started:

- **Read:** Get a big-picture overview, and a lot of inspiring stories, by reading *Encore: Finding Work That Matters in the Second Half of Life* by Marc Freedman. Talk about it with your friends.
- **Retool:** Many community colleges offer flexible programs targeted at training for specific fields, such as fast-track teacher training and health care certification. Check out our report to



find out more: www.civicventures.org/communitycollege/reports/ECCreport.pdf

- **Volunteer:** Many of those in encore careers have found that volunteering with organizations whose mission matches their passion opened doors to full-time employment.
- **Get involved:** Serving on a board, connecting with others in your community in your desired field and attending job fairs are all ways to get your foot in the door and to help you discover what really interests you.
- **Connect online:** Encore.org is an online community where you can connect with like-minded individuals, find tips and advice, and get the latest news on encore career trends. Membership is free. Visit www.encore.org.
- **Start an encore community in your city or on Encore.org:** Invite friends, colleagues and others to spread the word and come up with new ideas for making it easier for experienced adults in your community transition into encore careers. Host an encore careers meeting in your community using materials in the Encore.org Careers Toolkit or start an online community group on Encore.org.

IS ANYTHING BEING DONE TO MAKE THE TRANSITION FROM MIDLIFE CAREER TO ENCORE CAREER EASIER?

Institutions and organizations are coming together to create new pathways and job opportunities for adults ready to give back in their community through an encore career. A nonprofit, the Partnership for Public Service runs a program called FedExperience to encourage more baby boomers to go into government jobs. In April 2009, President Obama signed the Serve America Act to establish more national service positions for older adults and to create encore fellowships, also known as “social purpose internships for boomers,” in every state.

Community colleges across the country are adapting current programs and creating new ones to fit the schedules and needs of older adults interested in retraining for encore careers. From career fairs to skill assessments, and from degree programs to fast-track certification, community colleges are becoming the go-to place for many boomers looking to get started on a new career.



Corporations are also playing an important role in creating encore career opportunities. IBM helps employees transition to jobs in government, teaching and the nonprofit sector. HP and the Packard Foundation help support the Silicon Valley Encore Initiative, a pilot program run by Civic Ventures to learn more about the best way to help people transition from corporate midlife careers into nonprofit encore careers in education and environmental work.

WHAT IS THE ENCORE CAREERS CAMPAIGN?

The Encore Careers campaign aims to engage millions of boomers in encore careers as a means toward an end: producing a windfall of human talent to solve society's greatest problems. When people start thinking about what they want to do in their encore careers, planning for encore careers, seeing encore careers as something people just do – the way people used to think about retiring – that will be success. After all, if even a small fraction of the millions of boomers who want to pursue encore careers find them, the result could be a tidal wave of talent, one capable of transforming our schools, our health, even the health of our planet – one capable of leaving the world a better place for future generations.

You can get involved in the Encore Careers campaign by sharing your story, emailing your friends, connecting to other like-minded individuals online, or hosting a meeting. For details, go to www.encore.org.

WHAT IS THE PURPOSE PRIZE?

An initiative of the Encore Careers campaign, The Purpose Prize provides awards up to \$100,000 for individuals over age 60 who are taking on society's biggest challenges. It's for those with the passion and experience to discover new opportunities, create new programs and make lasting change.

Unlike any other major national award or fellowship, The Purpose Prize challenges prevailing perceptions of life and work by investing significantly in carefully screened social innovators over the age of 60. Each year, the Prize invests in those demonstrating uncommon vision, determination and entrepreneurialism in addressing community, national and international problems

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while in their encore careers. For more information, visit www.purposeprize.org.

WHAT IS CIVIC VENTURES?

Civic Ventures – a think tank on boomers, work, and social purpose – is leading the call to engage millions of baby boomers as a vital workforce for change. Through an inventive program portfolio, original research, strategic alliances and the power of people’s own life stories, Civic Ventures demonstrates the value of experience in solving serious social problems – from education to the environment and from health care to homelessness. Founded in 1998 by social entrepreneur and author Marc Freedman, Civic Ventures works to define the second half of adult life as a time of individual and social renewal. For more information, visit www.civicventures.org.

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For more information, visit Encore.org at www.encore.org or call (415) 222-7488