

RECRUITING OLDER WORKERS CHECKLIST

Older workers are a valuable source of talent and experience.

When employers ignore stereotypes and look objectively at recruiting older workers, they invariably discover a vast source of talent and experience many of their competitors may have overlooked.

Part-time work

Many older workers might prefer to work part-time, seasonally, or at unusual hours. Employers should clearly advertise positions as part-time, describing in detail the advantages of part-time employment.

CHECKLIST: Strategies for effectively recruiting older workers for part-time and full-time jobs

Part-time. Here are some suggestions for employers who wish to hire older workers on a part-time basis:

- _____ 1. **Point out scheduling flexibility.** Employers may want to point out to potential candidates that certain positions allow employees to work late into the evenings, weekends or longer hours for fewer days.
- _____ 2. **Consider pro-rating benefits.** In addition, employers might want to look at pro-rating benefit programs, bonuses, and incentive arrangements as well as chances to participate in educational and social functions.
- _____ 3. **Focus on training and retraining.** By emphasizing its training and retraining programs, an employer can attract older workers.
- _____ 4. **Consider telecommuting as an option.** Many older workers would enjoy the opportunity to work at home. Employers who are able to promote that option expand their market to homebound older workers.

Effective recruiters of older workers for full- and part-time positions have found the following to be cost-saving, successful strategies in recruiting older workers effectively:

- _____ 1. **Clubs and organizations.** Social clubs, religious organizations and adult education programs that are popular with older individuals are excellent places to recruit older workers.
- _____ 2. **Job banks.** Some areas of the country have established retiree job banks that provide employers with experienced employees who can step into familiar positions on short notice. Retirees register with the job bank for fixed-schedule and on-call positions. The job bank supplies the employer with a pool of

employees familiar with company policies and procedures. Employers can also maintain job banks of their own retirees.

- _____ 3. **Newspaper ads.** Placement recruitment ads in newspaper sections that older people are more likely to read can also be a very effective tool for recruiting older workers.
- _____ 4. **Placing ads in club, church bulletins.** Placing ads in religious bulletins, club publications, and convenience store bargain shopping papers is another proven method of attracting older workers.
- _____ 5. **Open houses.** These may be helpful in reaching older adults since they allow the candidate to become familiar with the company, its policies, practices, and the opportunities available without forcing a commitment to a formal job interview.
- _____ 6. **Informational seminars.** These can supply older adults with information on health concerns, benefits, financial issues and other matters that would concern the older worker.
- _____ 7. **Joint activities with other groups.** Coordination with older worker organizations like the AARP, the National Council on Aging, or a local organization that supports the employment of older workers can help employers recruit older workers.
- _____ 8. **Radio and TV public service announcements.** Companies may be able to afford television and radio advertising if they explore the use of Public Service Announcements. Be sure to picture older workers in any advertisement that features workers.
- _____ 9. **Mailing lists.** Mailing lists can be purchased that will target older adults within certain zip code locations, with specific technical or professional experience, or with industry-specific certifications or licenses.