TO: ALL STATE WORKFORCE LIAISONS
      ALL STATE WORKFORCE ADMINISTRATORS
      ALL STATE AND LOCAL WORKFORCE INVESTMENT BOARD
      CHAIRS AND DIRECTORS
      ALL ONE-STOP CENTER SYSTEM STAFF
      ALL NATIONAL AND STATE SENIOR COMMUNITY SERVICE
      EMPLOYMENT PROGRAM GRANTEES

FROM: GAY M. GILBERT /s/
      Administrator, Office of Workforce Investment


1. **Purpose.** To announce the designation of September 24-30, 2006, as National Employ
   Older Workers Week and to encourage State Workforce Agencies, State and Local
   Workforce Investment Boards and One-Stop Career Centers to provide leadership in
   activities to promote National Employ Older Workers Week.

2. **Background.** Celebrated nearly every year since 1958, National Employ Older
   Workers Week activities focus on recognizing the importance of the participation of
   older workers in the workforce.

   In 2010, it is estimated by the Census Bureau that 20% of the workforce will be 55 or
   older. By 2030, the population of people age 65 or older will double in 26 states.
   This population of mature workers includes individuals who are retiring at young
   ages and want second careers, individuals who want to work beyond age 65, and
   individuals who want a source of income, but not necessarily a full-time job.

   National Employ Older Workers Week provides an opportunity to increase
   awareness and focus on development of innovative strategies for tapping into this
   underutilized labor pool. Businesses need to retain the experience and institutional
   knowledge that older workers provide to fill the impending shortage of skilled
workers. To retain this critical segment of the workforce, employers are being challenged to support flexible employment arrangements, such as reducing job responsibilities, altering job functions, job sharing, part-time work, flexible work schedules, and seasonal work as well as providing accommodations for workers. The re-integration of older workers into the labor force can play a significant role in America’s ability to compete in the global economy.

3. **Resources.** The Employment and Training Administration (ETA) is providing local One-Stop Career Centers and Workforce Boards with posters for 2006 National Employ Older Workers Week, one an English version and the other a Spanish version. In addition, a supply of companion palm cards for use in promoting the public awareness of National Employ Older Workers Week are being provided. The Senior Community Service Employment Program (SCSEP) grantees have also received a supply of posters and palm cards.

4. **Action Required.** State workforce agencies, One-Stop Career Centers, and SCSEP grantees are encouraged to:
   
   a) Undertake efforts to recognize publicly the contributions made by older workers and the value they bring to the workforce.
   
   b) Develop strategies to facilitate and promote their continued participation in the workforce.
   
   c) Promote efforts to educate employers on the benefits of hiring and retaining older workers; this includes placing posters in prominent places at One-Stop Career Centers and making palm cards available to interested parties.
   
   d) Coordinate celebratory activities for older workers and the employers who provide them with employment.

5. **Inquires.** Questions should be directed to your ETA Regional Office.