

# Reinvesting in Older Workers (ROW)



Jobseekers over 55 face particular challenges in finding work and gaining new skills. To serve this unique group of customers in King and Snohomish counties, the WDC of Seattle-King County secured one of ten U.S. Department of Labor grants to serve older workers. This \$1 million, three-year grant serves three groups of older workers in King and Snohomish counties: Those with limited English ability, previous convictions, disabilities, or income below family self-sufficiency level for Snohomish and King County.

## KEY PARTNERS

- Regional community/technical colleges
- Snohomish County Workforce Dev. Council
- TRAC Associates
- Health Work Force Institute
- Microsoft Corporation
- King County Dislocated Worker Program
- Small Business Administration
- AARP Foundation
- King County Labor Council
- Seattle Mayor’s Office for Senior Citizens
- State Division of Vocational Rehabilitation
- National Asian Pacific Center on Aging

Employment specialists work one-on-one with participants to help them get short-term training with regional college partners, followed by jobs in healthcare, information technology and “green” fields.

The grant also builds the capacity of local community and technical colleges and the WorkSource system by developing courses tailored to serve these vulnerable older workers in training related to computers, entrepreneurship and “bridging” to green jobs.

The project builds on the WDC’s previous work to identify and meet the needs of older workers, including:

- Hosting the **Mature Workers Alliance**
- Developing and launching **EmployExperience.com**, a website for older workers and employers
- Funding **new workshops and jobs clubs** in WorkSource Seattle-King County specifically serving older workers

## ROW Goals :

165 enrolled through August 2012
148 mature workers will engage in occupational education/training activities.
100 mature workers will receive information and communications technology training.
40 mature workers will complete limited English proficiency “bridge” training in health care careers.
50 mature workers will receive entrepreneurial training and get help starting businesses.

