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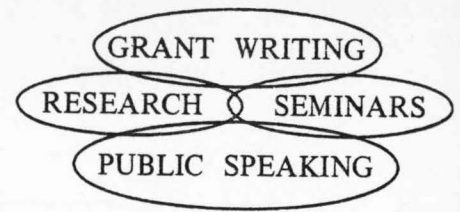
ricep

RETIREd IOWAN COMMUNITY EMPLOYMENT PROGRAM

1975 - 1976

**ELDERLY
PROGRAM
DEVELOPMENT
CENTER, INC.**

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Iowa City, Iowa 52240
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RETIRED IOWAN COMMUNITY EMPLOYMENT PROGRAM
(RICEP)

Prepared for:
NATIONAL RETIRED TEACHERS ASSOCIATION/
AMERICAN ASSOCIATION OF RETIRED PERSONS
WASHINGTON, D.C.

Under the Auspices of:
THE IOWA COMMISSION ON THE AGING
Des Moines, Iowa

and

JOB SERVICE OF IOWA
Des Moines, Iowa

Prepared By:
ELDERLY PROGRAM DEVELOPMENT CENTER, INC.
Iowa City, Iowa

Paul E. Bridges, Project Director
H. Eugene Chubb

1976

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Warren Rockhill and Clella Estes deserve special thanks as the principal Job Service of Iowa staff assigned to RICEP. They have contributed substantial time and effort to ensure the continued smooth progress of the entire operation.

Robert H. Gilbert and Shirley Lucas, Iowa Project Directors for the National Retired Teachers Association/American Association of Retired Persons, developed and maintained a most effective operating liaison between Washington, the Older Worker Specialists and the other agencies.

Charles Ness, Chief of Staff Development and Cheryl Vitiritto, Chief of Information Services for Job Service of Iowa, guided and offered extensive support services to the program at critical times.

Basic project success was due to the support, work and effectiveness of the several Job Service of Iowa Area Managers, Local Office Managers and the Older Worker Specialists themselves who developed the jobs and placed the older workers.

Final thanks goes to those members of the many service clubs who assisted the Older Worker Specialists in getting the message of RICEP to local citizens and industry in their respective communities.

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JOB SERVICE OF IOWA
AREA AND LOCAL MANAGERS
PARTICIPATING IN RICEP

AREA MANAGERS

Donald Fleming	Area I	Waterloo
Harold Van Der Weide	Area II	Sioux City
Richard Thompson	Area III	Fort Dodge
Tom Bullington	Area IV	Iowa City
Edward E. McGee	Area V	Clinton
Leonard Shaw	Area VI	Ottumwa
Chuck Couch	Area VII	Des Moines

LOCAL OFFICE MANAGERS

Bernard Barber	Iowa City
Bernard Boerger	Marshalltown
Bert Dreyer	Sioux City
James Flahive	Council Bluffs
Larry Hollingsworth	Des Moines Clinton
Terry Jamison	Burlington
Gary Kempthorne	Dubuque
Eva Jo Long	Centerville
Mike Millard	Cedar Rapids
Larry Moneysmith	Shenandoah
Don Speck	Waterloo
Richard Voellinger	Mason City
Kenneth C. White	Fort Dodge

OLDER WORKER SPECIALISTS

Pauline Anderson	Des Moines
H. Glen Baldwin	Fort Dodge
Carl Bird	Clinton
Alta L. Boyer	Sioux City
Rachael S. Dennis	Iowa City
Mable Dory	Des Moines
Kenneth J. Flugstad	Fort Dodge
Gordon Fredrickson	Des Moines
Ethel Garretson	Burlington
Jeannette Graham	Marshalltown
Mary Hayes	Waterloo
Evangeline Hitchcock	Centerville
Phyllis Ingraham	Council Bluffs
Villette H. Johannsen	Davenport
Earl Kalp	Des Moines
Howard Kelley	Des Moines
Martha Kruse	Davenport
Virginia R. Lutes	Dubuque
Eleanor Lydon	Des Moines
Donald I. Patton	Mason City
Johanna Rowenhurst	Des Moines
Mary Seigmund	Clinton

Albert Stewart

Des Moines

Art Thompson

Shenandoah

Pauline Wagamon

Cedar Rapids

David R. Wilson

Waterloo

Louise Wood

Des Moines

Robert Woods

Des Moines

FOREWORD

The Retired Iowan Community Employment Program (RICEP) was an innovative outgrowth of several national movements to provide increased employment opportunities for older workers. Specifically, RICEP was developed to carry out the mandate of the first session of the Iowa 66th General Assembly which appropriated funds through Senate File 573. In brief, that mandate was:

to encourage and promote the meaningful employment of retired citizens throughout the state.

The RICEP project which grew from this directive became an interagency effort at all operational levels. RICEP contains several unusual but replicable characteristics which aided its success:

1. The Iowa Commission on the Aging provided many functional statewide linkages and resources which were utilized throughout the program.
2. The Job Service of Iowa provided not only a setting in which an Older Worker Specialist work force could operate, but also essential task-training and management capabilities and supportive office facilities.
3. National Retired Teachers Association/ American Association of Retired Persons provided extensive experience and expertise in elderly employment and coordinated all primary administrative services.

4. Elderly Program Development Center, Inc. provided essential guidance and support in the development of interagency techniques for utilizing an elderly workforce in the attainment of defined goals.
5. Local service organizations throughout Iowa provided a supplemental resource base to transform RICEP from a state program to a local program.

The employment of the elderly to develop jobs for and place other elderly results in a multiplier effect in which the funds spent for employing one older worker benefit many, those other elderly who find jobs.

It is hoped that this model project report will aid readers in developing creative ways in which their agencies may assist the elderly. The report is, in many ways, a log of RICEP as it progressed from October, 1975 through June, 1976.

**Retired
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I

OLDER WORKERS, A MODERN PARADOX

I

OLDER WORKERS, A MODERN PARADOX

Among our Nation's most precious natural resources are the collective wisdom, experience and abilities of our older citizens.

In recent years we have become more aware of the important contributions older Americans have made in the past and in the tremendous potential they hold for the future. We are increasing our efforts to ensure that they have the opportunity for independent living through security of income, maintenance of health and continued useful involvement in the life of our Nation.

The job market and the area of volunteer services provide some of the best opportunities to draw on the strengths and talents of older Americans. Unfortunately, older, and even middle-aged workers, are too often the victims of myth and prejudice regarding their capabilities. Our society needs the know-how, experience, judgment and eagerness to serve that these citizens bring to the job.*

The aging population is the newest, most dramatically growing minority group in the United States. Twenty-nine million citizens at least 60 years of age comprise more than 14% of our nation's population, with another 10 million persons between the ages of 55 and 60. Moreover, the number of Americans over 65 years of age increases by about 1,000 daily. The statistics are dramatic, particularly since it has been estimated that within this decade nearly one in nine Americans

*Excerpts from OLDER AMERICANS MONTH, 1976, Gerald R. Ford, Presidential proclamation.

will be among the elderly population. This future in itself represents a considerable resource which is largely either untapped or utilized in only a limited productive capacity.

Societal trends are dictating a downward movement in employability resulting in earlier retirement age. This movement creates more leisure years and consequent economic and psychological problems for increasingly younger senior citizens. Subjected to retirement while still at a high level of productivity, many elderly face two or more decades of pensioned existence often clouded by frustration and poverty, deprived of the satisfaction of being functional within society. It is ironic to note that while everyone struggles to live to retirement, many senior citizens struggle to live after retirement.

Employment and retirement are integrally bound; size and adequacy of retirement income depends largely on the size and continuity of the income in the years before retirement. Low earnings, underemployment or frequent unemployment in later working years reduce the amount which can be saved or credited toward retirement income.

Even when the economy is running in high gear, many older workers have difficulty in remaining employed until normal retirement age. If they should lose their job, they face a much longer period of unemployment than younger workers and a high probability of a reduced income when they return to work. This leads large numbers of workers who have been eased out of the labor force before normal retirement age to claim

early Social Security benefits, though this means a reduction in the monthly retirement benefit for the rest of their lives.

The average early retiree has lower lifetime earnings or more sporadic work patterns than the worker who retires at age 65, is less likely to have supplementary pension income, and is more likely to be underemployed or unemployed just prior to claiming early retirement benefits. Retirees whose incomes are inadequate frequently need employment to supplement their pensions. Similarly, those not quite old enough to be eligible for old-age benefits need a source of income while awaiting eligibility for retirement.

Approximately twenty percent of the citizenry 55 years of age or older in this country are living below poverty guidelines, while an additional fifteen percent are barely above a financial sub-standard level. The problem is further intensified by the impact of inflation on all persons with fixed incomes. For many older Americans, then, the need for a part or full-time job to supplement their fixed income becomes vital to their livelihood, rather than an option or convenience.

If the preceding represents an economic need, of equal importance is the problem of restoring the dignity and self-esteem of the older American while demonstrating to employers the untapped potential for productivity within the elderly population.

Prospective employers frequently overlook older workers and prefer to hire younger, more vigorous applicants. Such rationale is often based on the assumption that older workers do not have as high a productivity or capability level as younger employees. The reality of the situation, however, is frequently the contrary.

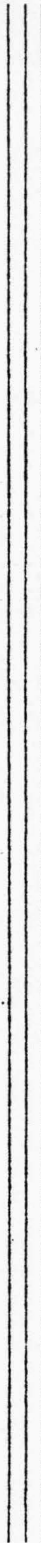
The United States Department of Labor has researched the job performance and training potential of older workers (Bulletin, 1721, "Employment Problems of Older Workers", 1971). It was found that a comparison of job performance scores by age indicates that refusal to hire older workers has little merit, except for positions with demanding physical requirements. The study data revealed that in terms of relative work performance of older and younger workers, older workers are not inferior. As a matter of fact, large proportions of workers in the older groups exceeded the average performance of younger workers. Moreover, older workers had a steadier rate of output. Results were similar for every occupational group surveyed, e.g., office workers, operatives, and mail workers, as well as for high versus lower skilled workers, and time versus incentive workers. Further, attendance and safety records of older workers were generally found to equal or exceed those of younger workers. It becomes obvious, then, that the bias against older workers has too often deprived our nation of the highest use of the potential which the senior citizen's experience and knowledge afford a prospective employer.

Additional studies in industrial retraining programs suggest that age in itself is not a reliable criterion for determining the suitability of workers for training. Average differences in the success of training older and younger workers have been found to diminish when education is held constant. Differences are further minimized by adapting teaching methods to the learning abilities of older workers, for example, stressing simulated exercises rather than lectures.

The preceding demonstrates that older Americans are a viable manpower resource, both in their ability to capably assume and respond to employment responsibilities and in their need and desire for such employment.

The view that something must be done to improve the lot of America's older worker is slowly gaining acceptance. This is indicated by the large amount of legislation which has been enacted and the legitimacy afforded this concern by such pronouncements as the Presidential Proclamation which is quoted, in part, at the beginning of this chapter.

Much of the legislation up to this point had provided funds to place and pay low-income, marginally employable older workers. These workers were generally employed in public service jobs which offer limited opportunities for advancement. RICEP, in contrast, was designed not only to serve the unskilled elderly but also to address the employment potential of those elderly persons who formerly held skilled and responsible positions. The RICEP Older Worker Specialists have indeed demonstrated that qualified older persons can successfully be placed in good jobs.



Retired Iowan Community Employment Program

II

A PROGRAM CONCEPT EVOLVES

II

A PROGRAM CONCEPT EVOLVES

The Retired Iowan Community Employment Program (RICEP) is a direct result of funding provided by the first session of the 66th Iowa General Assembly through Senate File 573. In brief, that legislation authorized funds for the primary purpose of encouraging and promoting the meaningful employment of retired citizens throughout the state.

The legislative mandate delegated the prime responsibility for this task to the Iowa Commission on the Aging and further specified that the Iowa Employment Security Commission* cooperate in the fullest attainment of program goals.

Shortly after funding became available on July 2, 1975, Leona I. Peterson, former Iowa Commission on the Aging Executive Director, initiated discussions with Kenneth L. Hays, Job Service of Iowa Director, Job Placement Division, and others who had been involved in projects which had utilized the workforce potential of the elderly. These discussions drew together the following persons who developed the RICEP concept:

*The Iowa Employment Security Commission was renamed in January, 1976 and became Job Service of Iowa during the course of RICEP and will hereinafter be referred to as such.

Kenneth L. Hays, Job Service of Iowa (JSI)

Leona I. Peterson, Iowa Commission on the
Aging (ICOA)

Glenn Northup, National Retired Teachers
Association/American Association of
Retired Persons (NRTA/AARP)

Dr. Darold E. Albright, Elderly Program
Development Center, Inc. (EPDC).

Building from the expertise, capability and strengths of each agency, the following roles took form:

The NRTA/AARP had an outstanding record in the employment of thousands of older workers. It had functioned as a major contractor with the federal Department of Labor under Title IX of the Older Americans Act. Therefore, NRTA/AARP had experience in contracting projects for governmental agencies and could effectively provide to the ICOA a qualified workforce of older workers, as legislatively defined.

The mandate to produce a new employment program for the elderly offered a challenge which the ICOA was worthy of meeting. It had a history of providing for effective and innovative services for the elderly, and it had already developed working programs involving the elderly in every part of Iowa through the Area Agencies on Aging. Cooperative linkages reached into local service clubs, community colleges and the media. The ICOA was the key to reaching the elderly across the state.

JSI brought to ICOA and NRTA/AARP a vast organization which covered Iowa and had extensive experience in the areas

of job development and placement. However, JSI lacked the manpower resources to expand its effort for the elderly. How could JSI help without manpower?

EPDC staff and NRTA/AARP had experience in linking older workers with jobs. They knew that many older workers had the capacities to perform the numerous tasks required to be a JSI technician. Could older workers be placed in selected JSI offices to perform placement tasks for other older workers and to develop jobs for them?

With affirmative answers to these questions, RICEP began to take shape.

ICOA would contract with NRTA/AARP to put the program together and employ up to 20 older workers to join the JSI workforce for the one year program. By the time all arrangements were finalized, actual employment started early in October, 1975. The number of Older Worker Specialists (OWSs) designated to be employed was established by the funding available.

One other significant element was added to supplement the OWSs' outreach capabilities and to help with data gathering. EPDC and ICOA assisted in enlisting local service clubs to conduct community surveys of local employers and the elderly to determine what jobs might be available for older workers and to locate the elderly who might fill these positions.

A program of this sort would not only employ older workers as OWSs, but also would increase the opportunity for many other older workers to find jobs. The project would demonstrate

the feasibility of employing the elderly to all of society--employers, older persons and the not-yet old. The mandate of the legislature could be met. Best of all, the employment of many of the elderly placed through RICEP would continue long after the completion of the program.

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III

THE INTERAGENCY MANAGEMENT AGREEMENT

III

THE INTERAGENCY MANAGEMENT SYSTEM

The first few meetings to discuss the proposed project revealed an eagerness of key persons to proceed to develop the RICEP concept into a complete program. During succeeding planning meetings which were held to work out details and responsibilities, the commitment of all those associated with RICEP made it possible for the agencies to assume responsibilities which had never been tested or tried on so large a scale. At the same time, the breadth of the agencies' operations and experiences insured that nothing progressed blindly. Although it became obvious that a program of this scale would add to existing staff loads, this increase was acceptable to each agency.

These early discussions by key personnel indicated that the essential capabilities needed to conduct RICEP were available among the cooperating agencies. As project activities were clarified, each agency agreed to assume those responsibilities which it had the capability to carry out. Although a few of these responsibilities were carried out singly, most were assumed on a shared basis because of the existing cooperative atmosphere (see Table 1).

TABLE 1
PROGRAM FUNCTIONS BY ORGANIZATION

<u>Activities</u>	<u>ICOA</u> ¹	<u>JSI</u> ²	<u>NRTA/AARP</u> ³	<u>EPDC</u> ⁴
Project Mandate	xx	x		
Project Plan	x	xx	x	xx
Development & Coordinating Staff				xx
Elderly Linkages	xx		x	
Employment Expertise		xx	x	
Interagency Expertise	x		x	xx
Training Expertise	x	xx	x	xx
Payroll Administration			xx	
Supervisory Capacity		xx		
Office Capacity		xx		
Staff Communication				
Network		x		x
Recruitment Capacity	xx	xx	x	x
Site Selection		xx		x
Staff Selection		xx		
Service Club Linkages	xx	x		xx
Monitoring and Reporting Capacity		xx		xx
Publicity Capacity				
State Program	xx	x	x	x
Local Efforts	x	xx		x
Jobs Available		xx	x	x
Service Clubs	x	x		xx

x Actively Involved
xx Key Responsibility

1 Iowa Commission on the Aging

2 Job Service of Iowa

3 National Retired Teachers Association/American Association of Retired Persons

4 Elderly Program Development Center, Inc.

Some of the key responsibilities which developed included the following:

1. ICOA retained final responsibility according to the legislative mandate.
2. NRTA/AARP was the employer of the OWSs whose responsibilities included performing job development and older worker placement tasks.
3. JSI received the OWSs as additional staff at selected JSI offices. The OWSs were assigned to work under the direction of JSI Local Office Managers. JSI also assumed the responsibility for office facilities, supplies, etc.
4. Training responsibilities were shared by all participating agencies, with EPDC coordinating training and JSI providing extensive task related training (basically the same as that given all new regular JSI placement technicians).
- 5) All agencies shared in the many publicity responsibilities depending on the nature of the materials and target population. The OWSs themselves shared heavily in the development of local feature releases.

Special consideration was given at all times to maintaining the integrity and existing operating procedures of each agency. New communications channels were also developed to provide immediate information to appropriate persons regarding

all facets of the program. Two examples illustrate the necessity for the development of these channels:

1. NRTA/AARP needed fast accurate information regarding the employment status of OWSs who were scattered across the state, and
2. Fast distribution of a publicity project developed in one office permitted its replication at other locations.

Planning and coordination continued throughout the operation of the program. Although the early planning decisions remained generally intact, constant communication and monitoring did permit minor adjustments when desirable. One illustration of this was the assignment of an OWS to one office which had been by-passed in the original site selection.

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IV

SITE SELECTION,
RECRUITMENT AND TRAINING

IV
SITE SELECTION,
RECRUITMENT AND TRAINING

Throughout the entire RICEP project, every effort was made to involve as many people as possible. In this way, new and useful ideas could be discovered and additional support for the project could be enlisted.

As soon as it had been established that RICEP could employ 20 OWSs, Mr. Kenneth L. Hays, Director, Employment Service Division, JSI, sent an explanation of RICEP to all Area and Local Office Managers and invited them to request the assignment of an OWS to their office. This invitation technique not only informed the managers of the program but it also ensured that the OWSs would be assigned to those offices offering the greatest possible support. The final sites selected by this process included a variety of work sites-- large and small offices across the state in both urban and rural locations.

Immediately upon site selection, each key agency notified its respective field contacts that OWS applications were being taken at the selected JSI offices. ICOA notified all the Area Agencies on Aging to refer prospective candidates to JSI. NRTA/AARP sent a similar communique to their AARP chapters and other contacts. JSI Area Managers and Local Office Managers

were sent a complete explanation of the program, applicant eligibility and an authorization to select and recommend the person to work in their office. A statewide news release announcing the program also went out jointly from ICOA, JSI and NRTA/AARP.

Of special note in all of these agency communications was the effort taken to properly identify field personnel of the other cooperating agencies and to encourage all field staff to build strong working ties with those other agencies within their communities.

Final OWS selections were completed the week prior to the training seminar.

RICEP activities began for the OWSs with the initial training seminar which was held September 29 to October 3, 1976, in the Staff Development Conference Room, JSI Administrative Office, Des Moines. This seminar included both orientation, interview and job search techniques.

Because the cooperating agency staffs were venturing into a new interagency working relationship, it was vitally important that they, as well as the OWSs, develop a good understanding of the structure and operation of the other agencies insofar as these would affect RICEP operations. For this reason, various staff members of the participating agencies presented relevant information regarding their agencies during the RICEP orientation sessions.

Of special importance during this orientation was the development of an understanding of the pervasive and subtle attitudes and discriminatory actions which operate as the elderly consider and/or seek employment and attempt to obtain a job. Avoiding and combating such bias were emphasized.

Task training in the specific skills and techniques of the job was conducted by JSI staff and included the following topics which were interspersed with practice and discussion periods:

- Application Taking
- Dictionary of Occupational Titles
- Occupational Classification
- Order Taking
- RICEP Employees Handbook
- JSI Reporting Systems
- Interviewing Techniques
- Job Seeking Skill Teaching

Because the OWSs would be operating within the JSI organization, most RICEP activities were developed to follow existing JSI policies and procedures. This permitted the utilization of many excellent JSI staff development manuals during initial training.

A follow-up seminar was held after seven weeks of RICEP operation to permit the OWSs to raise questions following a short initial exposure to the field work situation. This seminar was quite informal and permitted discussion of many problems which could not be foreseen during the initial training.

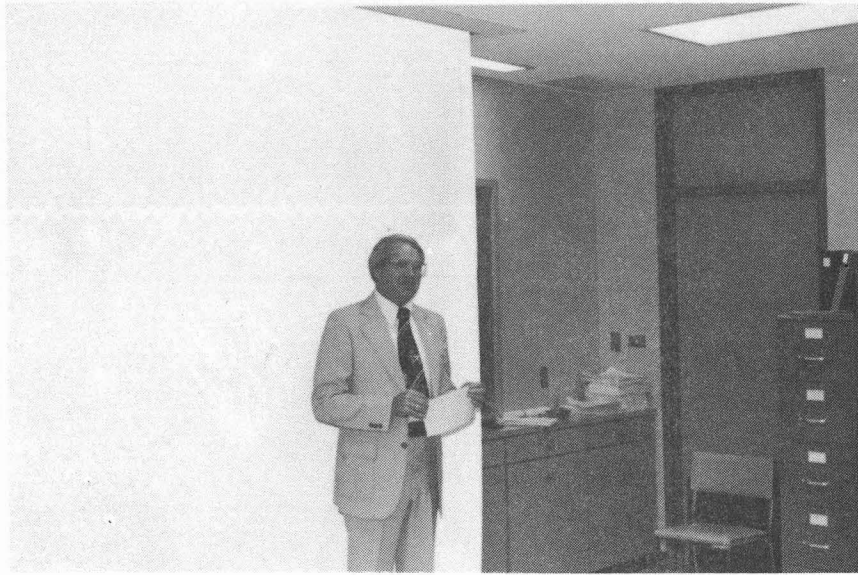
During this seminar the OWSs were given additional information regarding the employer and older worker surveys and the involvement of local service clubs.

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TRAINING

SEMINAR

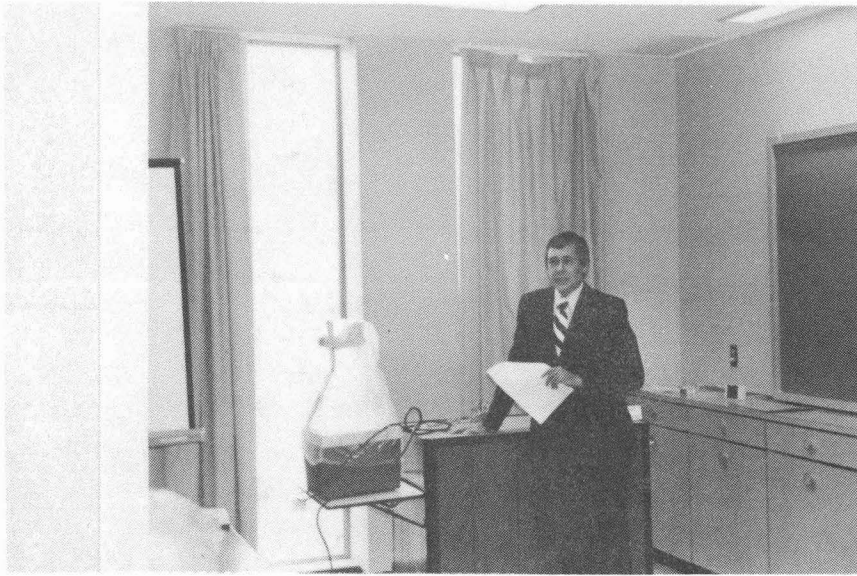
PICTURES



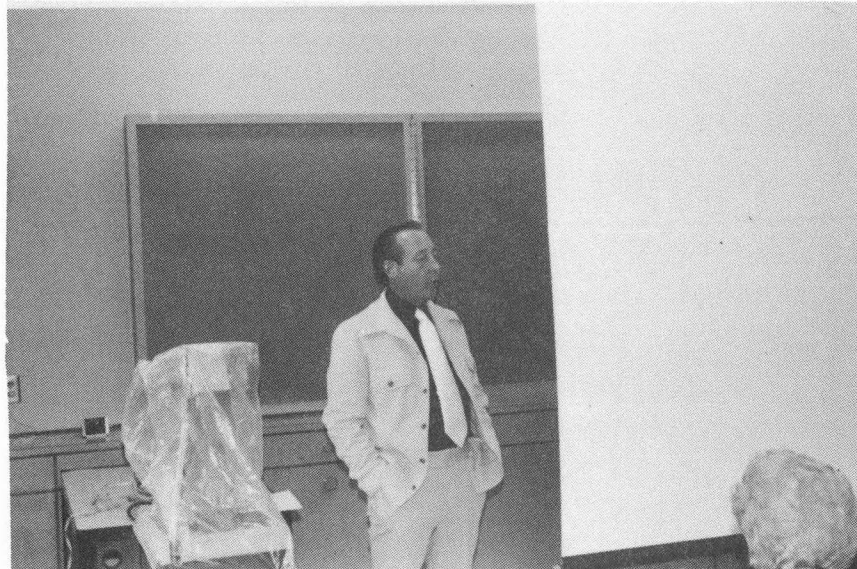
George Lundberg, Commissioner, Job Service of Iowa, opens the training seminar with a welcome and the encouragement of the entire Commission.



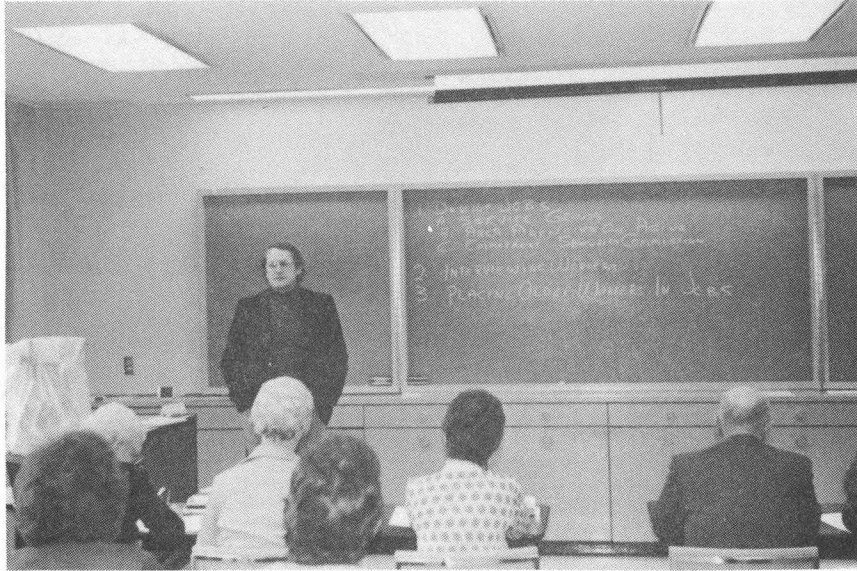
Leona I. Peterson, former Executive Director, Iowa Commission on the Aging, tells the Older Worker Specialists about the Legislature's mandate to employ more older workers.



Kenneth L. Hays, Director, Employment Service, Job Service of Iowa, welcomes the Older Worker Specialists on board in the various office to which they will be assigned.



Warren Rockhill, Chief, Special Programs and Automated Systems Unit, Job Service of Iowa, explains how this special program fits into the larger workings of the Job Service.



Robert J. Eaton, Consultant, explains the functions of the Iowa Commission on the Aging to the Older Worker Specialists. Activities of the Area Agencies on Aging were on the agenda.



Robert H. Gilbert, Senior Community Service Aides Project, National Retired Teachers Association/American Association of Retired Persons, assists the Older Worker Specialists complete their first payroll forms.



Les Swick, Pauline Wagamon and Marg DeRuyscher hold a panel discussion about their experiences in working with older workers. Each had previous experience in placing older workers.



Clella Estes, Counseling/Special Services Specialist, Job Service of Iowa, prepares to start the "Tune-in" class. Don Patton, Older Worker Specialist from Mason City is paying close attention to ensure that everyone receives the correct materials.



Mark Moore, Job Bank Coordinator, Job Service of Iowa, shows how records will be kept so that they may be entered into the Job Bank computers.



The Older Worker Specialists take a breather from lectures to get actual practice in using some of the forms they will need to understand on the job.



The Older Worker Specialists get a first look at some of the manuals they will work with and discuss in training for their new jobs.



Charles Ness, Chief, Staff Development, Job Service of Iowa, starts to cover the training materials before turning out the lights for audio-visual instruction.



Older Worker Specialists prepare for the showing of a training film.



Kenneth L. Hays, Director, Job Service of Iowa; Leona I. Peterson, former Executive Director, Iowa Commission on the Aging; and Clella Estes, Counseling Specialist, Job Service of Iowa, are pleased to be involved in the training sessions.

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v

SERVICE CLUB INVOLVEMENT

SERVICE CLUB INVOLVEMENT

The widespread involvement of community organizations and service clubs was a major component of the original design for RICEP. The plan was to enlist clubs to support RICEP in conducting two surveys, one of the elderly who were potential older workers and another of all employers in the community (see Appendix B).

Each of the surveys had two major purposes, first to serve as an attention-getting tool for changing attitudes and behavior, and second, to be a data gathering device.

Attempts were made in each community to enlist service club support in the distribution and collection of the two surveys. One RICEP goal was to recruit a cooperating service club in each community to visit each other club in the community. During the interclub visitations, the employer survey forms were to be distributed to all employers in attendance. In this way it was felt that most of the employers in a community would be surveyed.

Although not every existing service club was visited, by one technique or another, a total of over 105 clubs and organizations were contacted regarding one or both of the surveys.

The pattern described below proved to be the most successful approach to eliciting service club cooperation:

1. A representative of the ICOA contacted the OWS offering help in lining up a potential service club to be invited to cooperate. The OWS was invited to suggest a possible club.
2. The ICOA staff then contacted a club officer and explained RICEP. A request was then made for permission for a presentation to be made to the club along with a request for club support.
3. When a presentation date was arranged, follow-up confirmations were made by either the OWS or the Local Office Manager.
4. The typical presentation involved:
 - a. A short background description of the problems of older workers, of RICEP across the state as well as what other service clubs were doing. This presentation was frequently made by a representative of EPDC.
 - b. The Local Office Manager would then express support of RICEP and the local OWS. This would also include a comment that the club's support would be of great assistance.

- c. Finally and most importantly the OWS would make a presentation of two parts.
 1. The OWS would describe some local case histories resulting in successful placements. (The most effective of these were where the person placed had not really planned on working and where the employer had not planned on hiring an older worker.)
 2. A detailed explanation of how the club could help RICEP closed the presentations.

A typical meeting ended with employers completing employer surveys, with club members requesting older worker survey forms to take to a friend, and the club president offering to let the OWS know how the club voted regarding the request to become involved.

In several communities one club was requested to contact employers and a different club was requested to contact potential older workers.

Club solicitations were made easier by the cooperation of Kiwanis International which had a special project for helping

the elderly. Likewise, the National President of the American Legion Auxiliary had chosen "Each One, Reach One" as her national president's project to serve the elderly and accordingly provided support for RICEP.

Each club presentation also became another local news story in its own right, thereby focusing additional attention on the program.

The differing degree of involvement of local service clubs serves to point out the operational variations in RICEP from office to office. The service club selected, community served and the approach of both the OWS and the Local Office Manager all contributed to this. For instance, the OWS who probably recruited the greatest service club involvement in the home community was also able to conduct surveys and involve other service clubs in four additional surrounding communities.

The number of different clubs contacted by the OWSs ranged from one to sixteen. Where OWSs resigned and had to be replaced, service club involvement was generally low or non-existent. Also, the greatest help was usually received in the smaller communities and the least in the larger communities.

Appendix C contains a copy of descriptive information about RICEP which was distributed to members in attendance at service clubs during RICEP presentations.

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VI

PUBLICITY

VI
PUBLICITY

Because older workers are a hidden minority, RICEP concept designers were aware that the success of this program would depend heavily upon exposure and publicity. As a consequence, continual widespread publicity was emphasized throughout the operation of the program. This was necessary both because many people are unaware of minority problems and because minorities themselves are difficult to reach through traditional channels.

Project designs, therefore, carefully provided for several specific opportunities which would encourage the development of publicity on both the state and local levels.

Free or inexpensive publicity was used to apprise individuals and organizations of the development of RICEP and to enlist community support for the program. However, once RICEP began its operations, it was realized that funds were required to conduct a promotional campaign to generate jobs and recruit older workers. Therefore, NRTA/AARP provided each OWS with an allotment which was used to purchase advertising.

Some examples of RICEP publicity are as follows:

Statewide releases

- announcing legislative funding (even before the project was specifically announced),
- announcing the ICOA and JSI joint project,
- announcing RICEP and locations selected for operations,
- reporting training seminars and naming OWSs,
- timely releases, e.g., National Employ the Older Worker Week designated by the U.S. Department of Labor, Employment and Training Administration,
- final reporting.

Local releases

- announcing program start-up and the Older Worker's local schedule,
- features about the OWS and his/her job,
- features about the service club presentation and projects,
- local radio interview/talk programs,
- AARP and similar senior citizen newsletter features and programs,
- purchased advertising and classified ads.

The media releases were developed in a variety of agencies and were frequently distributed through JSI channels for local use. A sample of these releases is included in Appendix D to indicate the variety of approaches used.

The three common themes which were found in most of the releases were:

1. Become aware--i.e., older workers have problems
2. We/I support--i.e., awareness and support is growing
3. RICEP is working--i.e., help for you is available.

Since clipping services to monitor publicity were not included in the project, it is possible to report only on those activities which were reported by the OWSs or their Local Office Managers. However, the following listing illustrates some of the types of coverage received:

Television

- Statewide RICEP news
- Local program activity reporting
- a 20-minute feature interview with an OWS

Radio

- Statewide RICEP news
- Local program activity reporting
- A series of spot announcements
- Job Service reports, references to Older Workers
- Service club program reporting
- OWS interviews
- Call-in radio shows discussing Older Workers
- Area Agency involvement, reporting and support

Newspapers

- Timely news releases
- Feature stories about RICEP and the OWSs
- Paid advertising

Organizational newsletters

- Announcing or reporting on presentations
- Announcing RICEP services to elderly
- Announcing RICEP services to employers
- Recommending support of Older Workers
- Announcing club support of RICEP surveys

Bulletin boards

- Supporting Older Workers
- Referring to RICEP and Job Service

Special printings

- RICEP fact sheet, available and distributed by JSI local offices (see Appendix A)
- Iowa Job Market report to 5,000 employers
- Employer Surveys passed out locally
- Older Worker Surveys passed out locally through agencies known to have access to the elderly.

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VII

RESULTS AND ANALYSIS

VII RESULTS AND ANALYSIS

Most of the results of RICEP have been drawn directly from data on the Older Worker Activity Reports forwarded monthly to the state office of JSI by the OWSs (see Appendix E). Other data utilized are from employment records relating to the OWSs and data gathered from the OWSs in surveys regarding: a) service organization activities and b) the OWSs' own opinions about the program and Older Workers.

The interpretations and conclusions drawn from these data and other sources are the opinions of EPDC and its investigators.

Older Worker Specialists

Although RICEP was funded for up to 20 OWSs, the number of actual participants varied throughout the term of the project. Some people potentially interested in becoming OWSs decided that the job requirements would be too difficult. Several OWSs gave up their positions because they found the job more demanding than they had expected.

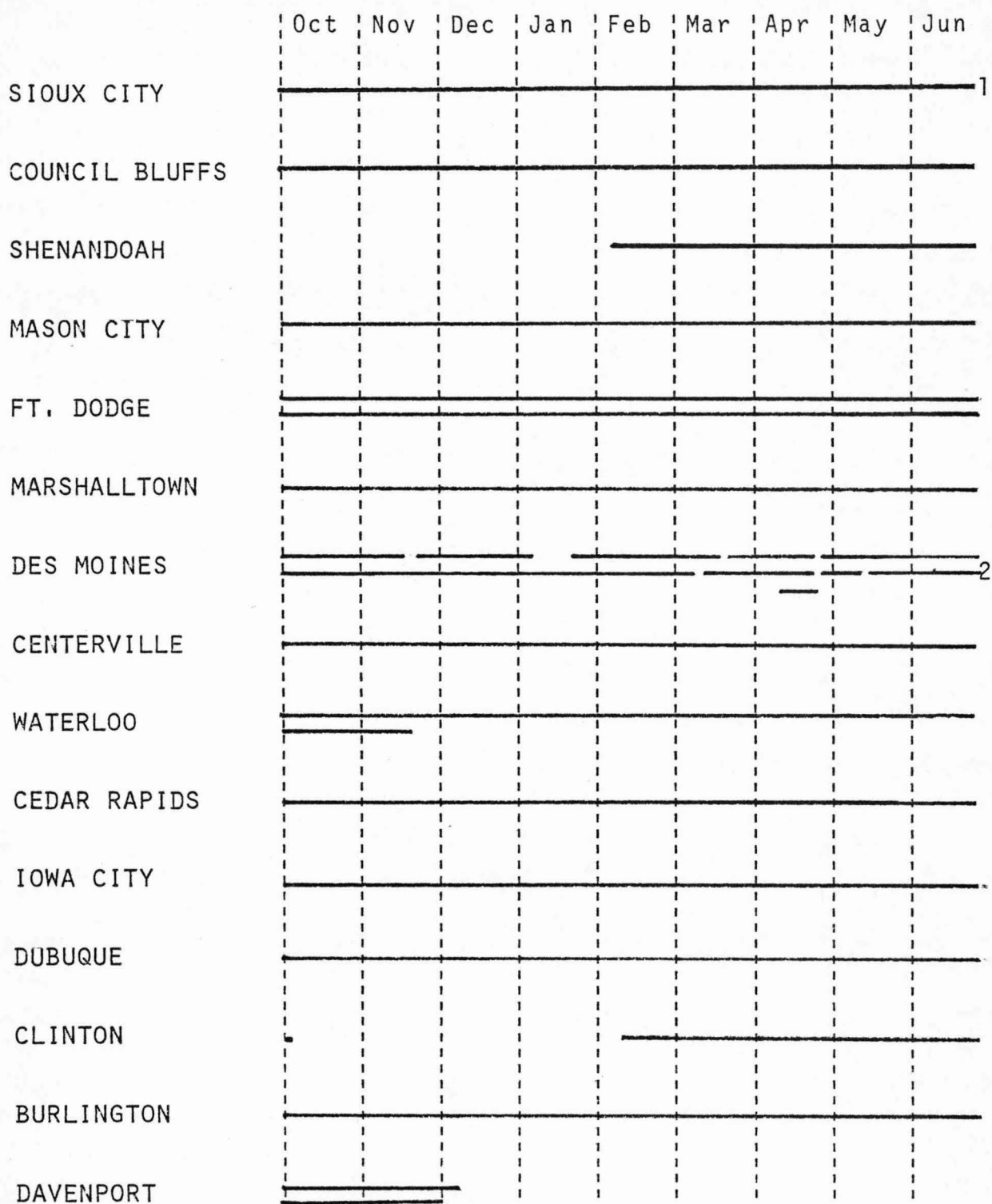
Some OWS attrition came as an unanticipated, but quite desirable, consequence of the program. That is, in the course of their employment with RICEP, various OWSs found more

desirable jobs for themselves. These jobs included such areas as teaching, computers, and regular employment as a JSI staff member.

For these reasons, then, there was some degree of turnover among the OWSs, and immediate recruitment of replacements was not always possible. Nevertheless, as the placement data in this chapter will show, the OWSs were of excellent quality, especially considering their employment situation--short-term, part-time, and at minimum wage.

Table 2 is a graph showing the length of time each OWS was employed by RICEP.

TABLE 2
 OLDER WORKER EMPLOYMENT PERIODS



1. 12 OWSs worked all 9 months of RICEP.
2. 10 different people worked the two slots in the Des Moines office.

Table 3 shows the numbers of OWSs working each month and the number of offices at which they were employed. Following initial adjustments, 16 OWSs were on duty at 14 JSI offices during the last five months of RICEP.

TABLE 3
RICEP OPERATIONAL LEVELS
(OWSs AND JSI OFFICES)

	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
OLDER WORKER SPECIALISTS	18	17	14	14	16	16	16	16	16
PARTICIPATING JSI OFFICES	14	13	12	12	14	14	14	14	14

The average age of the OWSs was 65.2 years with a range of from 57 through 77 years. Table 4 is a breakdown of their ages by groupings.

TABLE 4
AGE DISTRIBUTION OF RICEP EMPLOYEES

TOTAL EMPLOYEES	55-57	60-67	70-79	AVERAGE AGE
27	6	16	5	65.2

The average age of the male OWSs who worked over five months in RICEP was 69 years; for the women, it was only 62.8 years. Of the fifteen OWSs who worked over five months, 11 were women.

RICEP Statistical Summary

Table 5 summarizes the final cumulative totals of major RICEP operational data. These data were obtained from the Older Worker Activity Reports submitted monthly by the OWSs. Following Table 5 are the instructions and definitions developed for these reports which explain the various categories in the table below.

TABLE 5
STATISTICAL SUMMARY, RICEP OPERATIONAL DATA

	MALE			FEMALE			TOTAL
	55-64	65+	OTHER	55-64	65+	OTHER	
NEW APPLICANTS	428	253	51	551	194	97	1574
OTHER APPLICANT INTERVIEWS	1015	510	102	1441	637	207	3922
REFERRAL TO JOB	658	495	123	830	278	165	2549
PLACEMENT ON JOB	296	250	52	356	141	75	1170
JOB DEVELOPMENT CALLS	682	345	92	545	197	98	1961
FOLLOW-UP AFTER PLACEMENT	163	105	45	157	76	30	576
PROMOTIONAL CONTACTS				953			
APPLICANT RECRUITMENT EFFORT				362			
OTHER AGENCIES TO WHICH APPLICANT REFERRED FOR ASSISTANCE				372			

INSTRUCTIONS

New Applications. Enter a tally in appropriate box for each new application completed.

Other Appl. Interviews. Enter a tally in appropriate box for each interview (other than a new application) conducted with an applicant.

Referral to Job. Enter a tally in appropriate box each time an applicant is referred to an employer for interview regarding a job opening (or potential) job opening.

Placement on a Job. Enter a tally in appropriate box each time an applicant is placed on a job.

Job Development Calls. Enter a tally in appropriate box each time an employer is contacted to promote a job for a specific applicant(s). List name of employer(s) under Promotional Contacts below.

Follow-up After Placement. Enter a tally in appropriate box each time an applicant is followed up after placement to determine suitability of placement.

Promotional Contacts. Enter name of employers contacted to promote placement of specific older workers and/or older workers in general. These contacts may be made by telephone, mail, or personal visit to the employer.

Applicant Recruitment Assistance. Enter name of agency or fraternal or services group or other sources contacted to recruit older worker applicants.

Other Agencies to Which Applicants Referred for Assistance. Enter name of agency (Example: Social Welfare, Social Security, Vocational Rehabilitation, CETA, Area Commission) and number of applicants referred to each agency for services not available through the Employment Service.

The Applicants and Placement

RICEP was extremely successful in helping its clients find employment. OWSs received 1,574 new applicants and placed older workers in 1,170 jobs. This would yield a placement rate of 74%. However, some older workers held more than one job in the form of short-term or seasonal employment.

In the tables that follow, most observations are made on the basis of a cumulative total of new applicants who applied to RICEP each month, rather than on the total available pool of applicants. The total applicant pool included potential older workers who were already registered with JSI at the time of the introduction of RICEP. Of these pre-registered applicants, a substantial number were no longer actively interested in finding employment, or because of poor skills, would have difficulty obtaining employment under most circumstances. As RICEP progressed, the total pool of available applicants came to include additional marginally employable persons who applied to RICEP but could not be placed throughout the duration of the program.

Thus in order to allow the effort and success of RICEP to become apparent, statistics concerning the operation of the program, with the exception of those in Table 6, are presented in terms of the total of new applicants attracted to RICEP each month.

TABLE 6

MONTHLY PERCENTAGE OF AVAILABLE APPLICANTS PLACED

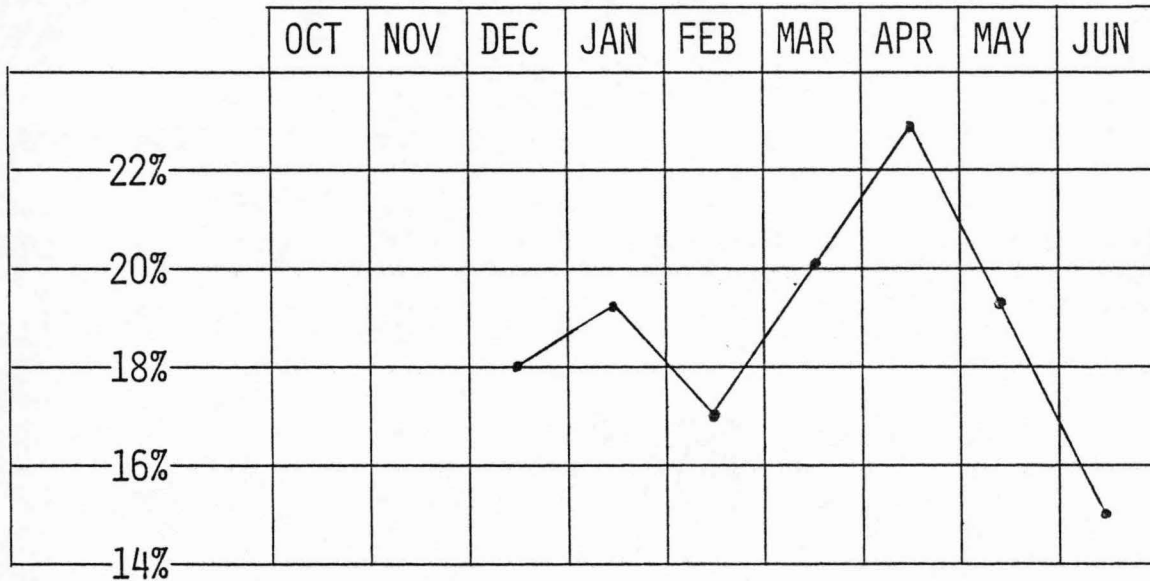
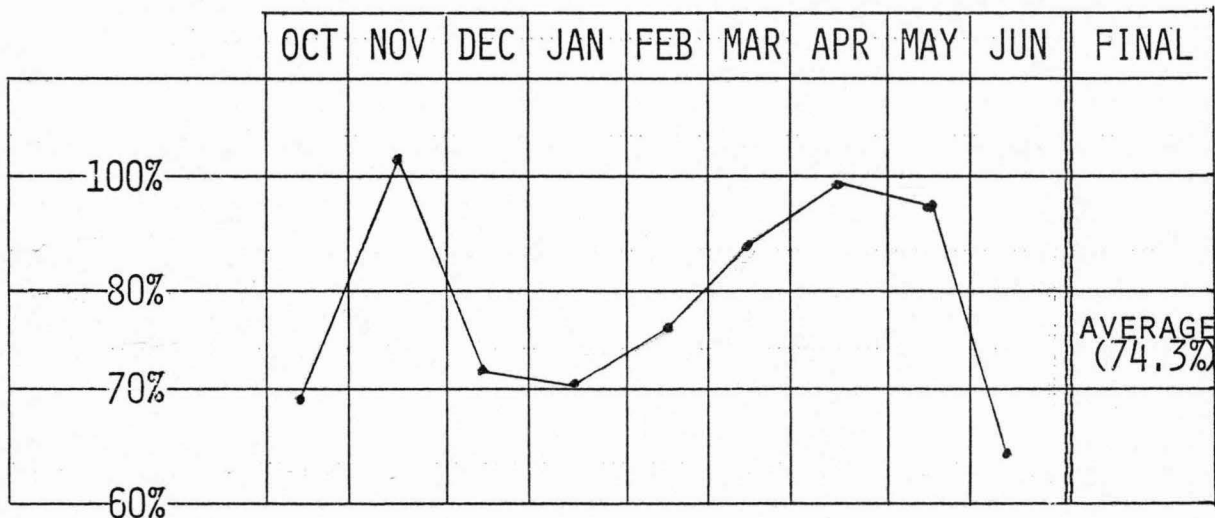


Table 6 shows the monthly percentage of available applicants placed in jobs. As discussed previously, the number of available applicants increased monthly and included applicants who were no longer strongly interested in obtaining employment, as well as the aged hard core unemployed. Moreover, in June, a large number of seasonably unemployed school employees sought summer work through RICEP and account for a sharp swing in some program statistics.

TABLE 7
MONTHLY PERCENTAGE OF NEW APPLICANTS PLACED



A comparison of Table 7 with Table 6 point out the difference in results when new applicants are considered as opposed to consideration of all available applicants. As this figure indicates, nearly three placements occurred for every four new applicants in RICEP, thereby emphasizing the OWSs were, in fact, extremely successful in assisting their clients.

TABLE 8
 PLACEMENT PERCENTAGES BY AGE AND SEX*
 (NEW APPLICANTS)

	MALE	FEMALE
AGE 55-64	69.0	65.0
AGE 64+	99.0	74.0
OTHER	102.0	77.0
AVERAGE BY SEX	90.0	72.0

*SOME PERSONS OBTAINED MORE THAN ONE JOB.

Table 7 shows the percentage of new applicants who obtained jobs through RICEP. Categorizations by age and sex indicate that a higher percentage of males were placed than females and that males in the 64+ and other age groups were particularly successful in obtaining jobs. Females in the 55 to 64 category were least successful in finding employment through RICEP.

TABLE 9
PERCENTAGE AGE AND SEX GROUPINGS
OF NEW APPLICANTS AND PLACEMENTS

	NEW APPLICANTS		PLACEMENTS	
	MALE	FEMALE	MALE	FEMALE
AGE 55-64	27.2	35.0	25.3	30.4
AGE 65+	16.1	12.3	21.4	12.1
OTHER	3.2	6.2	4.4	6.4
TOTAL	46.5	53.5	51.1	48.9

Table 9 shows the distribution of new applicants between male and female, as well as the male-female distribution of applicants who were placed in jobs. This table indicates, again, that males were placed more readily than females. While less than half of the new applicants were male (46.5%), they received more than half of the placements (51.1%). The situation is, of course, the reverse for females, who represent over half of the new applicants (53.5%) yet received less than half the placements (48.9%).

This table also suggests that for both male and female applicants in the 65+ age group were easier to place than those in the younger age group, 55-64. One possible explanation for this is that persons of marginal employability continue to seek employment while in the younger age group and then drop

out of the job search as they grow older. If this is true, the older age group applying to RICEP was a self-selective, more employable cohort and had, therefore, a better placement potential.

TABLE 10
RATIO OF REFERRALS TO NEW APPLICANTS
BY AGE AND SEX

	MALE	FEMALE
AGE 55-64	1.54	1.51
AGE 65+	1.96	1.43
OTHER	2.41	1.70

According to Table 10, new male applicants received a larger ratio of referrals than new female applicants. In every age category, the ratio of referrals to new applicants is greater for males than for females. In particular, women in the older category received the smallest ratio.

Table 11 shows the change over time in the monthly percentage of referrals resulting in placements. In general, this percentage continued to increase throughout the first eight months. This trend suggests that the OWSs became progressively more skilled and efficient in their referral efforts. The percentage ranged from a low of 28% in October to a high of 75% in May, with a final project percentage of 45.9%.

TABLE 11

MONTHLY PERCENTAGE OF REFERRALS RESULTING IN PLACEMENT

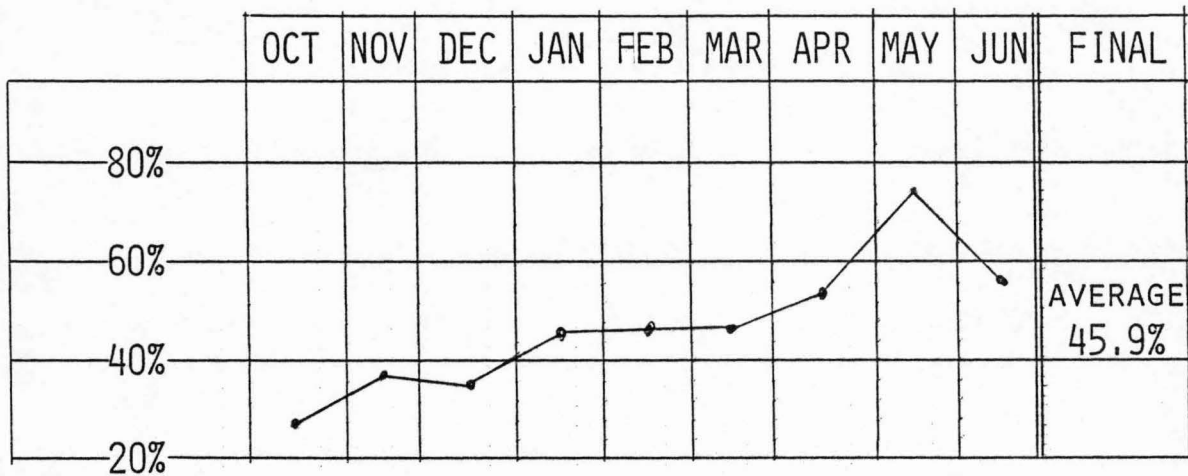


TABLE 12

PERCENTAGE OF REFERRALS
RESULTING IN PLACEMENTS

	MALE	FEMALE
AGE 55-64	45.0	42.9
AGE 65+	50.5	50.7

Table 12 indicates that approximately 40 to 50% of all referrals resulted in the placement of the older worker in a job. Although males were more likely to receive both job referrals and jobs than females, this table suggests that once a referral was made, males and females had about an equal chance of actually being placed.

Women received fewer referrals per new applicant than any other group (Table 10). Moreover, OWSs made significantly fewer job development calls for women than for men (Table 5). A comparison of the ratio of job development calls per new applicant shows that men were again in favored positions with a ratio of 1.53 as compared to 1.00 for women.

Although the data gathered in RICEP does not indicate a reason for this situation, a possible explanation is that the women may have less job experience and fewer marketable skills than male older workers. This explanation is suggested because job development calls were to be made in cases in which applicants' qualifications minimally met the requirements shown on the job order submitted by a prospective employer. It is also possible that these women did possess some of the necessary skills but had not acquired them through formal education or job experience but rather had obtained them through a lifetime of work in the home. Consequently, such skills may not have been recognized as appropriate job qualifications either by the women themselves or the OWSs.

Job Development Calls

Whenever an OWS had an applicant possessing a skill and qualifications somewhat meeting the requirements shown on the job order of an employer, the OWS normally made a promotional

contact with the employer. Even when these calls did not lead to an immediate placement, the OWS contact improved the probability of later placement success due to an improved understanding of the job by the OWS. A total of 1,961 promotional contacts were made through RICEP (Table 5).

Referrals to Other Agencies

RICEP applicants were referred to other agencies a total of 372 times (Table 5). Most of these referrals were to agencies serving basic human needs other than employment. The scope of these referrals is illustrated by Table 13, a partial listing of those agencies serving these clients' medical, food and other needs. While clients were awaiting employment, RICEP remained ready to help them in any way it could.

TABLE 13

SELECTED LISTING OF AGENCIES
TO WHICH RICEP CLIENTS WERE REFERRED

Social Welfare	JS Counseling
Congregate Meals	Social Security
Housing	Vocational Rehabilitation
Salvation Army	Merit Department
Senior Citizens	CETA
Public Health	Tax Aide
Continuing Education	Visiting Nurse Service
Unemployment Insurance	Veterans Hospital
Foster Grandparents	Civil Service

Promotional Contacts

From the earliest conceptual stages, RICEP was planned to include an extensive job development component. This component was designed to encourage employers either to consider hiring older workers for existing positions or to adjust jobs so that they may be performed by older workers. Service club support was to play a major role in this aspect of RICEP, but it was by no means the sole method of job development. Supplementing the efforts of the service clubs were media releases, mailings, support of other local office staff and managers, and, most importantly, the daily personal contacts, phone calls, and work of the OWSs. In sum, 953 such OWS contacts were made.

Some selected illustrations of these OWS activities are listed in Table 14. Some of these activities were developed as the program progressed while others were planned job development campaigns.

TABLE 14

SELECTED LISTING OF OLDER WORKER SPECIALIST JOB DEVELOPMENT ACTIVITIES

- Personal visit to 22 business establishments.
- Mayor's proclamation of Older Worker Week read at all community clubs.
- RICEP Fact Sheet included in 50 Area Employment Development Letters.
- RICEP Fact Sheet left in public lobbies, buildings and waiting rooms.
- Soliciting a series of radio announcements.
- Visiting all stores in a new shopping center.
- Sending of promotional letters of all minor employers and all major markets.
- Visiting and participating in Senior Citizen Center activities to develop contacts.
- Weekly visits to the Senior Citizen Center for interviews.
- Letter to "Heartline".
- Feature TV program.

Service Club Activities

The data concerning service club activities came from two basic sources: a questionnaire mailed to each OWS on March 16, 1976, and another questionnaire mailed June 5, 1976, to up-date the original information through June 10, 1976. A statistical summary of those activities and the number of individuals reached is included in Table 15.

The questionnaires revealed the following:

1. Contacts were made with officers of one or more community organizations in each of the 14 communities in which RICEP operated after February 1, 1976.
2. A total of 105 clubs and organizations were contacted to assist RICEP with the employer and older worker surveys.
3. The OWSs participated in 215 contacts or meetings with these community clubs and organizations. These ranged from telephone calls to repeated attendance at planning meetings and congregate meal sites.
4. Officer, committee or club presentations were conducted in all of the 14 communities served and in at least five additional surrounding communities.
5. The number of different clubs and organizations contacted by the OWSs ranged from one to 17. One OWS conducted surveys in four communities; another worked with five organizations in a community which was 25 miles away from his home office.

6. Six service organizations, (excluding elderly agencies) assisted RICEP with activities beyond the presentation to their own membership.
7. An estimated 3,532 persons participated in the various meetings attended by the OWSs.
8. Approximately 1,180 employer surveys were distributed of which 107 were returned to the OWSs. In addition, many employers did contact OWSs regarding openings which had not been reported on survey forms. These added credence to the public relations efforts of RICEP.
9. 288 Older Worker Survey forms were returned to the OWSs. An estimated 1,114 of these forms were distributed. However, many of these were placed more for informational than for survey purposes.
10. Information provided by the OWSs indicates that service club involvement was easier to obtain in the smaller communities than in the larger urban areas.
11. As would be expected, those organizations with special projects concerned with the elderly were the ones which most frequently assisted RICEP.

TABLE 15

RICEP COMMUNITY ACTIVITIES
CONTACTS AND MEETINGS

LOCATION	Number of Organizations Contacted	Number of Contacts or Meetings	Estimated Attendance
Sioux City	5	6	40
Council Bluffs	9	10	40
Shenandoah	6	6	12
Mason City	8	18	150
Ft. Dodge	1	2	65
Marshalltown	6	11	185
Des Moines	10	10	25
Centerville	6	8	60
Waterloo	5	12	125
Cedar Rapids	1	4	25
Iowa City	13	70	1,620
Dubuque	14	25	500
Clinton	4	5	75
Burlington	17	28	610
Totals	105	215	3,532

The impact of a service organization's conducting employee/employer surveys in a given community appeared to be highly dependent upon the enthusiasm of the leadership of the organization, the Local Office Manager and upon the ability and connections of the responsible OWS. In those communities where joint presentations on RICEP and its goals were not enthusiastically received by the prospective service organization or where the liaison activities of the local OWS were relegated to a low priority, survey results were minimal. In other communities, where RICEP was designated by the local service organization as a formal club project and where the liaison OWS actively participated in independent presentations and survey form dissemination, results were excellent.

Table 16 is a selected listing of the various clubs and organizations which were visited by the OWSs. Those organizations grouped in the Miscellaneous category generally were organized only in one community and were known to involve very few members or were thought to be primarily of a special interest rather than community service nature. The special national concern of certain clubs was evident in the number of local chapters which were involved with RICEP, e.g., American Legion Auxiliaries.

TABLE 16
 SELECTED LISTING OF NUMBERS OF
 ORGANIZATIONS CONTACTED
 BY OLDER WORKER SPECIALISTS

<u>Service Club</u>	<u>Number of Clubs</u>
American Legion Auxiliary	9
Senior Citizen Centers	6
Area Agencies on Aging	7
American Legion	1
Congregate Meal Sites	7
Chambers of Commerce	2
Kiwanis	5
Lions	5
Rotary	2
Optimist	1
NRTA/AARP	2
Retired Railroaders	1
BPW	2
Miscellaneous Organizations	<u>55</u>
Total	105

Older Worker Specialist Survey

EPDC developed a questionnaire which was sent out early in June for the purpose of gathering the ideas and opinions of the OWSs since they actually conducted the job development and placement activities at the local level (see Appendix B). The answers of the OWSs to the questionnaire were of necessity quite subjective, but their opinions are valuable because of their immediate experience with the employment and problems of older workers. In fact, the OWSs may collectively have more experience in this work than any other comparable group.

TABLE 17

RESULTS AND POTENTIAL OF RICEP AS ESTIMATED BY
 TWELVE OLDER WORKER SPECIALISTS
 (Aggregated Figures)

Question #1

Your best estimate of the number of older
 workers placed because of RICEP efforts: 862 Total

Question #2

Your estimate of the number of available
 jobs you could fill with suitable older
 workers: 570 Total

Table 17 shows that the OWSs estimate that approximately three-fourths (862) of their nearly 1,200 placements were a result of RICEP efforts. In fact, in answering Question #2, one OWS indicated that most of the estimated placements made in his/her office as a result of RICEP efforts were from RICEP job development activities and that jobs were not generally available otherwise.

TABLE 18

REASONS ELDERLY DO NOT SEEK EMPLOYMENT
 AS RANKED BY OLDER WORKER SPECIALISTS

	Numerical Means of Ranking								
	9	8	7	6	5	4	3	2	1*
Don't need work									
Jobs not available									
Low level of jobs									
Health									
Transportation									
Low Wages									
Lack of Skills									
Tired of Looking									
Don't Want to Work (lazy)									

*Lowest mean indicates highest rank.

Table 18 shows the ranking by the OWSs of nine suggested reasons why older workers do not seek employment (Question #3). As indicated earlier, "Don't need to work (happily retired)" not only ranked first, but also, as seen on the previous page, it stood out alone in doing so. This Table also illustrates that the OWSs gave little support to three of the suggested reasons which might keep older workers out of the job market: "Lack of skills", "Tired of looking", and "Don't want to work (lazy)" were each considered progressively less important than the other choices.

In addition to pointing out a need for more applicants and education of employers regarding the strengths of older workers, several other suggestions were recommended by the OWSs for increasing older worker employment and improving RICEP (Questions #4 and #5). These include:

- Enforce age discrimination laws,
- Split full-time jobs into part-time jobs,
- Advertise about older worker employment,
- Create more jobs,
- Increase RICEP efforts,
- Advertise about RICEP,
- Pay just wages.

Question #4 asked the OWSs to indicate the two things they think are most needed to increase the employment of older workers (over 54 years old). The theme most frequently mentioned (6 times) in the answers to this question centered around "more older worker applicants". This was followed closely (5 times) by another theme suggesting, "convince employers of older worker's strengths".

The OWSs suggested repeatedly that more older workers could be employed if they would only seek work and that RICEP had produced positive results for those elderly seeking jobs.

1. The OWSs indicated that they felt that satisfactory retirement is the principal reason more older workers do not seek employment, that many potential older workers have no reason to seek work.
2. They indicated that more jobs are currently available for qualified older workers.
3. The OWSs' answers suggest that many of the placements in RICEP were a result of job development, not just simple applicant-opening matches.

The above OWS reaction was also supported by the relationship between the numbers of placements and the numbers of new applicants, reported earlier in this Chapter. Those statistics indicate that the number of placements generally rose when there were more applicants from which to select.

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VIII

SUMMARY OF RICEP

VIII
SUMMARY OF RICEP

1. The concept of cooperating agencies employing elderly to develop and place other older workers appears to be an extremely cost effective utilization of public funds for four major reasons:
 - A. Although the Older Worker Specialists held subsidized positions, their efforts placed a great number of other older workers in private sector jobs which were not subsidized.
 - B. Although there is no possible way of knowing or even estimating the total earnings of the RICEP clients from the new jobs they obtained through RICEP, those earnings must have greatly exceeded the wages of the Older Worker Specialists themselves, since many of those placed found permanent full-time employment.
 - C. Iowa's increasing employment activities for older workers in FY76 were counter to the national pattern. The Older Worker Specialists and other RICEP activities helped create new positions for many older workers by stimulating them to begin or continue looking for employment and by stimulating employers to consider the employment of older workers. Again, although the available statistics do not address this point, the Older Worker Specialists received confirmations of this on numerous occasions from employers and from applicants who contacted the OWSs following the publicity and promotion activities.

- D. Whereas most programs limit clients to those with poverty incomes (including the RICEP Older Worker Specialists), RICEP clients were not limited in that way. Hence, some retired persons with high incomes were placed in meaningful work through RICEP.
2. The interagency mechanisms functioned very well, especially in reaching various target populations.
 3. In RICEP, 16 Older Worker Specialists were employed half-time for nine months at 14 dispersed offices of Job Service of Iowa to develop jobs for and place older workers (55 years old and older) in jobs. These employees were given both initial and on-the-job training.
 4. The female Older Worker Specialists averaged six years younger than the males employed in RICEP--62.8 and 69 years old, respectively. Collectively, their average age was 65.0 years.
 6. Older Workers who were new applicants with Job Service increased by 13% during RICEP and nearly 75% were placed. During a somewhat similar but overlapping time period national placements of older workers dropped by 1%.
 7. The extensive media and service club promotions for the employment of more older workers were frequently followed by additional older worker recruits and job listings.
 8. RICEP made 1,170 job placements for the 1,574 new applicants. This was a ratio of .74 placements for each new applicant.

9. Older Worker Specialist activities included 2,549 referrals to potential employers and 1,961 job development calls for clients.
10. The men applicants in RICEP had a better placement per applicant ratio than did the women--.81 for the men and .68 for the women.
11. The older men, 65 and over, received 5% more than their share of the jobs and the younger women, 55-64 years old, received 5% fewer than their share of the jobs.
12. The placement/applicant ratio for those 65 and over was considerably higher than for those 55-65 years old--.87 and .67 respectively, suggesting that the older persons remaining in the job market had a good chance of getting a job.
13. The Older Worker Specialists made 372 referrals of clients to other service agencies for needs other than employment.
14. The Older Worker Specialists also made 362 direct older worker recruitment contacts.
15. 953 promotional contacts were made for increasing older worker employment. These included media, community organization and individual employer contacts.
16. 215 contacts were made with 105 different service clubs and community organizations.
17. One Job Service mailing which went to 5,000 Iowa employers carried a lengthy description of RICEP. An estimated 1,180

employer survey forms were distributed and approximately 1,100 older worker surveys went to older workers.

18. "Don't need to work" ranked considerably above all other reasons that older workers drop out of the labor market, according to a survey of the RICEP Older Worker Specialists.
19. From information now available, it is impossible to establish the net impact of RICEP or the net gain in jobs which occurred because of RICEP. However, two statistics do suggest that a net gain in elderly employment did occur during the program:
 - A. From October through May, there was a definite trend of increases in the number of New Applicants coming to the program each month. Also, each major publicity release brought in additional applicants and job opening.
 - B. There was a definite improvement during RICEP in the ratio of Placements to New Applicants coming to the program. A higher percentage of those seeking jobs were successfully placed later in the program.

**Retired
Iowan
Community
Employment
Program**

IX

CONCLUSIONS AND RECOMMENDATIONS

CONCLUSIONS AND RECOMMENDATIONS

Without reservation, it is the opinion of Elderly Program Development Center, Inc. that the RICEP concept, in practice, has proven itself as a viable approach to serving the employment needs of our State's elderly.

Interagency cooperation to employ older workers for the purpose of developing jobs and placing other older workers, is both a responsive and cost effective method of satisfying this need. Several factors support his overall conclusion:

1. The subsidized wage of participating Older Worker Specialists represents only a fraction of the total wages now being earned by RICEP clientele. When compared to the placement of nearly 1200 older workers in unsubsidized positions paying as high as \$18,000, the wages provided program participants became insignificant.
2. Although RICEP provided conspicuous service to the low income elderly, operational activities were also directed at those older workers subsisting above the poverty level. Consequently, a population group which would normally be ineligible for the services of traditional public

employment programs received personalized attention and assistance in individual job identification efforts.

3. Through the efforts of participating Older Worker Specialists, applicants were continually recruited and jobs were consistently developed throughout the term of RICEP. Without this specialized assistance, a substantial number of older workers would not be aware of the methodology required in identifying active employment, nor would a great number of Iowa employers be cognizant of the resources available within the elderly population.
4. Given coordinated instructional training and on-site operational supervision, older workers have demonstrated competency and capability in carrying out traditional employment/personnel activities. Furthermore, participating Older Worker Specialists have demonstrated a high degree of responsibility and reliability with respect to accepting and completing a given task.
5. Public relations, publicity, and specialized advertising have proven extremely beneficial to RICEP and its goals. By providing visibility and identity to the task of employing the elderly, RICEP

media utilization brought into focus the resources and needs inherent within the older worker population. As a result, prospective employees and employers alike are now considering for perhaps the first time the various options available through the employment of our elderly.

6. Statistically, the number of older worker applicants processed by Job Service of Iowa increased by 13% during the term of RICEP. Approximately 75% of these applicants were ultimately placed. On a national scale, during the year ending in March 1976, older worker placements decreased by 1%.

According to the Older Worker Specialists in RICEP, it ultimately became more difficult to recruit new applicants than to develop new jobs for them. The RICEP data suggest that this assertion is correct. The number of placements in RICEP was approximately 75% of the number of new applicants, indicating that those who sought jobs had a fairly high probability of being placed. The principal problem in RICEP appeared to be one of getting older persons to recognize their employability and to seek work.

Although many older persons desire to continue or resume employment, they do not do so for a variety of reasons: some do not know that jobs are available for them, others lack the confidence to go out and seek employment, and many are not aware of the procedure to follow in order to obtain a job.

Assuming that the availability of employment opportunities for older workers is a desired societal goal, the RICEP approach is clearly a viable technique. Potential program sponsors must recognize, however, that an older worker cannot be placed until (s)he has applied for the job. This, then, must be accepted as a major challenge--identifying and recruiting those elderly persons who desire active employment.

RICEP data also support the fact that women are less likely to obtain employment than men, although once women received referrals, they were as likely to get hired as men. Obtaining equity for women poses an additional challenge to future program sponsors.

Although current trends in the labor market and societal structure may ultimately alter the situation, two additional factors tend to limit the number of older workers who can be placed:

1. The forced retirement policies governing many business, industry, and government positions, and
2. The limited formal job training and work experience outside the home of many older women who must enter the labor market for the first time and who reenter after an absence of many years. The problem for older women may become especially serious as increasing numbers of women must live alone for longer periods of their later life.

From experience gained throughout this introductory year of RICEP and from extensive data analysis in support of this summary report, Elderly Program Development Center, Inc. offers the following recommendations:

1. That RICEP be expanded to increase the number of Older Worker Specialists and older workers employed in the State of Iowa;
2. That the position of Older Worker Specialist be incorporated into the State Merit System to facilitate the availability of Older Worker Specialists for Job Service of Iowa offices and to provide permanent, non-subsidized employment opportunities for older workers;
3. That a strong older worker recruitment/ placement component be an integral part of all additional programs. This could be effected through the following mechanisms:
 - a. The institution of educational and informational programs concerning opportunities and procedures for older worker employment as a part of the activities of aging agencies,
 - b. The further education of employers regarding the abilities of older workers and the benefits to be derived from their employment;
4. That particular efforts be made to increase the number of elderly women employed. The following mechanisms for accomplishing this are suggested:

- a. The identification and analysis of existing skills of elderly women which have been developed through many years of work in the home. Elderly women possess appropriate, yet unrecognized, skills for many available jobs,
 - b. The education of potential employers, employment counselors, and elderly women themselves about the availability and marketability of these skills,
 - c. The development of job training programs for older women;
5. That efforts be made to provide for the enactment of legislation prohibiting forced retirement at any age in both the public and private sectors of the economy;
 6. That RICEP be replicated in additional states.

APPENDICES

APPENDIX A
RICEP OVERVIEW

RICEP

The Retired Iowan Community Employment Program

fact sheet

What is the Retired Iowan Community Employment Program?

An Iowa funded project to encourage and promote the meaningful employment of workers 55 years of age and older.

How did the program originate?

Recognizing that Iowa ranks third in the nation in the percentage of population aged 65 and over, the Iowa 66th General Assembly appropriated funds for the program. The lawmakers designated the Iowa Commission on the Aging, with the cooperation of the Iowa Employment Security Commission, to administer the program. A third agency—National Retired Teachers Association/American Association of Retired Persons (NRTA/AARP)—assisted in coordinating and recruiting qualified older worker specialists to operate the program across the state.

Who is eligible to participate in the program?

Men and women 55 years of age and older physically capable of working and seeking full-time, part-time or temporary employment.

Where does one register for the program?

The program's older worker specialists are stationed at Job Service of Iowa offices in Burlington, Cedar Rapids, Center-ville, Clinton, Council Bluffs, Des Moines, Dubuque, Fort Dodge, Iowa City, Marshalltown, Mason City, Shenandoah, Sioux City and Waterloo. Registration for RICEP assistance may be made by contacting the older worker specialist in any of these Job Service of Iowa offices.

How will earnings from employment affect social security payments?

Effective January 1, 1976, the maximum amount a social security recipient can earn without loss of cash benefits was increased to \$2,760 a year, up from \$2,520. Social security beneficiaries earning more than \$2,760 in 1976 will have their benefits reduced \$1 for every \$2 they are paid above the earnings limitation.

Are older workers an important source of manpower?

Yes . . . particularly in Iowa. According to the latest census, more than one-half of the state's labor force is made up of middle-aged and older workers. Out of a total labor force figure of 1,126,883, a count of 236,792 were 55 years of age and older—a little over 21%. Iowa's business and industrial sectors could ill afford to lose them.

What are older workers characteristics?

According to U.S. Labor Department studies, older workers are just as productive on the job as their younger counterparts—often more so. They show less absenteeism and experience fewer accidents. They stay with the job longer, far less prone to job hopping. They are a good influence on the job. They possess valuable traits lacking in less mature workers: stability, loyalty, reliability, a will to work, a sense of responsibility, fewer off-the-job problems and distractions, a more serious attitude toward the job and a stabilizing influence on younger workers.

Contrary to popular belief, older workers are readily retrainable, learning new skills quickly and easily. (Placement rates for older workers completing training programs are higher than the average—because of their accumulated skills and disciplined work habits.)

These characteristics no employer can afford to overlook . . . they are the characteristics the Retired Iowan Community Employment Program is making available to business and industry.

Do older workers have much life expectancy?

Men and women 55 years of age have a current life expectancy of 25 years. Many of these can be fruitful and productive years in the world of work. Since the turn of the century, it is interesting to note the number of persons over 65 has increased sevenfold while the total population has only increased threefold. With the continued advance of medical science, it is estimated that by the year 2025 the life expectancy of persons aged 55 will be 35 years.

Why do older workers need jobs?

Three reasons. 1) To supplement income. Surveys show that 25% of workers aged 55 or older live on incomes below established poverty levels (for an individual, \$2,590 a year). Another 19% are just slightly above substandard financial rates, including workers not drawing social security benefits. The majority of these incomes are fixed and need supplementing . . . especially during inflationary periods. 2) To fulfill the need to be useful, to be occupied . . . of vital importance psychologically. 3) To begin a second career.

For what types of jobs do older workers qualify?

There is little or no limitation. Older workers can—and do—perform most jobs that occupy other age groups. In its first three months of operation, the Retired Iowan Community Employment program has placed workers 55 years of age and older in the following sampling of jobs:

	IOWA			LABOR MARKET			

employment and unemployment
hours and earnings
labor turnover
unemployment insurance
employment security activities

January 1976

**IOWA
EMPLOYMENT
SECURITY
COMMISSION**

Research & Statistics Department

1000 East Grand Avenue
Des Moines, Iowa 50319

Commissioners

Abe D. Clayman
Colleen P. Shearer
George A. Lundberg

OLDER WORKERS' SPRINGBOARD TO EMPLOYMENT

Recognizing that Iowa ranks third in the nation in the percentage of population aged 65 and over, the first session of the 66th General Assembly moved to give added support to providing job opportunities for the state's workers 55 years of age and over.

Funds were appropriated—through Senate File 573—to set in motion the Retired Iowan Community Employment Program (RICEP), a unique plan to help retired men and women seeking work to find it. The Iowa lawmakers specified that the new program would be a prime responsibility of the Iowa Commission on the Aging with the cooperation of the Iowa Employment Security Commission. To these agencies went the task of encouraging and promoting the gainful and meaningful employment of retired workers.

To help accomplish this goal, the support of the National Retired Teachers Association/American Association of Retired Persons (NRTA/AARP) was solicited to coordinate the employment and training of qualified older worker specialists to carry out the program statewide. The specialists selected were certainly qualified to understand the employment problems of older workers. They were all retirees themselves, in the same age group as the job seekers they would serve. An additional requirement was that they would work in the communities where they lived, giving the advantage of personal knowledge of the areas in which they were serving.

Began in October

Following initial training in employment interviewing techniques, the older worker specialists began operating the Retired Iowan Community Employment Program early in October 1975.

Stationed at State Employment Service offices in Burlington, Cedar Rapids, Centerville, Council Bluffs, Des Moines, Dubuque, Fort Dodge, Iowa City, Marshalltown, Mason City, Sioux City and Waterloo, the specialists went to work. They interviewed older worker applicants, called on employers, conducted job developments, referred older workers to jobs and carried out followup investigations after placements were made. They recruited older workers to take advantage of the program. They referred applicants to other agencies for other needed services.

And at the year's end—after less than three months' operation—the program had found jobs for 263 older workers. This amounted to 33% of the applicants referred by the older worker specialists getting hired. An additional 111 were referred to other services according to their needs.

Another Phase Opening

The older worker specialists are now opening another phase of the Retired Iowan Community Employment Program, encouraging the support of local service organizations in the drive to employ Iowa's senior citizens. Kiwanis Clubs, Lions Clubs and other service groups around the state are being contacted for their help. Reports from these contacts indicate the program is being well received.

Although the older worker specialists have done an excellent job in the employment of older workers—and will continue to do so—they'll welcome all the help they can get.

For when older workers 55 years of age and over seek jobs, they frequently face above average difficulty. In spite of the fact that older workers are daily proving their worth in the labor market—over 50% of Iowa's labor force is made up of middle-age and older workers—once unemployed they have the odds of getting another job stacked against them.

There is neither rhyme nor reason to explain the different images projected by the employed and unemployed older worker—except possibly one day he's employed, the next day he's not . . . and the stigma of long periods of looking for work prevails.

As a general rule, older workers are recognized—while employed—as conscientious, loyal and hard working. They show a minimum of absenteeism and are not prone to job hopping. They are as productive on the job as their younger counterparts—in many cases, more productive. And contrary to popular belief, they are readily trainable, learning new skills easily and quickly.

These are qualities no employer can afford to overlook.

These are qualities the Retired Iowan Community Employment Program is offering Iowa's business and industrial sector.

auto mechanic	telephone solicitor
chauffeur (funeral service)	printer
contractor	machinist
(building remodeling)	secretary
deputy sheriff	public relations officer
maintenance engineer	(bank)
night supervisor	factory worker
conservation worker	sales clerk
stenographer	therapist (therapy center)
bookkeeper	catalog specialist (dept. store)
accountant	cook (restaurant)
typist and clerical worker	waitress
demonstrator	kitchen supervisor (hospital)
(product marketing)	restaurant manager
personnel specialist	interviewer (survey work)
(beef packing)	housekeeper
case aide	baby sitter
janitor	bartender

The kinds of jobs in which older workers excel are endless. If there is a job to be done, they can do it.

Who does the program help?

Two groups. Older workers looking for jobs and employers looking for qualified workers to fill their job openings. The perfect catalyst to bring these two factions together is the older worker specialist with the Retired Iowan Community Employment Program. Older workers and employers can benefit by contacting the older worker specialist nearest them. Do it soon.

Services for older workers throughout Iowa

Special employment assistance is provided for older workers at all Job Service of Iowa offices throughout the state. This assistance includes individual or group counseling, job development, retraining referral, pre-retirement and retirement programs and special placement services.

Published By



1000 East Grand Avenue
Des Moines, Iowa 50319
Telephone (515) 281-5616

All older Iowans are invited to participate. Job Service of Iowa offices are located in the following communities:

City	Street Address	Telephone
Albia	9 Benton Avenue West	(515) 932-2081
Algona	6 North Dodge Street	(515) 295-7219
Ames	213 Lincoln Way	(515) 232-6572
Atlantic	12 West Fourth Street	(712) 243-2351
Boone	805 Eighth Street	(515) 432-5806
Burlington	835 Valley Street	(319) 753-1671
Carroll	510 Clark Street	(712) 792-2685
Cedar Falls	6301 University Avenue	(319) 277-6334
Cedar Rapids	601 Eighth Avenue, S.E.	(319) 365-9474
Centerville	116 North 13th Street	(515) 856-6371
Chariton	119 North Main	(515) 774-4816
Charles City	703-B North Main Street	(515) 228-5136
Cherokee	County Courthouse	(712) 225-2274
Clarinda	County Courthouse	(712) 542-4910
Clarion	105 First Avenue, N.E.	(515) 532-3671
Clinton	232 Fourth Avenue, South	(319) 242-1703
Council Bluffs	710 First Avenue	(712) 322-4054
Creston	215 North Elm	(515) 782-2119
Davenport	1129 Brady Street	(319) 322-5901
Decorah	911 South Mill Street	(319) 382-3843
Denison	1410 Broadway	(712) 263-3238
Des Moines	150 Des Moines Street	(515) 280-8810
Dubuque	590 Iowa Street	(319) 556-5800
Emmetsburg	St. Charles Hotel	(712) 852-3412
Estherville	2 North 7th Street	(712) 362-3542
Fairfield	51 West Washington	(515) 472-5466
Fort Dodge	2736 First Avenue, South	(515) 576-3131
Fort Madison	605 - 9th Street	(319) 372-4412
Glenwood	32 North Walnut	(712) 527-3545
Grinnell	834 Broad Street	(515) 236-4732
Harlan	718 Court Street	(712) 755-3777
Humboldt	405-B Sumner Avenue	(515) 332-2145
Independence	331 First Street, East	(319) 334-2626
Iowa City	1810 Lower Muscatine Road	(319) 351-1035
Iowa Falls	315 Stevens - City Hall	(515) 648-4781
Keokuk	1013 Main Street	(319) 524-1862
Knoxville	County Courthouse	(515) 842-3972
Le Mars	105 First Street, N.E.	(712) 546-7179
Manchester	County Courthouse	(319) 927-4447
Marshalltown	401 East Main	(515) 752-5405
Mason City	1427 Fourth Street	(515) 423-1133
Maquoketa	108½ West Platt Street	(319) 652-2117
Monticello	108 West First Street	(319) 465-4044
Mt. Pleasant	105 East Washington	(319) 385-4241
Muscatine	405 West Mississippi Drive	(319) 263-3521
New Hampton	122 North Chestnut	(515) 394-3825
Newton	200 First Street, South	(515) 792-5131
Oelwein	9 First Street, S.W.	(319) 283-2751
Osceola	104½ South Fillmore	(515) 342-4955
Oskaloosa	223 First Avenue, E.	(515) 673-3483
Ottumwa	609 West Second	(515) 684-5401
Perry	1218 Willis Avenue	(515) 465-3537
Pocahontas	14 Second Avenue, N.W.	(712) 335-4244
Primghar	County Extension Office	(712) 757-6785
Red Oak	424 Coolbaugh Street	(712) 623-3829
Sheldon	801 Fourth Avenue	(712) 324-4152
Shenandoah	408 West Lowell	(712) 246-4470
Sibley	845 Fourth Avenue	(712) 754-3861
Sioux Center	102 North Main Avenue	(712) 722-4813
Sioux City	509-511 Douglas	(712) 277-8540
Spencer	112 West 6th Street	(712) 262-1971
Storm Lake	630 Geneseo Street	(712) 732-1576
Vinton	114 E. Fourth Avenue No. 10	(319) 472-2650
Washington	112 East Washington Street	(319) 653-4787
Waterloo	527 East Fifth Street	(319) 235-1471
Waukon	County Courthouse	(319) 568-4505
Waverly	116 West Bremer	(319) 352-3844
Webster City	903 Willson Avenue	(515) 832-5261

APPENDIX B
SURVEY FORMS

EMPLOYMENT SURVEY FORM

FOR

EMPLOYERS

NAME OF FIRM _____ TOTAL # OF EMPLOYEES _____

ADDRESS _____ PHONE _____
Street City

FIRM REPRESENTATIVE _____

SERVICE ORGANIZATION REPRESENTATIVE _____

1. Does your firm have a mandatory retirement age? _____ Yes _____ No
If yes, what is the retirement age? _____

2. Are persons over age 65 presently employed by your firm? _____ Yes _____ No
If yes, how many? _____

3. Would you consider the employment of persons over age 65 in your firm? _____ Yes _____ No

4. Are there any reasons why you could not employ persons over the age 65 in your firm? _____ Yes _____ No
If yes, what are they? _____

5. What types of positions in your firm would be most suitable for persons over age 65? _____

6. Has your firm considered establishing positions which might be suitable for persons over age 65? _____ Yes _____ No

7. Are there any reasons why you could not establish such positions at the present time? _____ Yes _____ No
If yes, what are they? _____

8. List any job openings you currently have which might be filled by persons 65 and over.

TITLE	HOURS/WEEK
_____	_____
_____	_____
_____	_____
_____	_____

9. Does your firm currently offer any type of pre-retirement training?

_____ Yes _____ No

If yes, please describe _____

10. If possible, would you please submit lists of all persons who retired in 1973, 1974, and 1975?

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

EMPLOYMENT SURVEY FORM
FOR
OLDER WORKERS

NAME _____
Last First Middle Initial

ADDRESS _____ PHONE _____
Street City

SEX _____ AGE _____ SOCIAL SECURITY # _____

1. PRESENT STATUS: EMPLOYED FULL-TIME _____ EMPLOYED PART-TIME _____ RETIRED _____

2. EMPLOYMENT EXPERIENCE: (Most Recent)

TYPE OF WORK	YEARS OF EXPERIENCE	EMPLOYER	CITY
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

3. OTHER SKILLS AND HOBBIES: _____

4. ARE YOU INTERESTED IN SECURING EMPLOYMENT?
YES _____ FULL-TIME _____
NO _____ PART-TIME _____
UNCERTAIN _____ OCCASIONAL JOBS _____

5. WHAT TYPE OF WORK WOULD YOU LIKE TO DO (Following Retirement)?

1st CHOICE _____
2nd CHOICE _____
3rd CHOICE _____

6. IF PART-TIME, WHAT HOURS WOULD YOU PREFER? _____

7. IF PART-TIME, IS THE SOCIAL SECURITY EARNINGS LIMITATION A MAJOR CONCERN?
YES _____ NO _____

8. IF NECESSARY, WOULD YOU BE WILLING TO TAKE ADDITIONAL TRAINING TO QUALIFY FOR THE TYPE OF JOB YOU PREFER? YES _____ NO _____

9. IF YOU WORK, WHAT COMPENSATION WOULD YOU REQUIRE? _____

10. HOW MANY YEARS WOULD YOU LIKE TO WORK (After Retirement)? _____

RICEP SURVEY QUESTIONNAIRE

- 1. Name the service clubs or agencies which have assisted you with RICEP, or which you have contacted.

- 2. How many meetings and planning sessions have you had with clubs or club representatives? _____

What is your estimate of total attendance at these? _____

- 3. How many Employer Survey forms have been distributed? _____

How many Employer Survey forms have been returned to you? _____

- 4. How many Older Worker Survey forms have been distributed? _____

How many Older Worker Survey forms have been returned to you? _____

- 5. If Elderly Program Development Center has not yet visited your community and assisted you with a service club presentation, have you identified an appropriate club (organization) and a time when such a presentation might be made?

Name of Organization: _____ Time: _____
Date: _____

- 6. Are there additional items in which we can be of assistance?

Return to: ELDERLY PROGRAM DEVELOPMENT CENTER
Box 2311
Iowa City, Iowa 52240

RICEP QUESTIONNAIRE

To: Local Office Managers
RICEP Older Worker Specialists

1) Your estimate of the number of older workers placed because of RICEP efforts: _____

2) Your estimate of the number of available jobs you could fill with suitable older workers: _____

3) Your estimate of reasons more elderly do not seek employment (Please rank):

_____ Low Wages	_____ Don't need to work (happily retired)
_____ Health	_____ Tired of looking
_____ Lack of job skills	_____ Jobs not available
_____ Low level of jobs	_____ Don't want to work (lazy)

_____ Other (list)

4) What two things do you think are most needed to increase the employment of older workers (over 54 years old)?

A.

B.

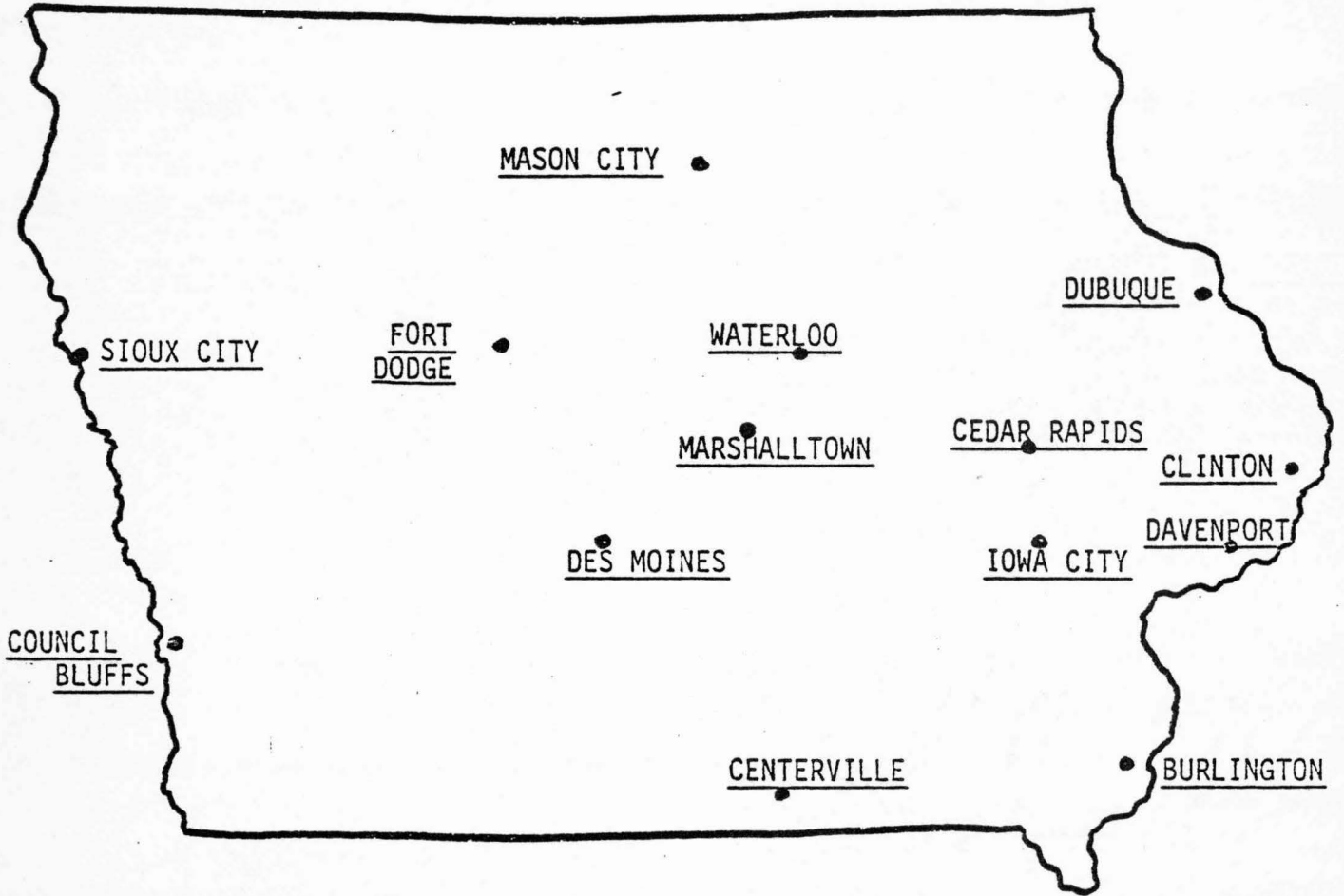
5) Your suggestions for improving the RICEP program are invited.

6) Are you _____ Local Manager (Check one)
_____ RICEP Older Worker Specialist

Return to: ELDERLY PROGRAM DEVELOPMENT CENTER, INC.
P. O. BOX 2311
IOWA CITY, IOWA 52240

APPENDIX C
SERVICE CLUB HANDOUT

RICEP* LOCATIONS



*RETIRED IOWAN COMMUNITY EMPLOYMENT PROGRAM

SCHEMA OF ORGANIZATION

Community Employment Program

A Cooperative Effort

 First session of the 66th General Assembly, Iowa Legislature
 Appropriated funds in support of a Retired Iowan Employment
 Program

In an effort to insure uniform implementation, the Legislature further specified that:

THE IOWA COMMISSION ON THE AGING

in cooperation with

THE IOWA EMPLOYMENT SECURITY COMMISSION

would be delegated Prime responsibility for carrying out the tasks. Summarized, that task is: to encourage and promote the meaningful employment of retired citizens through out the state. To better assure the effective accomplishment of that goal, the Commission on the Aging solicited the cooperation of the National Retired Teachers Association/American Association of Retired Persons,

NRTA/AARP

In

Coordinating the employment and training of twenty (20)
 older worker specialists for ultimate placement in se-
 lected ISEC offices throughout Iowa.

Under the capable management of the Employment Security Commission, the Older Worker Specialists will work with the Older Worker in an effort to match workers with jobs.

The development of new positions through close contact with potential employers is also a prime objective within the program. An additional component, the utilization of

LOCAL SERVICE ORGANIZATIONS

 innovatively provides an essential link to the inventorying
 and development of existing and prospective jobs for older
 workers.

EMPLOYMENT OF OLDER WORKERS

Any SERVICE ORGANIZATION can be of great assistance in making RICEP a success by helping the Older Worker Specialist conduct the Employer and Older Worker Inventories.

Relatively little work is involved for the club.

TWO CLUB PROJECTS CAN HELP

EMPLOYER INVENTORY

In-Club Inventory

The Employer Questionnaire may be completed by most firms in a few minutes. Your Club could have members complete the form during a presentation meeting (10 minutes).

Inter-Club Inventories

A Club committee can lead the community by coordinating and assisting in getting inventories from employers at all other community clubs. Among the various clubs, most community employers will be represented.

1. Request each club to devote one meeting to the Older Worker and arrange a program date.
2. Accompany the Older Worker Specialist with the program and assist with the questionnaires.

These programs will involve only a few of your members.

OLDER WORKER INVENTORY

The Club may assist in contacting all the recent retirees listed on Employer inventories.

This contact has proven to be critical since these people easily miss many regular announcements and may not know about potential jobs they may be able to fill.

RICEP INFORMATION

1. RICEP operates in 14 Iowa cities.
2. Community Leadership is needed, but a few workers can complete the task for the Club.
3. Provision of survey forms, tabulation of data, etc. are handled by other agencies to reduce your work.
4. Total Retired Iowan Community Employment Program results will be shared, if desired, with Service Clubs participating in the program.
5. Credit will be extended to Service Organizations regarding their program role, with Iowa Legislature, Newspapers, etc.

POTENTIAL ELDERLY INTERVIEWEES

U.A.W. Retired Workers

Collins

Wilson's Retirees Local #3

Cedar Rapids Retired Teachers Association

Retired Telephone Pioneers

National Association of Retired and Veteran
Railroad Employees

Golden Eagles

National Association of Retired Civil Employees

Associated Groups of the Elderly

Congregate Meals

NRTA/AARP Organizations

Senior Citizens Center

RETIRED IOWAN COMMUNITY EMPLOYMENT PROGRAM
(RICEP)

"Service Contribution Summary"

Name of Service Organization _____

City _____

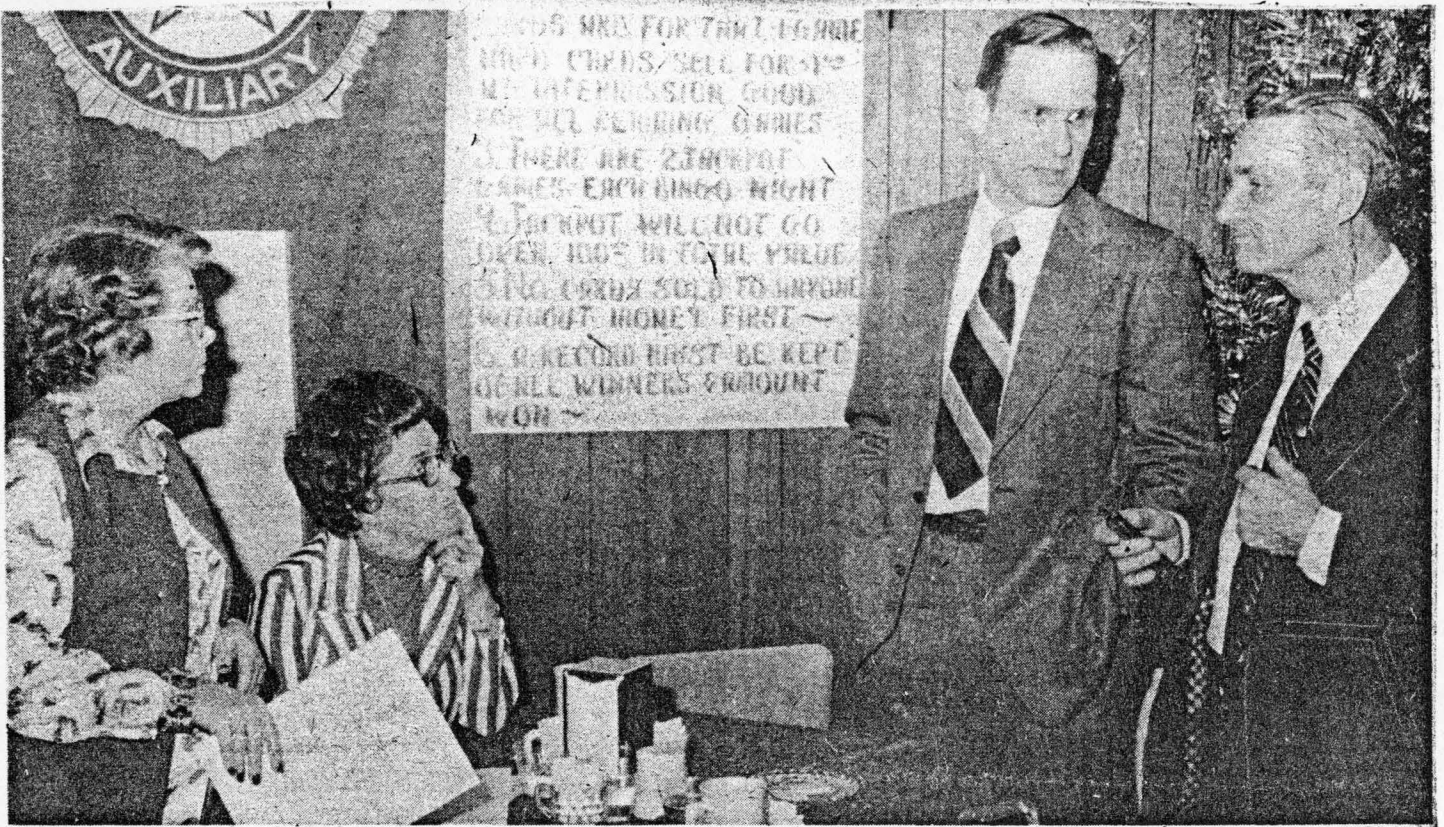
Reporting Period _____
Month Year

Number of Contacts: during this
Period _____

Total Time Contributed during this
Period _____

Total Mileage Driven during this
Period _____

Signature



Urge Lions to support 'older worker' job placement program

By CLYDE HOLBROOK

What would you do if you were suddenly forced out of a job or had to retire but needed to continue working for whatever reason? What other skills do you have that would permit you to continue gainful employment?

These were some of the questions posed to members of the Centerville Lions Club Monday night by three persons working in a concentrated program to help find and place older workers in jobs for which they can qualify.

The program is an extensive one in Iowa. The State Legislature provided the funds for a one-year trial and 12 communities in the state were chosen to be "pilot" towns in the program.

Starting in October 1975, the program has placed 177 "older workers" in occupations. Working in close cooperation with the Iowa State Employment Service, which

continually seeks job opportunities for all Iowans, the program has good success, according to its supporters.

It was noted, however, by Evangeline Hitchcock, local coordinator for the program, that employers and applicants for jobs in the older worker category are needed.

It has been found through interviewing of many older workers that many of them have additional skills other than the job they may have had most of their life. Hobbies often come into play that lead to gainful employment—putting a person in a position to earn while doing something he has enjoyed many years as a hobby.

Seek assistance

H. Eugene Chubb of the Elderly Program Directional Center, Evangeline Hitchcock, Moravia, local coordinator of the program and Eva Long, Manager of the Iowa State Employment Service presented their respective roles in the program Monday night.

They asked assistance from the Lions Club in helping the program by contacting other service clubs, passing the word along to ask their assistance and to visit local employers encouraging their consideration of finding work for qualified older workers.

In many cases where older workers may not be able to stand a full 8-hour shift, two persons have been hired, each to work four hour shifts. This has worked well.

Others have found, according to those involved with the program, that most older workers are extremely reliable, honest and hard working and make good employes. Some fill part-time jobs, others work a full work week.

As Eva Long put it, "our job is to find jobs for people needing work. Placing older workers is a part of that program which our office is vitally interested in."

572 employers

Mrs. Hitchcock works to secure both employers and employes for the program and in this connection a total of 572 employers in Appanoose and Wayne County have been written letters asking for their consideration in hiring this older worker for jobs they may have.

Chubb asked the club to support the program. While the club took no specific action, club president Ralph Wood referred the matter to the Board of the Directors of the Lions Club which will discuss

the matter at their next regular meeting January 19.

Those Lions who are employers filled out questionnaires and turned them over to the three representatives, setting out their individual company's views and obligations with regard to hiring of the older worker.

Jobs 'plentiful' for old folks

By CLAREN F. DALE
Of the Press-Citizen

Persons "over the hill" agewise are just as able to find work as anyone else, two Iowa City job specialists say.

In fact, in Johnson County, jobs are going begging for people more than 50 years old, or these jobs are filled with younger persons as a second choice, according to Bernard C. Barber.

"It is a myth in the minds of the workers that employers won't hire people over 50," Barber comments. He heads the Iowa City office of the Job Service of Iowa (commonly called the state employment service) and, along with Rachel Dennis, hopes more older people who can use jobs will contact his office.

Barber refuses to believe this area is unusual enough to be a haven for people who do not have to work. Instead, he thinks other factors as well as the over-50 myth tend to scare people off who could work and use the extra money.

Embarrassment may be a big deterrent, Barber feels.

"Many people live here all their lives," he comments, "and they don't want others to know they failed to salt enough away for the later years. They don't want people to see them working. This just isn't realistic because many work to maintain active lives."

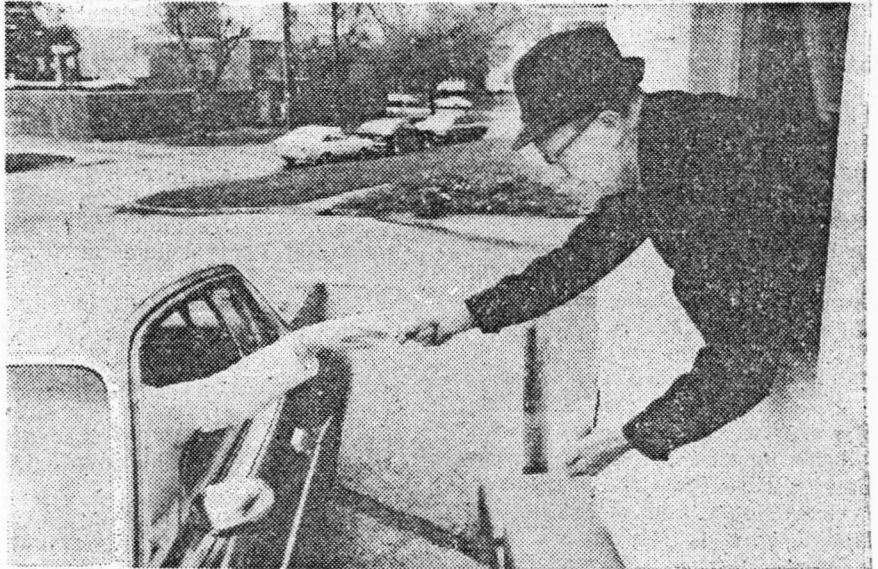
Too, there are those who have never worked for an employer.

"They might be widows, who could be called displaced homemakers, or persons such as retired farmers. Here it is not just the financial need, but a need for informal training.

"Sure, they may have never actually worked for someone else, but that doesn't mean they can't." A retired farmer, Barber points out, may make a good handyman in an apartment complex.

Likewise, Barber says lack of transportation and income ceilings are not real deterrents to working.

He advises older persons who might be interested in jobs but who lack transportation to look to buses or rides with other people. Similarly, he comments, the number of persons in their 50s or 60s who fully understand their earning potential under Social Security or social service regulations is "pitifully few."



Press-Citizen photo

Ambrose Dreckman, of 117 North Governor Street, works as a parking lot guard at Mercy Hospital. Johnson County employment officials pooh-pooh as "myths" ideas among older persons they can not work and are urging them to seek jobs to continue an active life and increased income.

Mrs. Dennis is recruiting older workers in the Retired Iowan Community Employment Program under the Iowa Commission on Aging. The program was set up by the first session of the 66th Iowa General Assembly under the guidance of the National Retired Teachers Association and the American Association of Retired Persons.

"We have been programmed to believe we are not employable," Mrs. Dennis contends. "And, this idea is not necessarily so." She works out of the Iowa City office of the Job Service. She says she has had "pretty good luck" in placing older job seekers who come into the office but she would like to see more persons apply.

She discredits thoughts employers seeking older workers may just be looking for cheap help. "All it takes," she explains, "is an understanding between the employer and the worker that the older person just won't be able to work as hard as a younger person. Maturity can make up for that."

Barber says there are no specific jobs set aside for the older worker. "There may be 50 different jobs, including work in parks under Green Thumb Grants. The point is, there is no use in urging employers to hire older people when we don't have their names in our files."

JOBS
Now Available

- Automobile Mechanic
- Baby Sitter
- Body & Fender Repairer
- Bull Dozer Operator
- Cook
- Home Attendant
- Kitchen Helper
- Licensed Practical Nurse
- Motor Patrol Operator
- Sales Clerk
- Yard Worker

For further information, see the Older Worker Specialist at

JOB SERVICE OF IOWA
116 N. 13th
Centerville, Iowa

RETIRED OR SEMI RETIRED IN NEED OF FULL OR PART TIME WORK

IF YOU need full or parttime employment, why not let an older worker specialist help you? Job Service of Iowa. 710-1st Avenue, Co. Bluffs, Ia. An Equal Opportunity Employer. — Adv



MR. EMPLOYER!!!

SENIOR CITIZENS make good part-time workers. Do you have a part-time job available to help satisfy these reliable workers? JOB SERVICE OF IOWA is in a position to help you with your needs. Call or stop in to see the OLDER WORKER SPECIALIST at the JOB SERVICE OF IOWA, 2736 1st Ave. South, Fort Dodge, Iowa. Phone (515) 576-3131.

No Fees Charged
An Equal Opportunity Employer

Are You An Older Worker? WANT TO WORK?

any kinds of jobs available — full time, part time.

Older Worker Specialist at:

Contact The Older Worker Specialist 8 a.m. 'til 12 noon Monday thru Friday

401 E. Main Marshalltown

JOB SERVICE OF IOWA
527 East 5th St. Waterloo, Ia. 50705

SENIOR CITIZENS!!!

Do you know that JOB SERVICE OF IOWA has two OLDER WORKER SPECIALISTS to help you find part-time employment to take care of those idle hours? There is absolutely no charge for this service. If we may be of help, give us a call or stop by our offices Monday-Friday 8 am-4:30 pm.

JOB SERVICE OF IOWA
2736 1st Ave. South Fort Dodge, Iowa 50501
Phone (515) 576-3131
No Fees Charged
An Equal Opportunity Employer

Why is it that in a place of business people always seek out the oldest employee? That same logic says that older unemployed workers have assets that can be utilized on new jobs.

JOB SERVICE OF IOWA Iowa's Largest Employment Agency

1810 Lower Muscatine Road Iowa City, Iowa

PART TIME

FROM THE DESK OF OLDER WORKER SPECIALIST

- Stock Clerk — Part Time — \$2.65 per hour
- Central Supply Worker — will train. \$2.30 per hour
- Sales Person — Mens Clothing — \$3.00 per hour
- Electrician — Salary Open
- Cardiac Technologist — 24 hours per week. \$2.48 per hour
- Conservation Worker — \$2.33 per hour
- Funeral Coach Drivers — \$6.00 per drive. Farm background — \$2.00 per mile plus noon meal — 16 cents per mile mileage.
- See Or Contact: Phyllis Ingraham 710-1st Avenue NEVER A FEE Equal Opportunity Employer

WORK? COME TO:

WANTED: Workers 55 years of age and older looking for work. CALL OR CONTACT: Job Service of Iowa. PHONE: 856-6371.

JOB SERVICE OF IOWA



JOB SERVICE OF IOWA salutes Senior Citizens!!!

The reports we get from area employers informs us they appreciate your very dependable service. If you are one that has not joined this work force we invite you to see one of the OLDER WORKER SPECIALISTS at the JOB SERVICE OF IOWA, 2736 1st Ave. South, Fort Dodge, Iowa 50501. Phone (515) 576-3131. No Fees Charged. An Equal Opportunity Employer.

JOBS FOR PEOPLE PEOPLE FOR JOBS

RETIRED OR SEMI-RETIRED

JOB SERVICE of Iowa has older workers specialist to assist and help you in gaining full or parttime employment. Give Job Service a Try. 710 1st Ave. Co. Bluffs, Ia. An equal opportunity Employer. — Adv.

Help Wanted

- Security Guard — \$2.30 hour
- Babysitter (Days) — \$1.50 00 month
- Live-in Housekeeper — \$2.30 hour
- Kitchen Helper — \$2.30 hour & up
- Nurse Aides — \$2.30 hour
- Sales Clerks — \$2.30 hour
- For information on Above Jobs — Contact Older Worker Specialist
- Job Service of Iowa 710 First Avenue Never Any Fee An Equal Opportunity Employer

JOB SERVICE OF IOWA

Child Care Attendants \$2.85 hr.
Housekeeper Perm. full time \$2.50 hr.
Secretary \$2.71 hr.
General Office Clerk \$2.71 hr.
Tour Guide Parttime \$2.30 hr.
Sales Clerk Personnel \$3.00 D.O.

WANTED: Jobs for older workers, 55 years of age and older. Employers call Job Service of Iowa, phone 856-6371

SEE OR CONTACT: Phyllis Ingraham 710 1st Avenue Council Bluffs, Iowa

APPENDIX D
PUBLICITY

The _____ office of the Iowa State Employment Service has been selected as one of 14 employment service offices to take part in a special program designed to help Iowans 55 and older find jobs.

The special program, known as the Retired Iowan Community Employment Program (RICEP), stems from legislation passed by the 66th General Assembly.

According to local manager _____, the new program is unique in three ways. First of all, the persons working on the program come from the same age group as the clients they will be working with. As a result, _____ said, these older worker specialists should have special empathy with the problems of the retired Iowan who is seeking a new career or part-time employment.

"We also feel that these older worker specialists because of their background and the special training they have received will be better able to communicate with local employers on what these mature workers have to offer on the job."

RICEP is also unique because it involves triple coordination among three organizations: the Iowa Commission on the Aging, the Iowa Employment Security Commission and the National Retired Teachers Association/American Association of Retired Persons (NRTA/AARP). To add a further dimension to the program, local organizations and community groups will also be asked to lend their support in making this program a success.

Currently 18 qualified persons have been selected, trained and have started helping others in this age group find productive employment. In _____, the older worker specialist is _____.

Iowa has some 375,000 persons in the age groups 55 thru 69. The state is currently third highest in the percentage of persons 65 and older with only Florida and Arkansas having higher percentages.

At age 65, persons have an average life expectancy of 15 years, _____ said.

"As you can see, this program not only has a large population to serve but the people we are hoping to help can have up to 25 productive years to offer in the labor force.

Inflation, forced retirement or the desire to find a second career has put many of these persons into the labor force. Our staff believes these workers have a great deal to offer employers and employers will not want to overlook them as potential employees. These Iowans come from a wide range of backgrounds----from the professions, the skilled crafts, offices and service jobs. In many cases, they have already more than proven themselves on the job. The main task we have is to bring them and the employers together.

Local residents or employers interested in this program can obtain additional information on the program by contacting _____.

Pattern release for Job Service of Iowa offices and satellites:

JOB SERVICE OF IOWA ACCENTS
EMPLOYMENT OF OLDER WORKERS

The local office of Job Service of Iowa will join the nation in observing Employ the Older Worker Week, March 8-12.

_____, manager of the _____ office of
(full name) (community)

Job Service of Iowa said today that strong emphasis will be placed on the many employable characteristics of workers 40 years of age and older during the week.

"A significant portion of our labor force," _____
(last name)

observed, "are old only by arbitrary definition and unfairly are facing the ugly barrier of age discrimination in employment. This barrier must fall. Workers in the over 40 age group, as a general rule, possess many admirable characteristics that employers simply cannot afford to ignore.

"They are conscientious, loyal and hard working," he (she) explained. "They are as productive on the job as younger workers-- in many cases, more productive. Once hired, they have the tendency to stay with the job and they show a minimum of absenteeism. They are capable of readily learning new skills and adapting to new job situations. And perhaps the most important factor in favor of hiring older workers is the work experience of many years they bring to the job.

"All these are realistic plus factors--reasons why our Job Service of Iowa office so enthusiastically supports the employment of older workers--not only now but on a year round basis."

_____ pointed out that the local Job Service of Iowa office provides many services related to the employment of older workers throughout the year.

"Among these services," he (she) stated, "are individual and group counseling, assistance in retraining programs enrollment, pre-retirement planning, job development and special placement services.

"At this time when the emphasis is on the employability of older workers, I would like to urge all men and women in this area of 40 and older who are seeking full- or part-time work to register with our office. We will consider it a privilege to help them in their job search efforts."

The _____ Job Service of Iowa Office is located
(community)
at _____. The telephone number is _____.
(address)

- 30 -

Note to the Local Office Manager:

If your local office is involved with the Retired Iowa Community Employment Program (RICEP), please add an appropriate paragraph or two concerning your participation in the program.

JOB SERVICE OF IOWA
(your address)

Special Radio Spot

Employ the Older Worker Week
March 8-12, 1976

60 seconds

Men and women aged 40 and beyond are a chief source of workers for Iowa's growing labor market. The latest census shows 61% of the men in the state's labor force have passed their fortieth birthday...as are 50% of the women. The importance of the older worker to Iowa's economy is obvious. March 8-12 is Employ the Older Worker Week--calling attention to the experience, skills, dependability and high production these workers take to the job. Employers wanting such characteristics in their employees have hired and are continuing to hire older workers. Where? Through their Job Service of Iowa office. In this area, the Job Service of Iowa office is at _____ (address) in _____. For quick, dependable (community) service, call _____. That number again (number) is _____. (number)

EMPLOYMENT SERVICE
RECRUITING OLDER WORKERS

The Iowa Employment Security Commission (IESC) needs older workers for jobs which are available in many communities.

According to several IESC Older Worker Specialists working in 12 Iowa cities, more older workers could be placed if more applicants were available.

In the last quarter of 1975, jobs were found for 263 older workers. Several of the Older Worker Specialists report they find it easier to develop new jobs for the older workers than to locate workers. For this reason, some of the Older Worker Specialists are making a special effort to recruit more potential employees for jobs that will become available in the spring.

The Older Worker Specialists are working under a joint program of the Iowa Employment Security Commission, National Retired Teachers Association/American Association of Retired Persons, and Iowa Commission on the Aging in the following cities: Sioux City, Council Bluffs, Mason City, Fort Dodge, Des Moines, Centerville, Marshalltown, Waterloo, Cedar Rapids, Iowa City, Dubuque, and Burlington.

Older workers seeking employment should talk to _____ (Name) _____,
Older Worker Specialist, in the _____ (City) _____ IESC office at
_____ (Address) _____, _____ (Telephone) _____.

APPENDIX E
OLDER WORKER ACTIVITY REPORT FORM

OLDER WORKER ACTIVITY REPORT

Office: _____

	MALE			FEMALE			Totals
	55-64	65 and Over	Other	55-64	65 and Over	Other	
New Applications							
Other Applicant Interviews							
Referral To Job							
Placement On Job							
Job Development Calls							
Follow - Up After Placement							

<p>Promotional Contacts (Listing of Employers)</p> 	<p>Other Agencies to Which Applicants Referred for Assistance</p>
<p>Applicant Recruitment Efforts</p> 	<p>Expenditures For Month (Attach Copies of Any Advertisements)</p>

<p>Comments:</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>	<p>Name:</p> <p>_____</p> <hr/> <p>Station - Desk</p> <p>_____</p>
-----------------------------------------------------------------------------	----------------------------------------------------------------------------------

INSTRUCTIONS

Daily

New Applications. Enter a tally in appropriate box for each new application completed.

Other Appl. Interviews. Enter a tally in appropriate box for each interview (other than a new application) conducted with an applicant.

Referral to Job. Enter a tally in appropriate box each time an applicant is referred to an employer for interview regarding a job opening (or potential) job opening.

Placement on a Job. Enter a tally in appropriate box each time an applicant is placed on a job.

Job Development Calls. Enter a tally in appropriate box each time an employer is contacted to promote a job for a specific applicant(s). List name of employer(s) under Promotional Contacts below.

Follow-up After Placement. Enter a tally in appropriate box each time an applicant is followed up after placement to determine suitability of placement.

Promotional Contacts. Enter name of employers contacted to promote placement of specific older workers and/or older workers in general. These contacts may be made by telephone, mail, or personal visit to the employer.

Applicant Recruitment Assistance. Enter name of agency or fraternal or services group or other sources contacted to recruit older worker applicants.

Other Agencies to Which Applicants Referred for Assistance. Enter name of agency (Example: Social Welfare, Social Security, Vocational Rehabilitation, CETA, Area Commission) and number of applicants referred to each agency for services not available through the Employment Service.

Expenditures for the Month. Enter amount of funds used for advertising. Attach copies of the written advertisements.

Comments. (Optional). May be used to add any pertinent facts or happenings such as unusual job openings, Older Worker Week Observance, further notes on data given in other areas of the forms, etc.

Monthly

At end of each month, prepare a separate form in triplicate showing monthly totals for six activities in upper part of form and the information requested in the sections in the lower part of form. Distribute as follows: 2 copies to E.S. Local Office Manager for forwarding of 1 copy to E.S. Division, Administrative Office, and 1 copy for your file.

APPENDIX F
COMMUNICATION



Robert D. Ray, Governor
 Commissioners:
 Abe D. Clayman, Chairman
 Colleen P. Shearer
 George A. Lundberg

Iowa Employment Security Commission
 1000 East Grand Avenue Des Moines, Iowa 50319

June 7, 1976

Ms. Leona Peterson, Executive Director
 Governor's Commission on Aging
 415 - 10th Street
 Des Moines, Iowa 50319

Dear Ms. Peterson:

Job Service of Iowa (formerly Iowa Employment Security Commission), in cooperation with the Commission on Aging, has administered an experimental employment program for older workers since October 1, 1975. The current program expires June 30, 1976. We are pleased that the Retired Iowan Community Program has been funded for another year. (House File 1589).

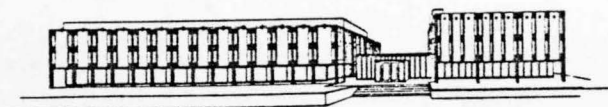
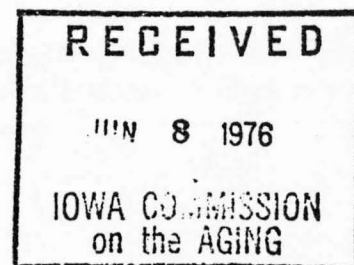
Although Job Service of Iowa continuously provides placement and promotional activities for applicants 45 years of age and over, the specially funded program adds another dimension to existing efforts. The availability of a staff who can concentrate solely on the 55 and over age group provides extended service where it is most needed. The RICEP staff, since they do work only with a selected group of applicants are able to devote a portion of their time outside the office to promote community awareness to the employment problems of older workers.

We shall be viewing this program in FY '77, and evaluating data which will be helpful in the agency Plan of Service for FY '78. To date, the RICEP has been responsive and accountable for its existence.

Sincerely,

Kenneth L. Hays, Director
 Job Placement Division

F109



Job Placement
 Job Insurance

Iowa State University *of Science and Technology*



Cooperative Extension Service

Mason City Area Office

Willowbrook Plaza
● 1631 4th Street, SW
Mason City, Iowa 50401
Telephone: 515-424-5432

December 22, 1975

Paul E. Bridges
Senior Consultant
Elderly Program Development Center, Inc.
P.O. Box 2311
Iowa City, Iowa 52240

Dear Paul:

We appreciated the information from your group on the Retired Iowan Community Employment Program for our Mason City Kiwanis Senior Citizen Committee. We are exploring how we might best get into the program and plan some action for after January 1. We have already visited with the District Lions Governor at Clear Lake and he plans to include a note about the project to his club presidents in his January newsletter.

Will plan to keep you informed as we make progress. Thanks again for your assistnace.

Sincerely,

Martin T. Poe
Extension Resource
Development Specialist

MTP:mh

STATE LIBRARY OF IOWA



3 1723 02101 4048

epdc

ELDERLY PROGRAM DEVELOPMENT CENTER, INC.

P.O. BOX 2311

IOWA CITY, IOWA 52240

PHONE (319) 351-8729