

# EARN RECOGNITION!

- Complete the steps to engage your members in the aging workforce initiative.
- Visit [shrmfoundation.org/aginginitiative](http://shrmfoundation.org/aginginitiative) and register your chapter or state council as an Aging Workforce Initiative Partner.




- Receive a special digital award badge to display on your website.
- Apply for a SHRM Pinnacle Award or SHRM Foundation Innovation Award in 2017, which will feature a special category for aging workforce projects.

## Get Started!

For more details and to access your free resources

Visit [shrmfoundation.org/aginginitiative](http://shrmfoundation.org/aginginitiative)



Thank you for making a difference in your community!

 **Foundation**

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FOUNDATION**

## PREPARE FOR THE AGING WORKFORCE

HELPFUL RESOURCES TO ENGAGE YOUR MEMBERS

[shrmfoundation.org/aginginitiative](http://shrmfoundation.org/aginginitiative)



 **Foundation**

The SHRM Foundation is focused on championing workforce and workplace transformation and inspiring HR professionals to make it happen. As a chapter or state council, join us in challenging aging workforce myths and become an Aging Workforce Partner with the SHRM Foundation!

### We need your help!

Share these free materials with your members by visiting [shrmfoundation.org/aginginitiative](http://shrmfoundation.org/aginginitiative).

## FIVE SIMPLE STEPS TO ENGAGE YOUR MEMBERS



**Make a commitment to participate.** Designate a chapter or council champion (e.g., SHRM Foundation director, workforce readiness chair or past president) to coordinate and lead these activities.



**Poll your members.** Use the SHRM Preparing for an Aging Workforce Survey to compare your members' readiness for the aging workforce to the national survey fielded by SHRM. Share and discuss the results with your members.



**Present the 10-minute PowerPoint presentation at a chapter or state council meeting.** The provided presentation will explain why this issue is important, how to take action and where to find resources.



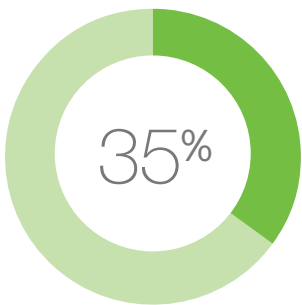
**Post a link to aging workforce resources on your website.** Make it easy for your members to find the resources they need to address aging workforce issues in their organizations.



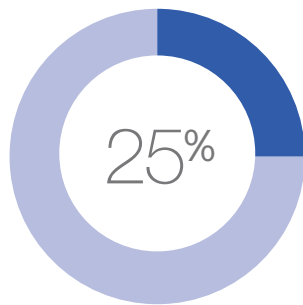
**Make a difference in your community.** Engage your members in a local event or service project to help your community, raise funds or raise awareness.

## THE BUSINESS CASE FOR HIRING AND RETAINING OLDER WORKERS

**By 2050**, the 65-and-older age group is expected to grow by 75 percent, while the 25-to-54 age group will grow by only 2 percent. Not only is the workforce aging, but the supply of younger workers is diminishing in comparison.



of U.S. labor force will be age 50+ in 2022



of U.S. labor force was age 50+ in 2002

**10,000**  
Baby Boomers turn 65 every day

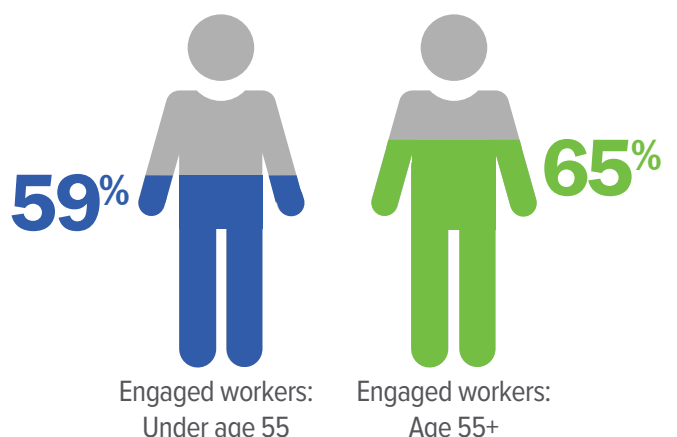
**45 percent** of unemployed 55- to 64-year-olds are "long-term unemployed" (i.e., 27 weeks or longer) versus **33 percent** of 25- to 34-year-olds

**Employers have more work to do.** According to a 2014 SHRM survey of HR professionals, 13 percent of respondents were not aware of these demographic changes, 20 percent were aware and felt that they did not need to make changes and 6 percent have implemented specific policies and practices to address the challenges of an aging workforce.

**Younger workers** are more likely than mature workers to leave an organization, taking their new skills with them.

## Employing mature workers BENEFITS BUSINESS

Mature workers are more engaged, and higher engagement levels drive business results.



Workers over the age of **50 do not cost** significantly more than younger workers. **Shifting trends** in reward and benefits programs have created a **more age-neutral distribution** of labor costs; the incremental costs of 50+ workers may be far outweighed by the value that they add.