

## Ideas for the National Employ Older Workers Week (NEOWW) September 24-30, 2017

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These ideas are designed to help Senior Community Service Employment Programs (SCSEP) to promote older workers in the community during NEOWW. The theme of the NEOWW 2017 campaign is "Transform Your Workforce - Hire An Older Worker."

1. **Conduct a service project** – Hold a volunteer event or partner with a local non-profit/host agency to hold a service event. Community service projects can assist your SCSEP participants in building up their skills and knowledge improving their resumes. Partnering with a local business could lead to great cross-promotional and partnership opportunities. Ideas range on what can be done including:
  - Teaming with Habitat for Humanity can help participants with construction and planning skill development.
  - Reading to kids at the local library, Boys and Girls Club or any other youth orientated community center can help with literacy and child care skills.
  - Assisting a local food bank can build knowledge on customer service and coordination skills.
2. **Hold an open house** - Invite potential employers, host agencies and participants to come meet current and/or past SCSEP participants, employers and host agencies. Ideas for the event include:
  - Guest Speakers
  - Presentation on Older Workers
  - Meet and Greet
  - Q & A session
3. **Get participants involved** - Ask your current and past participants for ideas on what can be done to promote NEOWW.
4. **Utilize social media** - if you have a social media page (Facebook, Twitter, YouTube, etc.) promote NEOWW, share highlights and pictures, quotes and stories of your current and past participants.
5. **Awards/Certificates** –
  - Older Worker of the Year
  - Host Agency of the Year
  - Employer of the Year

Set rules and requirements. Promote the winner in the local news (TV and newspaper), with the local workforce investment board, Chamber of Commerce, local, state and federal government official's office and anywhere else you can to get the word out. Consider having these awards quarterly to keep the spirit of NEOWW alive throughout the year.