I. Title of Proposed Project: Rocky Mountain Conference on Aging: Aging in the Workplace (RMCOA)

II. PI Names and Contact Information
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III. Geographic Reach:
This is the first in a series of conferences. The conferences will draw participants from Denver, northern Colorado, southern Wyoming and other regions of the U.S. Announcements will target primarily a regional audience but also audiences nationwide. The first conference will focus on Aging in the Workplace.

IV. Competency Areas:
Strong Families, Healthy Homes CCA; Front Door Mission; Colorado State University competence: Successful and Healthy Aging and Family Gerontology

V. Work Team Affiliation:
This is a multi-county (Larimer, Boulder, Weld, and Morgan County Cooperative Extension Family and Consumer Science Agents) and Colorado State University Center on Aging work team that is extending the scholarship and knowledge resources of Colorado State University. The team will report to the Family Economic Stability work team. Team members representing Colorado State University are Laurel Kubin, Jacque Miller, LuAnn Boyer, Donna Liess, Ann Zander, Dr. Christine Fruhauf, and Dr. Manfred Diehl.

VI. Situation Statement
The face of aging in the United States is changing dramatically — and rapidly, according to a new U.S. Census Bureau report, commissioned by the National Institute on Aging (NIA). The report, 65+ in the United States: 2005, reveals that today’s older Americans are very different from their predecessors. They tend to live longer, have lower rates of disability, achieve higher levels of education and live less often in poverty. The Colorado State University Center on Aging and several Cooperative Extension Gerontology team members understand the need to extend research based and practical information to targeted audiences of how to deal with issues of aging. This first Conference on Aging will target Aging in the Workplace. No other collaborative in northern Colorado is addressing issues of aging from this vantage point according to our sponsoring partners and contacts in city and county governments in the region.

The United States population aged 65 and over is expected to double in size within the next 25 years. By 2030, almost 1 out of every 5 individuals will be 65 years or older. Older workers have been increasing in proportion to the total Colorado workforce. According to Local Employment Dynamics (LED) data from the US Census Bureau, the share of younger workers has been declining, while the share of workers who are 65 years and older has increased. The State Demographer’s Office projects that, by 2010, fifteen percent of Colorado’s population (or 791,111 individuals) will be between 55 and 70 years old. As the wave of baby boomers nears retirement age, more workers may continue to work part-time or seek more flexible working arrangements. That means that every employer in the state will be competing for a relatively small pool of younger workers and will need to determine how to retain their older workers and to keep them competitive.

Issues Facing Employers of Aging Workers

Lack of Awareness and Planning In the report, The Maturing of America – Getting Communities on Track for an Aging Population, 2006, conducted by the National Association of Counties and the National League of Cities, a survey of more than 1,790 counties and municipalities, found that just 46 percent have strategies...
for dealing with the rapidly increasing baby boom population. Job training, flextime and other job accommodations are not being addressed as the “silver tsunami” is occurring. A shortage of skilled workers is on the horizon as baby boomers begin to retire. Businesses and government must consider how they will attract and retain older workers. Although little known by the general public, including employers, older adult workers, as a group, have a number of desirable characteristics.

**Injuries** Most studies show that older workers tend to have fewer accidents than younger workers. When accidents occur, they tend to be more severe and recovery may take longer. (COHS, 2006)

**Work Habits** In general, studies report that older workers exhibit lower turnover, more dedication to the workplace, and more positive work values. The rate of absenteeism is significantly lower, although absenteeism tends to be longer when it occurs. (COHS, 2006; Hively, 2006)

**Training and Learning** Since learning is based on previous experience, training may need to be more “practically” based and may take longer; however, when older workers are presented with the opportunity to update their job-related skills, they tend to be highly motivated to do so.

**Potential Workplace Modifications** Design of more aging-friendly work environments and/or equipment may be necessary. Training or job redesign may be needed to accommodate the physical and sensory changes that are normal with aging. Training for supervisors of older workers in job relevant information and communication skills may be needed.

**Issues Facing Aging Workers**

**Employer Hiring and Retention Habits** The General Accounting Office found that while some employers are making an effort to hire and retain older workers, most have not yet made targeting older workers a priority. This may be rather short sighted, given that older workers have a wealth of experience and knowledge, and a number of desirable characteristics (see above).

**Predominance of Technology in the Workplace** Technology presents both positive and negative aspects for older workers and the need for adaptation and retraining is beneficial for them. Knowledge management processes and technologies can help connect individuals to information and to other individuals within organizations.

**Age Discrimination** Uncertainty about legal protections may affect older workers’ employment opportunities. Generational differences in communication and work styles may cause stress.

**Continuing Need for Income** “For years, retirement experts have predicted serious repercussions as Baby Boomers’ lack of retirement assets collides with their increased longevity to create widespread economic hardship” (Living Longer, Working Longer: The Changing Landscape of the Aging Workforce – A MetLife Study, 2006). Increasing numbers of previously retired individuals are seeking re-entry into the workforce as they discover their assets to be insufficient. These individuals are becoming known as the “working retired”. Among older workers, the working retired represent 16% of 60-65 year olds and 19% of 66-70 year olds; combined with those who never left the workforce, the percentage of Americans age 66-70 working or looking for work is approximately 37%. Approximately 14% of workers age 60-65 and 10% of those 66-70 expect to only have Social Security as their source of income when they finally stop working.

VII. Project Description

Colorado State University Cooperative Extension, the CSU Center on Aging, and our sponsoring community partners (i.e. University of Northern Colorado Gerontology Program, Northern Colorado Human Resource Association) are in a unique position to fill the void of practical and research based information about this pressing topic of aging. As part of a planned series of conferences, we will hold a two-day conference in October, 2007 in northern Colorado (at The Ranch, Loveland) that will be of interest to businesses and professionals, focusing on the value, economic need for, and impact of older workers. The 2008 and succeeding years’ Conference on Aging will focus on additional current issues of aging and will target the audiences appropriate to those topics. Speakers will be obtained from the private sector as well as from academia. Vendor exhibits of interest to the participants will be invited. Conference revenues will exceed expenses, producing support for Cooperative Extension and the Center on Aging.

The 2007 Rocky Mountain *Conference on Aging in the Workplace* will focus on the following topics: Universal Design, Intergenerational Communications, Successful Management Strategies, Public Policy, Life Management Issues, and Health Concerns of Older Workers, including prevention of job-related disability. The conference will consist of at least one keynote address and multiple concurrent sessions. Concurrent session selections will be made through a peer review process. Exact topics of interest are being determined via a
survey of local employers, human resource professionals and chamber of commerce members in the counties represented in this collaborative. Faculty from the CSU Center on Aging and UNC Gerontology Program will be instrumental in designing this survey and in analyzing and synthesizing the resulting findings.

Potential conference participants in 2007 will include area employers, job services, temp agencies, senior work programs, aging services, human resource professionals, faith communities, agencies that rely on senior volunteers, and individuals who want to learn more about the issues of aging in the workplace.

An intern from the Colorado State University College of Business marketing department will be engaged to assist with marketing the conference. Additional marketing guidance and resources have been obtained from the professional marketers at Global Spectrum, partners with The Ranch in Larimer County.

Society for Human Resource Managers certification (HRCI) will be offered to human resource professionals who need continuing education units (CEUs) for participation in the conference. This will attract participants to the conference. Our NCHRA sponsoring partner will make the arrangements for this certification. We will work with the CSU Division of Continuing Education to offer CEUs for those participants interested in CEUs. Appropriate certifications will be included for attendees of RMCOA in succeeding years.

VIII. Anticipated Impacts/Outcomes of 2007 RMCOA
1. Short-Term Impacts: Conference participants will a) become more knowledgeable about the economic and societal need for older workers; b) evaluate their attitudes and knowledge about older workers; c) increase their knowledge of strategies to address issues presented by an aging workforce; and d) look to Colorado State University as a key resource for information and research on issues of aging.
2. Medium-Term Impacts: Conference participants will be more likely to a) create employment policies that engage and value older workers; and b) adopt employment practices that seek to attract and/or retain older workers.
3. Long-Term Impacts: Conference participants will create environments where older workers are valued, productively engaged and contributing to the economic status of both the organization and the employee. Attendance and revenues will increase at each successive Conference on Aging.

IX. Partnerships for 2007 RMCOA
Internal partnerships will include Colorado State University’s Cooperative Extension, Center on Aging, Public Policy Institute, Economic Development Institute, College of Business, and Division of Continuing Education. Within the CSU College of Applied Human Sciences, the departments of Social Work, Design and Merchandising, Human Development and Family Studies, Food Science and Human Nutrition, and Exercise Sciences will be involved.

External partnerships will include the University of Northern Colorado’s Gerontology Program (UNCGP), the Northern Colorado Human Resources Association (NCHRA), Area Agencies on Aging, AARP chapters, local workforce centers, and chambers of commerce. UNCGP and NCHRA are already very involved in designing this conference.

X. Action Plan/Time Line
The multi-county CSU CE/CSU campus/UNCGP/NCHRA team is providing leadership to implement the work plan. This team will coordinate with internal and external partners to reach program goals. Coordination occurs through monthly meetings, using technology support provided by the counties and Cooperative Extension as appropriate.

<table>
<thead>
<tr>
<th>Timeline</th>
<th>Work Plan</th>
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<tbody>
<tr>
<td><strong>For 2007 RMCOA</strong></td>
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<tr>
<td>June – Aug. 2006</td>
<td>Planning process begins/engage sponsoring partners/informal community survey</td>
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<tr>
<td>Sept. - Oct 2006</td>
<td>Secure facility/draft conference agenda/draft call for proposals for concurrent sessions/determine revenue sharing plan/form operating committees/gather budget information</td>
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<tr>
<td>Nov. – Dec. 2006</td>
<td>Develop marketing plan/meet with Global Spectrum marketer/survey human resource professionals &amp; employers/finalize budget/apply for venture capital</td>
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<tr>
<td>Jan. – Feb. 2007</td>
<td>Distribute call for proposals/contact keynote speaker(s)/market RMCOA at Extension and other meetings</td>
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<tr>
<td>March – April 2007</td>
<td>Invite vendors/secure marketing sponsorships/finalize marketing materials</td>
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</tbody>
</table>
May – June 2007  | Market through various avenues/select and confirm concurrent session presenters/draft registration materials/distribute registration materials/complete website information

July – Sept. 2007 | Receive registrations/distribute registration materials/confirm set up and catering at facility

Oct. 2007     | Hold RMCOA/confirm set up and catering at facility

Nov. 2007     | Conduct post conference survey/debrief output evaluation/begin planning for 2008 RMCOA/distribute proceeds according to partnership agreement

**For 2008 RMCOA**

Nov. 2007 – Oct. 2008 | Repeat timeline for 2007 RMCOA with modifications as needed

**For 2009, 2010, 2011, etc** | Repeat timelines with modifications needed/seek sponsors to endow the conferences

XI. Evaluation Plan to Document Outcomes/Impacts

Several evaluation measures will be used to measure the success of the conferences. Data collection methods will include registration lists, requests for resources, vendor assessments, and the number and type of employers who indicate they may consider implementing changes based on the knowledge gained during the conference. Evaluation forms will be used to assess knowledge gained and intent to use the knowledge gained at the conference. These evaluations will be collected at the end of each concurrent and keynote session of the conference. Within three months following the conference, a survey will be sent to conference participants to examine whether any strategies have been implemented. Overall annual conference evaluations will be used to provide direction for planning successive conferences. Participants will be asked to rank topics of subsequent annual conferences, such as Housing for Aging Populations, Community Based Services and Care, Civic and Social Engagement, and Optimizing Healthy Aging by Preventing Frailty.

XII. Sustainability Statement

Continuation and expansion of this annual Conference on Aging is dependent upon the following factors:

**Registration Fees:** The conference registration fee will be determined by assessing projected costs such as presenter fees and travel costs, marketing expenses, handouts, facility and catering costs, and a percentage of CE planning committee members’ time.

**Vendor Space Fees:** Vendors will be secured for pertinent exhibits. Fees will be set to cover costs of pipe and drape, electricity usage, promotional packet costs, and incidentals.

**Sponsorships:** Sponsors will be secured to support the overall costs of the conference. Names of the sponsors will be prominently featured in all related promotional publications to assure that appropriate recognition is given.

Conference proceeds will be distributed to the CSU Center on Aging and the non-appropriated accounts of the counties in which CE planning committee members are located. Participating CE committee members may use these funds to meet their revenue generation goals or enhance local program efforts. Part of the proceeds will be held in reserve to be used as seed funds for the subsequent Conferences on Aging. The Venture Capital Funds being requested are considered to be seed funds for the 2007 and 2008 Conferences on Aging, after which time the proceeds of the conferences are expected to provide seed funds for subsequent conferences.

The planning committee has assessed the risks of offering the RMCOA and has found the risks to be minimal as we are avoiding conflicts in timing and topics, and are taking the necessary measures to survey our target audiences as to their specific needs for information. This is unlike any other conference in northern Colorado.

<table>
<thead>
<tr>
<th>Rocky Mountain Conference on Aging</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
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</thead>
<tbody>
<tr>
<td><strong>Income:</strong> Registration fees, Vendor fees &amp; Sponsorships</td>
<td>$20,000</td>
<td>$25,000</td>
<td>$30,000</td>
</tr>
<tr>
<td><strong>Venture Capital Support</strong></td>
<td>$7,500</td>
<td>$7,500</td>
<td>0</td>
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<tr>
<td><strong>Seed funds from previous years’ revenue</strong></td>
<td></td>
<td></td>
<td>$7,500</td>
</tr>
<tr>
<td><strong>Expenses:</strong> Speakers expenses, facility charges, catering, promotion, evaluations, printing, postage</td>
<td>$15,000</td>
<td>$17,000</td>
<td>$19,000</td>
</tr>
<tr>
<td><strong>Revenue:</strong> Partnership agreement: County user fees/program support, Center on Aging, seed funds for future conferences</td>
<td>$12,500</td>
<td>$15,500</td>
<td>$18,500</td>
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XIII. Funding Request and Budget Narrative (separate page)

The Conference on Aging request is $15,000 for two years, with Venture Capital expenditures not exceeding $7,500 per year. The budget and brief narrative for the use of the Venture Capital funds follows:

\[\text{Conference on Aging: Aging in the Workplace} \]
\[\text{Funding Request and Narrative}\]

<table>
<thead>
<tr>
<th>Year One: 2007</th>
<th>Expense Item</th>
<th>Narrative</th>
<th>Amount Requested</th>
<th>Expenditure Timeframe</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing</td>
<td>Develop marketing materials, intern stipend, printing, postage</td>
<td>$2,000</td>
<td>Jan. – Sept. 2007</td>
<td></td>
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<tr>
<td>Speaker fees</td>
<td>Seed funds for conference speakers</td>
<td>$5,000</td>
<td>Feb. – Oct. 2007</td>
<td></td>
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<tr>
<td>Facility fees (Space at The Ranch is in-kind in 4-H building)</td>
<td>Deposit for conference facility, room set up charges</td>
<td>$500</td>
<td>Jan. and Oct. 2007</td>
<td></td>
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<tr>
<td><strong>Total Year One</strong></td>
<td><strong>$7,500</strong></td>
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<table>
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<tr>
<th>Year Two: 2008</th>
<th>Expense Item</th>
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**TOTAL VENTURE CAPITAL FUNDS REQUESTED** $15,000

The vision that leads the planning team is that as this Conference grows and matures, it can eventually achieve the same status as the annual Lillian Fountain Smith Conference for Nutrition Educators. Marshalling these resources of this collaboration of entities and fulfilling this unique niche will place Colorado State University in a place of prominence in addressing issues of aging through its outreach programs. As the conference themes change from year to year, and as the planning team’s promotional efforts will increasingly include national organizations, new audiences will be attracted and will result in the self-sustainability of the conference series. In addition, a secondary outcome may be that students will be attracted to both the CSU and UNC academic programs that focus on issues of aging.

The 2007 Conference on Aging is expected to net $12,500 after expenses, with an attendance of at least 150 professionals. The potential to continue to raise funds for CSU CE and the Center on Aging are strong provided we target each annual conference to topics of interest to professionals and entities that work with aging populations. Future conferences should show an increase in attendance and revenues.

Revenue will be used to (1) seed subsequent conferences in the series; (2) to support revenue generation goals of the four counties involved; and (3) support the CSU Center on Aging which provides technical support to Cooperative Extension Agents.