



# **What Older Long Term Unemployed Adults (50 – 70) Need to Enhance Economic Opportunities:**

Project Overview and Outcomes of an  
Ontario Trillium Foundation SEED Grant project)

Prepared by

Jamie Soo, Educational Program Assistant: Workforce Project  
Ontario Society of Senior Citizens Organizations (OSSCO)

Edited by

Elizabeth Nykorowytch Macnab, Executive Director, OSSCO



*June 2017*



© 2017 Ontario Society of Senior Citizens' Organizations / *La Société des Organisations des Citoyens Aînés de l'Ontario*

All rights reserved. This report may be copied and distributed without charge or permission, but may not be sold, on the condition that proper reference is made to the Ontario Society of Senior Citizens' Organizations / *La Société des Organisations des Citoyens Aînés de l'Ontario*. The report can be read or downloaded from the organization's web site: [www.ocsko.ca](http://www.ocsko.ca).

Correspondence:

Jamie Soo  
Educational Program Assistant  
Ontario Society of Senior Citizens' Organizations / *La Société des Organisations des Citoyens Aînés de l'Ontario*  
333 Wilson Avenue, Suite 406  
Toronto, Ontario M3H 1T2

Tel: 416-785-8570

Email: [admin@ocsko.ca](mailto:admin@ocsko.ca)

This project was funded by Ontario Trillium Foundation.

The views expressed in this report are those of individuals who participated in the project and do not necessarily reflect the views of Ontario Trillium Foundation or individuals of the Ontario Society of Senior Citizens' Organizations /

**Citation:** Soo, J. (2017). *Enhancing Economic Opportunities for Older Adults (50 - 70 years)*. Toronto, Canada: Ontario Society of Senior Citizens' Organizations / *La Société des Organisations des Citoyens Aînés de l'Ontario*



## Table of Contents

Project Team Members, Partners & Speakers	page 4
Executive Summary	page 5
Overview and Background	Page 9
Methodology for Learning Delivery	Page 9
Profiles and Project Workshop Participant Information	Page 10
Using Questionnaires and Surveys for Information Gathering	Page 11
Toolkit Survey Results	Page 12
Sharing Discussion Points	Page 14
Project Findings	Page 17
Next Steps	Page 19
Conclusion	Page 19
<u>Appendices</u>	
Appendix A: Intake Questionnaires & Template Analysis	Page 22
Appendix B: Workshop Participation	Page 28
Appendix C : Education Meet-Up Participants	Page 29
Appendix D: Response Rate	Page 30
Appendix E: Job Search Survey Template & Results (Month 1)	Page 31
Appendix F: Job Search Survey Template & Results (Month 3)	Page 36
Appendix G: Business Start-Up Template & Results (Month 1)	Page 41
Appendix H: Business Start-Up Template & Results (Month 3)	Page 45
Appendix I: Encore Careers Template & Results (Month 1)	Page 51
Appendix J: Encore Careers Template & Results (Month 3)	Page 53
Appendix K: Retirement Planning Template & Results (Month 1)	Page 55
Appendix L: Retirement Planning Template & Results (Month 3)	Page 56
Appendix M: Meet-Up Evaluation Template (Form)	Page 56



## **Project Team Members, Partners & Speakers**

### Ontario Society of Senior Citizens of Ontario (OSSCO) Staff

Elizabeth Nykorowytsch Macnab, Executive Director  
Jamie Soo, Educational Program Assistant: Workforce

### Training Consultant

Caron Leid

### OSSCO Board of Directors: Education Committee Members

Fenrick Peters, Chair  
Ghazy Mujahid

### Training Delivery Partner/Contractors

Centennial College  
Entrepreneur House  
The Bridg Group of Companies

### Community Partner Agencies

Citi College  
COSTI (Brampton)  
Dixon Hall  
On-Track Career and Employment Services

### Educational Meet-up Speakers

Hazel Alas  
Nik Beeson  
Laura Campbell  
Ann DeLuca  
Ryan Dunlop

Petula Fera  
Brenda Fernandes  
Peter G. Goral  
Rakesh Kana  
Maria Konikov

Andrew Lam  
Kathleen Leon  
Tessa Mintz  
Michelle Oliveira  
Patti Shevlin



# Enhancing Economic Opportunities for Older Workers (50-70) Project

## Executive Summary

*“The Job Search Workshop provided quite a boost to self-confidence and alleviated the isolation that I felt, however, that experience was short lived and not sustained without continued support”*

- Workshop Participant Job Search Workshop, COSTI

Ontario Society of Senior Citizens Organizations (OSSCO) identified a need to help older unemployed workers as a result of facilitating for 2-years the Employment Networking Group (ENG) of the Human Resources Professional Association (HRPA), Toronto Chapter. During that time frame, OSSCO facilitators noted that there was a different employment search process, and different skills required by older unemployed workers in order to secure employment. Older unemployed workers (50+) and who were unemployed for 9- 24 months needed need search skills and awareness of the changes in the job search process. These facilitators also learned that recruiters used websites such as LinkedIn and computer software to screen out and screen in potential job applicants. OSSCO facilitators also learned that starting a business was not always effective without a complete understanding of a business start-up model and framework.

Older unemployed HRPA ENG members also shared anecdotally stories of depleting RRSP's and savings as they approached retirement age. This meant they would have to continue to work beyond the normal age of retirement, 65, in order to rebuild their financial base and/or repay Revenue Canada the taxes on using their RRSP's before the age of retirement. These members also shared their experiences with Employment Service Ontario counsellors and views of the government funded 2<sup>nd</sup> careers programs, noting some had to enroll in them because they had run out of E.I. benefits and were now in crisis or state of depression. Others, as HR professionals were being coached to become PSW's or for administrative training, although they had no interest in it. Also, the older workers were not aware that the closer they were to the age of 60 when they were retrained, the less likely they would be to find employment in either their new or former job markets.

As a result of that experience OSSCO decided to apply to Ontario Trillium Foundation for a SEED grant to develop a program and test it to see if it could enhance economic opportunities for older unemployed workers (with or without E.I. benefit) between the ages of 50 - 70. Four program streams would be developed - Job Search, Encore Careers with a formal 2<sup>nd</sup> Careers retraining as well as career transitioning components, Business Start-Up and Retirement Preparedness Planning.

This project needed partners who were experienced and knowledgeable in areas where OSSCO staff were not. Over a 9-month period, a relationship was developed with Centennial College's Centre of Entrepreneurship prior to submitting the application. The concept of what was needed for a Business Start-Up and Encore Career Workshop was generated. Centennial previously offered a business start-up with a mentorship component with OSEB funding. That funding ended early in 2016, and there were no community college programs offering people, especially older individuals, how to start their own business.



OSSCO had a relationship with The Bridg Group of Companies prior to submitting the grant. This private company was committed to providing professional knowledge, solutions, guidance, tools, resources and educational opportunities to their clients who were often older and the communities where their offices were located so that every could deliver their philosophy which was that everyone could be financially free and independent. This organization had previously developed and delivered financial planning and management workshops for large seniors' groups on behalf of OSSCO.

OSSCO decided to pilot test a 4-program stream which would allow unique or repeat program attendees to be exposed as much as possible to their options to enhance economic opportunities. This 4-program stream would be developed and delivered as a Toolkit which included participant surveys (before, during and after the program was finished), workshops, participant follow-up and meet-ups.

OSSCO had to recruit staff and establish relationships in community to offer its Toolkit. OSSCO had a goal to reach clients using Employment Service Ontario agencies and their programs. OSSCO was unaware of the complexity and strict funding criteria of Employment Service Ontario agencies and program rules and restrictions. As a result, extensive effort was expended by OSSCO project staff, consultant and Executive Director in order to find partnership opportunities to deliver the Toolkit.

There was also the perception that OSSCO's program duplicated the work of existing program deliverers such as identified by Region of Peel and Access who declined to participate except as a promoter of the program information. By the time partner sites were identified 5 months had gone by on the project. With a change in staff as well during the same period, there was a delay caused with new recruitment, orientation and relationship rebuilding. Expectations had to be contained for both participants and partnering agencies.

There was also the restriction in the deliverables by Centennial College who were authoring 2 training components. Due to a change in Centennial's program staff and subsequent new relationship building, the Toolkit's business and encore careers workshops were delivered at month 7 and 9 months respectively. This meant that programs were delivered just before Christmas and in the winter months (January - March). Weather then became an issue for program delivering as well as participant attendance.

There were extensive challenges to attract participants on the Retirement Planning Workshop. OSSCO staff spent 2 months promoting the program and rescheduling The Bridg Group twice due to the low interest in the GTA. Only people who were retired 65+ expressed interest in this workshop.

Overall, the project helped older unemployed workers redefine their employment expectations, refocused their job market search, and offered them non-traditional linkages with websites, through LinkedIn, Facebook and other on-line communities.

The project exceeded expectations with 164 unique participants of which 15 attended 2 or more workshops achieving the participant. Ten percent (10%) of participants found employment as communicated to the author. This was as a result of redirecting the participants to previously unconsidered employment directions i.e. "gig" or short-term contract work, refined the job search process for those actively looking for employment and teaching others how to apply new tools i.e. net giving approach to employment.



This project fulfilled the grant goals and exceeded performance, with actual delivering of training over a 5-month period. The 7 months prior to program implementation was for ramping up the project including partnership development, promotional materials, community outreach, recruitment of staff and following up so that partners fulfilled the deliverables.

*“OSSCO workshops are more honest – making it clear that it will be difficult to find a job after 50. This very important truth makes a difference as to how you approach your job search for sustainable income. Other workshops help to become expert job hunters. They provide a false reality that if you work really hard at networking and preparing for the right job opportunity your chances will be better. In reality, 50+ seekers have a lower than average chance of winning the competition for the jobs out there (especially the ones posted)”*

*- Workshop Participant Job Search On Track Career & Employment Services*

OSSCO’s learnings confirmed that older unemployed workers between 50 - 70 years of age need different training, new tools and understanding of the employment market. The traditional Monday to Friday, 9 -5 jobs are disappearing. It is being replaced with short term or “gig” jobs, virtual jobs (working for online companies), contract work and shift work. Older workers also dealt with new search techniques by recruiters who are using computers for screening purposes as well as recruiters looking for candidates online i.e. LinkedIn, Facebook. Older workers are unaware of the age differential and the multiple generations in the workplace, especially in the HR profession who are sorting through their job applications. The workplace generations are generations are Z, Millennials, X, Y, and even Boomers. Older workers needed to relearn their communication skills both in writing and verbal. The older workers were aware of networking, but as OSSCO staff learned, the longer a person was unemployed, the less likely they had a large network. Some of the lack of networking was due to money i.e. people could not afford to go out for coffee, or a meal; for health reasons i.e., depression; or low self-esteem due to moving in with older parents, their children or marriages/relationships collapsing. Networking in this project was transitioned into a net giving approach was also new to this age group. Net giving meant participants changed their focus beyond themselves. The concept of volunteering was included to expand participant’s networks or to re-engage in doing something for community and others was an integral part of the net giving concept.

These individuals were also not aware of the community resources available to support them or even know how to go about finding the support that they required. This factor was not considered in the development of the program placing OSSCO staff into ad hoc patchworking to bridge the needs as identified by the program participants.

## **Conclusion**

*“I realized that I am not alone in my job search because of the others who attended the workshop”*

*- Workshop Participant “Gig Jobs Meet-up”*

Older unemployed workers ages 50 - 70 as well as newcomers and immigrants shared similar experiences in the employability area. Participants from these groups (60%) experienced periods of unemployment greater than 1 year. The older the participant or the newer the immigrant, the greater the likelihood that these people would be unemployed for 3 or more years.



Work is a socializing activity. The longer the individual was unemployed, OSSCO learned that they became marginalized (due to a lack of income), their risk of social isolation increased (social networks had disappeared) and self-esteem (self-worth) was negatively impacted as the individual was perceived as not contributing to society. Participants often used the word crisis; they shared stories of families breaking up, of depression and a lack of understanding by employment agencies or counsellors. OSSCO's meet-ups helped fill the social gap in the participants lives and enabled them to rebuild their personal networks for support. They did not perceive there was support to help them find employment through the government sponsored employment agencies, regardless of the level of government.

Based on OSSCO's experience, the organization will continue to seek funding through different avenues such as Ministry of Citizenship and Immigration as well as Ontario Trillium, Foundation to expand these findings further. However, there will only be 1 stream to be pursued - a modified version of the 2-day Job Search workshop, incorporating OSSCO's Encore Careers workshop and then offering an Employment Networking Group (ENG) format to community. That ENG format will be a modification of what has been offered by the Human Resources Professional Association (HRPA), Toronto Chapter continuously since the early 1980's.





## Overview and Background

OSSCO applied for and received funding from Ontario Trillium Foundation through the SEED grant process in order to develop and test an educational program with 4 distinctive program streams. Each program stream would provide information and tools to increase economic opportunities for unemployed older workers without EI benefits or whose EI benefits were ending as well as retirees desiring to re-enter the workforce.

The program streams were branded as a Toolkit with individual focuses, subsequent follow-up and Meet-ups (networking groups) based on a Toolkit theme. The 4 program streams that became Toolkits were: Job Search, Encore Careers, Business Start-up and Retirement Preparedness Planning. The rationale for this project was as a result of a 2-year facilitation commitment to the HRPA ENG. During that 2-year period, OSSCO facilitators led ENG meetings, which reached more than 1,500 participants. Sixty (60) percent of ENG members were older workers, who faced challenges of finding employment, or sought retraining through second careers programs or started businesses as consultants to earn wages. During that facilitation process, OSSCO began to develop and apply learnings and information which would later be used for the Ontario Trillium Foundation grant, a pilot project called Enhancing Economic Opportunities for Older Unemployed Workers.

The grant was for a 1-year pilot project from May 21, 2016 - May 21, 2017 to test ideas on delivering specific training methodologies and information for adults in this age range (50 - 70 years) who may become marginalized or economically disadvantaged because of age and not adapting to new labour market and technological realities.

## Methodology for Learning Delivery

*"It would have been helpful if I was offered this workshop within 1 month from the time I started looking for a job"*

*- Workshop Participant, Job Search, On-Track Career & Employment Services*

Workshop participants were asked to complete an 8-page Intake Questionnaire before they could participate. The Toolkits were provided free of charge to those individuals who met the participation criteria of unemployment, age or newcomer/immigrant status.

Workshop participants were required to sign a *Program Participant Commitment*, which was located on the last page of the Intake Questionnaire. As a workshop participant they agreed to participate in two follow-up surveys in the 1<sup>st</sup> month and 3<sup>rd</sup> month following completion of the workshop. OSSCO's Educational Program Assistant conducted the follow-up; if not in person, contact was made electronically (email or through surveys).

OSSCO also partnered with a variety of organizations such as Centennial College, The BridgGroup of Companies and suppliers such as Entrepreneur House to develop the learning programs and deliver that training to the participants. Community partnerships were developed with Citi College, COSTI, Dixon Hall, On-Track Career & Employment Services for delivery of the learning program as well as at the OSSCO office. Our community partners promoted the workshops to their clients and hosted training events at their sites.



OSSCO staff delivered 2 of the 4 toolkits. These were a 2-day Job Search and 1-day Encore Careers. These workshops and educational meet-ups were hosted in the OSSCO training room at our site. Centennial College developed and delivered a 2-day Business Start-Up workshop. Entrepreneur House was hired to develop and deliver an additional 2-day Business Start-Up workshop to ensure that the participant numbers were achieved for the project. The BridgGroup of Companies developed a 1-day workshop and delivered their Retirement Preparedness workshop.

## **Profile and Project Workshop Participant Information**

### Number of People Attending Workshops:

One hundred and sixty-four (164) “unique” participants attended the workshops. As fifteen people explored 2 or more options, they were not separated from the “unique” participant count and were therefore counted into the total of workshop attendees which exceeded 200

Refer to Appendix B for a summary of our workshops (when and where they were held, how many of each type were organized and number of participants).

### Education Meet-up Participation

OSSCO arranged for 15 volunteer speakers to come to deliver training sessions at the OSSCO office. They provided additional information on job search processes as well as starting your own business. The meet-ups were an opportunity for attendees to network and increase employability. Long term unemployed older adults faced barriers we were not previously aware of such as affordability of a meal or “bus fare”. We provided a light lunch at all our meet-ups as a result and re-imbrued attendees the cost of their bus tokens.

OSSCO organized 9 meet-ups after the workshops were complete as a result of feedback from the workshop participants.

Refer to Appendix C for details about our meet-ups.

Refer to the end of each Appendix Template & Results section for the evaluation template that we asked meet-up participants to complete for our meet-up speakers.

**Gender:** 61% of workshop participants were female. 39% of workshop participants were male.

**Age:** The target age group was 50-70 years of age. Eighty-seven (87) per cent of workshop participants were between 50-70 years of age. Thirteen (13) per cent were between 30-49 years of age; these were newcomers and immigrants.

**Income and Employment status:** Sixty-eight (68) per cent of workshop participants were not receiving either employment income or E.I. at the time of program participation. Forty-one (41) per cent were unemployed for 12 months or more. Some of the workshop participants (11%) were newly arrived in Canada (less than 4 years) and were looking for work. Sixty-seven (67) per cent of workshop participants reported they were actively seeking employment earning opportunities.



**Job Search activities:** The most popular job search activities included: exploring career change (55%); taking educational courses (52%); keeping skills current (46%) and volunteering (46%). Survey respondents could answer more than one option.

**Barriers and Challenges:** The following barriers and challenges were identified most often: deemed to be too old (54%); need training/out-of-date skills (47%); gaps in employment (43%); over-qualified (42%); unemployed for too long (39%) and financial hardship (39%). More than one option could be selected.

**Workshop Participants' Learning Expectations:** The options that were identified most often included: learning about my options for paid work (78%); finding where the hidden jobs are (68%); empowering small business start-up, networking (64%); gaining new skills for job search (63%); finding out new career (re-training/change) (61%).

## Using Questionnaires and Surveys for Information Gathering

### Questionnaires

100 (out of 103) Intake Questionnaires were entered into SurveyMonkey as only 100 surveys are allowed in the no-cost version of the tool.

10 questions from the Intake Questionnaire were entered in SurveyMonkey as this is the maximum number of questions allowed in the no-cost version of the tool.

Refer to Appendix A for a copy of the Intake Questionnaire and Questionnaire results.

### Follow-up Surveys

OSSCO administered 8 follow-up surveys to workshop participants by phone or by e-mail.

After each workshop, a survey was conducted after 1 month and a different survey conducted after 3 months:

- Job Search workshop survey (1 month)
- Job Search workshop survey (3 months)
- Business Start-up workshop survey (1 month)
- Business Start-up workshop survey (3 months)
- Encore Careers workshop survey (1 month)
- Encore Career workshop survey (3 months)
- Retirement Planning workshop survey (1 month)
- Retirement Planning workshop survey (3 months)

In this report, the 1<sup>st</sup> survey means a survey that was conducted within a 1 month after completion of a workshop. The 2<sup>nd</sup> survey (or follow-up) means a survey that was conducted within 3 months after completion of a workshop.



The templates and results for the 8 surveys can be found in Appendix B to Appendix L.

OSSCO collected and collated each of the 8 surveys from all of the programs. (Definition of response rate is number of survey respondents/total number of attendees for that program stream.)

## **Toolkit Survey Results**

As this was a SEED grant, OSSCO had no expectations of what the actual results were. It was decided that a comparison of anticipated as well as actual results for each stream (job search, business start-up, encore careers, retirement planning) are to be identified.

### **Job Search Toolkit**

Anticipated: 50 people were trained on in the 2-day job search - 75% indicate they have new skills, knowledge and methods to find work and are using these.

Actual: 50 people attended job search.

From the 1<sup>st</sup> Job Search workshop survey - One of the questions was whether the participant was using a skill, knowledge, method or “other” from the workshop. Twenty-nine (29) per cent reported N/A to the question, i.e., that they weren’t using anything from the workshop. On the flip side, this implies that 71% were using a skill, knowledge, method or “other” from the workshop.

The response rate for this survey was 72%.

OSSCO partially met the goal. OSSCO met the goal of the 50 people threshold, but we did not meet the 75% threshold of participants indicating they were using a skill, knowledge and/or method from the workshop (actual = 71%).

### **Encore Careers**

Anticipated: 50 people trained on career options - 50% indicate they have knowledge of career options and where to find training: 25% indicate they will be retrained

Actual - 23 people attended the workshop.

From the 1<sup>st</sup> survey, we asked “Do you have an increased knowledge of career options as a result of attending this workshop”. Seventy-eight (78) per cent answered “yes” and twenty-two (22) per cent answered “no.”

Also, from the 1<sup>st</sup> survey, we asked “Will you be enrolling for any additional training that is specific to your career goals?” Forty-five (45) per cent answered “yes” and fifty-five (55) per cent answered “no” or “N/A.”

The response rate to this survey was 39%.



OSSCO partially met the goal. OSSCO met the goal of 50% of participants indicating knowledge of career options (actual = 78%) and 25% indicating they will be retrained (actual = 45%). OSSCO didn't meet the fifty (50) people threshold, although numerous eblast were sent out (15) to OSSCO members as well as all Employment Service Ontario agencies in Toronto. One of the partner sites (COSTI) had participants registered (11) but the actual number who attended was low (3). The winter weather was attributed as being the barrier for attendance that day.

### **Business Start-up**

Fifty (50) people were trained on new business start-up in the 2-day workshops. Seventy-five (75) percent indicate they know how to start a business after the workshop; twenty-five (25) percent indicated they completed a business plan. To achieve these numbers, a 3<sup>rd</sup> workshop was arranged, instead of two.

In the 1<sup>st</sup> survey, we asked “Do you have the knowledge on how to start a business as a result of attending this workshop?” Sixty-five (65) per cent answered “yes.” To the question “Have you written a business plan?”, fifteen (15) per cent answered “yes.” There was a fifty-five (55) response rate to this 1<sup>st</sup> survey.

In the 2<sup>nd</sup> survey, we asked “Do you have the knowledge on how to start a business as a result of attending this workshop? Seventy-one (71) per cent answered “yes.” To the question “Have you written a business plan”? twenty-nine (29) per cent answered “yes.” There was a forty-five (45) percent response rate to the 2<sup>nd</sup> survey.

OSSCO partially met the goal in knowledge acquisition by the participants. We met the goal of twenty-five (25) percent of participants indicating they completed a business plan (actual number was twenty-nine (29) percent). We meet the 50 people threshold or seventy-five (75) percent attendees with seventy-one (71) percent of participants indicating that they knew how to start a business after the workshop.

### **Retirement Preparedness Planning**

42 people trained on retirement lifestyle workshop. Seventy-five (75) percent indicated they coped better with their financial, health and social situations. Fifty (50) percent indicated they are volunteering. This group was the most challenging to attract to attend as older people wanted to focus on finding employment, and due to the length of time out of the work force, these people were using their “retirement” funds to cover the cost of basic living.

In our 1<sup>st</sup> survey, we asked: “Did you learn something new that helped you to cope better financially in retirement as a result of attending this workshop”? To this question fifty (50) per cent answered “yes.” Fifty (50) per cent indicated they were volunteering. The response rate was twenty-four (24) percent.

In our 2<sup>nd</sup> survey, we asked: “Are you applying any of the financial planning strategies that were covered in the workshop” to which 0% answered “yes.” Seventy-five (75) per cent indicated they were volunteering. The response rate of ten (10) percent was low and responses from this survey was therefore not used as part of the analysis.



OSSCO partially met the goal. We met the goal of fifty (50) of participants indicating they were volunteering. We didn't meet the fifty (50) participant as there were forty-two (42) participants. However, seventy-five (75) percent of participants indicated they were coping better with their financial, health and social situations after the workshop. It was noted in the comments from the participants that the training organization, The Bridg Group of Companies, only covered financial topics in their workshop. The additional information to meet the SEED grant obligations were provided by OSSCO staff.

## Sharing Discussion Points

### **Job Search Workshop**

It was noted as a result of participant feedback and discussion that this workshop was transformational because it helped them to think differently. It also motivated them to take action whether to access services or programs they needed or to use the information from the Toolkit and other generic training programs. Participants expressed they felt supported being in a room with others similar to themselves in age and life experiences. This was an experience which the program participants identified was not available in other programs.

In making this observation the author referred to the comments and results from the 2<sup>nd</sup> Job Search workshop survey. (Note: 1 comment is from the 1<sup>st</sup> Job Search workshop survey.)

### ***Comments or survey results related to how our workshop helped participants to think differently***

- Participant adds that the workshop helped with empathy -- he realized that others are experiencing the same emotions as he is experiencing.
- Workshop helped to put participant in a more positive mindset.
- The workshop provided quite a boost to self-confidence and alleviated the isolation that the participant felt, however that experience was short lived and not sustained without continued support.
- In the original workshop, the participant learned about disrupting her job search, of looking at things differently -- she has continued to look at things differently (e.g., looking in different places and different organizations). She is open to doing different things. Participant attended a workshop that was hosted by Robert Half -- she underwent different types of testing -- she thought that the experience was helpful.
- Participant said that the workshop helped him to become more confident in his knowledge of the job search process.
- One of our survey questions asked: "To what degree did the workshop help in these areas of your job search?" On motivation and engagement, seventy-six (76) percent of survey respondents rated our workshop as a "4" or "5" (5 being highest) in terms of our workshop helping with their motivation and engagement.



	1-not at all	2	3- undecided	4	5- a lot	N/A
Confidence			23%	18%	47%	12%
Motivation			18%	47%	29%	6%
Focus		6%	23%	18%	53%	
Engagement			18%	35%	41%	6%

***Comments related to how our workshop helped participants in motivating them to take action:***

- As a result of the workshop, participant decided to do a self-inventory -- she discovered there was a gap -- participant decided to go back to school for adult education (learning & development) -- participant is still taking this course.
- Workshop kept participant motivated to continue the job search (from the 1<sup>st</sup> Job Search workshop survey).

***Comment related to how our workshop helped participant to feel supported:***

- It was helpful to be in the same room with people in the same situation. She learned from others and from the facilitator. She realized that she has something in common with others - she is not alone.

**Business Start-up Workshop**

Thirty-five (35) of the unique participants attended our business start-up workshop because they were exploring business start-up as an alternate option (from 1<sup>st</sup> business start-up workshop survey) to working for an employer i.e. business or corporation. For some, their preference was to look for a job and if they weren't successful in securing employment, they would look at starting up a business (from 1<sup>st</sup> business start-up workshop survey) in order to derive income.

We received comments that the workshop(s) presented were a good start, however, they would need further support if they were to actually start a business. At the present time of this report there is no such program available, although until early 2016 the Province of Ontario provided such workshops at community college locations i.e. Centennial College. One of our 1<sup>st</sup> survey questions was "Do you have the knowledge on how to start a business as a result of attending this workshop?" Some of the comments shared were:

- Has some knowledge, but not enough.
- Not completely but knows the framework.
- Received some knowledge - need more detailed information if she were to really start a business -- it was a good start





- Not totally confident, but more than he knew before

Although there were comments about the environment provided by the workshop, this foment the author felt expressed the efforts made by OSSCO staff and training consultants to provide a supportive environment (from 2<sup>nd</sup> business start-up workshop survey):

- “You can mention many things that others also mention, but the main difference is you see other 50-year-old in the classroom, which encourages you. Most of the other start-up seminars have lots of young people, and you may be the only older person and feel bad or out of place or feel not encouraged. When all the other people in the class are the same age or in the same category, you feel more encouraged and you can also do networking to help each other later when the seminar is over with.”

### **Encore Careers Workshop**

In one of the workshop exercises, participants were asked to pair up. One partner would share something about themselves while the other partner would listen and offer possible career options. They would then switch roles. By using a specific interviewing technique amongst two (2) individuals, it gave each participant additional insights for employability or employment opportunities that the other person hadn't thought about. It also refreshed participants interpersonal as well as networking skills

Participants in this 1-day workshop were taught how to create a Skills, Experience and Education Inventory to use in assessing their 2<sup>nd</sup> career options. Fifty-six (56) percent of participants created a Skills Inventory for themselves (from 1<sup>st</sup> Encore Careers workshop survey). They identified that this was a useful topic to have explored as it also helped them focus on their employment opportunities, how to streamline their job search as well as. The Skills, Experience and Education Inventory method was later used in the Job Search workshop.

### **Retirement Preparedness Planning Workshop**

This workshop didn't generate interest at all. For example, this workshop was promoted extensively in October - November, and tentatively scheduled for delivery at On-Track in Scarborough for end of November. There were five (5) participants registered.

This program was then scheduled for COSTI on January 11 and March 1, 2017, but the workshop was postponed on both occasions because of low enrolment which was below eight (8) registrants. It was eventually cancelled. There was no additional interest expressed in the community although 15 e-blasts were sent out promoting this topic to Employment Service Ontario locations, Seniors organizations and Elderly Persons Centres in Toronto from January - February.

When the program was offered mid-March 2017 at the Jamaican Canadians Association, it was rebranded targeting retirees and seniors 70+. There was interest by seniors 70-82 years of age for this workshop, as people 50 - 70 years of age expressed a desire to continue to work, and not retire unless due to ill health or caregiving obligations.





## **Project Findings**

### **1. Relationships: Building a Program Foundation**

Employment Services Ontario and Career College counsellor's groups were identified as an excellent source to access older unemployed workers, and to offer complimentary, programs specific to this age demographic. OSSCO did not have a base with these organizations and professionals to partner with for this project and relied on its experience of 30 years for program delivery to develop program partnerships.

This experience in program delivery did not translate well moving into agencies with very specific program focuses. As a result, extensive investment was made by OSSCO staff and Training Consultant to promote the Toolkit, focusing on relationship building and community outreach in this project. Potential community partners such as Region of Peel expressed that this project duplicated their services to their clients, although OSSCO staff felt the programs offered by Peel Region were not age specific nor was there a meet-up and individual follow-up component to them.

Although numerous contacts were made to Access Employment Services in Toronto, their staff up to the Vice President level also expressed a similar view to Region of Peel. Other agencies such as TCEB were interested in partnering for delivering components of OSSCO's Toolkit, however, the timelines for partnership did not align with their program delivery. Instead TCEB staff participated as facilitators/trainers at the Meet-Up component of this project.

### **2. Partner Delivery Timelines vs OSSCO Program Timelines:**

Once community partnerships were established with COSTI, Dixon Hall and On-Track Career & Employment Services, there was a co-branding requirement of the program with the partners generating posters and promoted workshops and meet-ups to their clients. While this gave additional credibility to the project goals and learning deliverables, it also resulted in additional delays to program launch due to internal approval process within the community partner agencies.

When OSSCO decided to offer workshops and meet-ups at its own location, OSSCO had control over the generation of its own posters and program messaging. These posters were used in conjunction with direct community outreach activities to organizations such as University Settlement Services as well as through LinkedIn, and Facebook. This resulted in faster turn around time to promote the Toolkit components and registration. Instead of 1 month for poster approvals by partner sties to begin promotion, OSSCO could do the promotion and offer the program within the same timelines.

### **3. Extensive Community Outreach for Toolkit Promotion and Awareness:**

Additional OSSCO's community outreach activities included:



- ✓ Cold calling agencies (non-Employment Service Ontario sites) and libraries. Follow-up was always done to inquire if they would receive and distribute our posters as contact information on their websites was not always current.
- ✓ Using social media (Eventbrite, LinkedIn, Twitter and our own web site) to get the word out.
- ✓ E-mailing OSSCO's extensive network (1570) of organizations and individuals who were supporters, members and followers.

The author also found that reaching out on Eventbrite, cold calling community agencies and libraries, and contacting our internal network via e-mail was helpful in getting the word out about the Toolkit program. It encouraged people to come to OSSCO and OSSCO partnered workshops and meet-ups to fulfill the project participant numbers.

#### **4. Using Online Resources for Program Awareness and Participation:**

OSSCO staff used non-traditional and online outreach to attract participants, and employer contact. This type of outreach was not done by the community partner sites. Participants expressed interest at OSSCO workshops and meet-ups on the topic of LinkedIn as an employment search strategy.

OSSCO pilot tested the concept of virtual meetings and held a meet-up on LinkedIn which attracted seven (7) participants within five (5) days of the online workshop.

OSSCO received comments on LinkedIn from job search workshop survey respondents as follows:

- Participant said that the workshop encouraged them to use LinkedIn more.
- Participant decided to update LinkedIn account as a result of attending the workshop.
  - Some of the information from the workshop the participant had not heard about before like how to tap into LinkedIn.
- Participants thought OSSCO's workshop was practical -- learned about creating a LinkedIn profile -- workshop was appropriate for the participant -- participant had attended other job search related workshops -- he thought that the other ones were theoretical.
- Information about LinkedIn was covered in OSSCO's workshop. Participant thought that this information was helpful, and it was not something that was covered in other workshops that she attended.

The author heard people express comments at face-to-face workshops and meet-ups that they were reluctant to use LinkedIn because of privacy reasons. As employers search for potential employees online through employment websites or LinkedIn, the author suggests that in future employability workshops that continuing to educate participants on LinkedIn is recommended. As well, the concept of participant branding in the job search process needs to be re-inforced as potential employers also validate the applicant's fit by following them on twitter or visiting their Facebook pages.



## 5. Challenges of Using Free versus Fee Online Applications:

OSSCO selected to use the no-cost version of SurveyMonkey, which allowed it to canvass a limited number of questions. However, for analysis, this restricted the number of surveys to be analyzed to one-hundred (100). It is recommended for future such projects that OSSCO purchases a package that allows for more flexibility and to analyze more than one-hundred (100) participant responses. With the no-cost version, only 10 questions in a survey are permitted; only one-hundred (100) respondents per survey template are permitted.

## Next steps

*“I think government should invest their funding in creating more job opportunities for 50+ job seekers”*

*- Workshop participant, Job Search Workshop, CITI College*

There was expressed interest in the continuation of this project by meet-up participants (80%) as well as those who attended the Job Search (50%), Encore Careers (75%) and Business Start-Up (25%) workshops. Although the author remained on OSSCO payroll for an additional 6 weeks, during that time there were inquiries nine (9) additional inquired about the Job Search and three (3) for the Business Start-Up workshops.

OSSCO established a foundation for the Toolkit program delivery, and through this process developed potential new relationship with JobStart, located at Dufferin and King area as well as University Settlement Services in North York area.

OSSCO will seek additional funding from Ontario Trillium Foundation through its Grow Grant funding in order to expand the program for a 3-year period as well as search for other grants from other Ministries such as Ministry of Immigration and Citizenship.

In the interim, OSSCO will use some of its monies from the Alcohol and Gaming Commission of Ontario and seek out volunteers to deliver its Business Start-Up as well as Job Search workshops

## Conclusion

Research such as in AARP and 2016 Targeted Initiatives for Older Workers programs shows that the longer a person is unemployed that there are greater negative repercussions associated with involuntary job loss:

- Deterioration of mental health
- Risk of becoming homeless due to lack of employment opportunities
- Increased use of social safety nets such as Ontario Works/lack of social housing
- Neglect of self-care
- Marginalization of the older unemployed worker
- Increase risk of social isolation
- Loss of identify



- Feeling powerless
- Negative impact on physical health i.e. weight gain, alcohol consumption

It is known that adults 50+ who become unemployed have experienced job insecurity or interrupted employment means they are less likely to have private pensions or retirement savings and are more likely to be marginalized as they age. Elderly-born older adults may have additional barriers of limited knowledge of English language.

This project was intended to reduce economic vulnerability as a result of increasing connections with people and reducing the risk of social isolation associated with unemployment by reintroducing new routines, creating a purposeful activity, and helping them to focus on things they can control. Being around others of a similar age and facing similar challenges we found in the seed project helped energize and motivate participants during their job search.

Through this grant project, OSSCO found that older unemployed workers ages 50 - 70 as well as newcomers to Ontario and immigrants shared similar experiences in the employability area. Participants from these groups (60%) experienced periods of unemployment greater than 1 year. The older the participant was or the newer the immigrant, the greater the likelihood that these people would be unemployed for 3 or more years.

What we also learned was the route of this project outcome was different than anticipated or frequently discussed in regards to this target audience. Older workers who have been without work for 9 or more months, became marginalized and dealt consistently with the human rights barriers associated with ageism. Program participants, other than those planning on retirement, regularly self-identified that they faced discrimination. Some stated employers openly told them if there are not job opportunities for the applicant 60+. Others identified a lack of Ontario work experience + age as being the barriers to work. This led participants to acknowledge and express the following sentiments:

- Feelings of panic (after 12 months and no EI support) to pay bills, taking survivor jobs just to make it, expressions of discouragement
- Economic distressers were identified i.e. at risk of becoming homeless after 2 years or family disruption, discouraged and drop out of job search,
- Family troubles due to financial crisis
- Stigmatization of unemployment 12 months + for example people moving onto Ontario Works from employment status;
- Expressed indicators of ill health i.e. developing low self-esteem, depression, reduced hope, impact on psychological well-being, lack of self-confidence
- Loss of all of their social networks - former employer, friends, sports, social support, etc. leading towards social isolation
- Substantial job wage loss i.e. lack of money to afford to attend workshops including job search, lack of money to pay for internet, using library or public sites to create environment towards social isolation/ shame



In analyzing the success of this project, there were unintended success of this program in connecting people of similar ages and who shared similar experiences in an environment that was positive. OSSCO's Toolkit program provided them with the necessary program tools, tips and resources (regular follow-up initiated by OSSCO post workshops) to help them refocus and re-engage them in the employment search process. The secondary benefit was approximately 10% of participants (8) found some form employment - full time/part time /casual or started a business (3) or identified they re-started their employment search (6).

In practice while providing a learning opportunity to the job seeker/encore career individual was OSSCO's goal, a practical solution to isolation with regular follow-up by the project lead (who had 20+ years in HR recruitment) and regular mentoring/networking activities was provided. With this practical approach, project participants received the tools to better reintegrate into the workplace. It also eliminated opportunity to participate by providing bus tokens to attend the training and a light lunch (\$3.00 per person).

In observing the interactions of the participants in workshops, meet-up settings or through phone calls, the author concluded that work is a socializing activity. The longer the individual was unemployed, OSSCO learned that people became marginalized (due to a lack of income), their risk of social isolation increased (social networks had disappeared) and self-esteem (self-worth) was negatively impacted as the individual was perceived as not contributing to society. Participants often used the word crisis; they shared stories of families breaking up, of depression and a lack of understanding by employment agencies or counsellors. OSSCO's meet-ups helped fill the social gap in the participants lives and enabled them to rebuild their personal networks for support. They did not perceive there was support to help them find employment through the government sponsored employment agencies, regardless of the level of government.

Based on OSSCO's experience, the organization will continue to seek funding through different avenues such as Ministry of Citizenship and Immigration as well as Ontario Trillium, Foundation to expand these findings further. However, there will only be 1 stream to be pursued - a modified version of the 2-day Job Search workshop, incorporating OSSCO's Encore Careers workshop and then offering an Employment Networking Group (ENG) format to community. That ENG format will be a modification of the Human Resources Professional Association (HRPA), Toronto Chapter continuously since the early 1980's.

It is concluded that adults who are between 50 - 70 years of age need different tools, resources and information/ training to help them remain independent and deal with new economic realities, barriers and to find opportunities. Employment Services Ontario as well as federal programs that support unemployed job seekers need to develop specific tools, provide additional resources i.e. extending timelines for Employment Insurance as well as address systemic barriers to for unemployed workers in this age demographic. Adults who are between 50 - 70 years of age need different tools, resources and information/ training to help them remain independent and deal with new economic realities, barriers and to find opportunities.



## APPENDICES

### Appendix A

#### Intake Questionnaire Template & Results (100 analyzed)

Note: OSSCO used the no-cost version of SurveyMonkey. This limited the organization to analyzing only ten (10) questions from the Intake Questionnaire. The questions that are highlighted below are the ones that were selected to enter into SurveyMonkey for analysis.

#### 1. Personal Information

1.1 Name: First \_\_\_\_\_  
Last \_\_\_\_\_

#### 1.2 Contact Information

Telephone \_\_\_\_\_  
Mailing address \_\_\_\_\_  
E-mail \_\_\_\_\_  
Best way to access you? \_\_\_\_\_

1.3 Gender Male - 39% Female - 61% Other

#### 1.4 What is your age (50-70)

30-39 - 4%      40-49 - 9%      50-70 - 87%

1.5 What is your status in Canada  Canadian Citizen  Permanent Resident

#### 1.6 When did you arrive in Canada?

2013 - 2017 - 11%

2008-2012 - 16%

Prior to 2008 - 66%

Born in Canada - 7% (This percentage might be under-representative of the true amount, because this choice wasn't shown on the form.)

1.7 Since when you have been a resident of GTA

1.8 Do you have any disability which could affect your work performance?

Yes       No

#### 2 Employment Situation

Question asked: Do you have employment income or receiving E.I.? (This question combines #2.1 and #2.3)



Yes - 32%

No - 68%

2.1 Do you have employment income? Yes  or No

2.2 If No: Since when do you have an employment income?

2.3 Are you currently receiving E.I benefits? Yes  No

2.4 If Yes: within how many weeks is your E.I going to end (attach proof)

2.5 If No: when was the last time you received E.I benefits (Year and month) or worked

2.6 When did you become unemployed or last date worked?

-3-5 months ago (from the time participant filled out Intake Questionnaire) - 9%

-6-8 months ago (from the time participant filled out Intake Questionnaire) - 4%

-9-11 months ago (from the time participant filled out Intake Questionnaire) - 5%

-12 months or more (from the time participant filled out Intake Questionnaire) - 41%

-Participant was working (when he/she filled out Intake Questionnaire) - 11%

-Other - 30%

2.7 What was the title of the last paid job that you held?

2.8 What is your work experience during the last 10 years?

(a) In Canada

(b) Outside Canada (Name Countries) \_\_\_\_\_

### **3 Employment Search history**

3.1 Are you actively seeking employment earning opportunities?

Yes - 67%

No - 5%

Left blank - 24%

Other - 4%

3.2 If yes, please tell us you are doing this

Responding to job ads

Responding to company specific websites?



Networking?

Online site i.e. linked in?

Cold calls (telephone or in person) with resume submitted?

Registering with Recruitment Agencies

Posting resumes on job or websites? Please identify sites \_\_\_\_\_

3.3 Has or is anyone formally helping you with your job search?

3.4 If yes, please identify role of individual/company?

3.5 How long have you been receiving formal assistance?

3.6 What type of formal assistance for job search do you receive?

Resume writing

Coaching for interviews

Job search techniques

Networking

Mentorship

Other

3.7 Are you seeking employment that is

Full time (permanent)

Full time (contract)

Part-time (permanent)

Part time (contract)

Casual/on-call/temporary

3.8 Please tick activities you are doing while actively seeking work

Taking educational courses - 52%

Upgrading specific to your previous employment - 28%

Special interest - 29%

Exploring career change - 55%





Keeping skills current - 46%

Volunteering (identify) - 46%

Working part time (not in my own field) - 18%

Review finances - 22%

Freelance or consulting work - 13%

Blogging - 8%

Other - 21%

3.9 Are you aware of options other than employment? If yes, please identify

Career retraining

Starting your own business

Retiring on pension/investment income

**Language & Literacy**

4.1 What is your mother tongue?

4.2 How would you grade your proficiency (grade from 1 for the highest 4 for the lowest)?

Language	Speaking	Reading	Understanding	Writing

4.3 Are you computer literate Yes  No

4.4 How would you rate your computer literacy (1 being the lowest/10 the highest)?

Program	Rating
MS WORD	
EXCEL	
POWER POINT	
OUTLOOK	
ACCESS	

**5. Education**

5.1 What is your highest level of education and where was it obtained?



Highest Level of Education	Province of Canada	Country where obtained
High School		
Community College or equivalent		
Apprenticeship (or equivalent)		
Post-secondary education		
Graduate Education		
Ph.D.		
Prof. certification/designation (Specify.....)		
Other		

5.2 Did you have your out of country educational documents assessed for equivalency in Canada?

Yes  No

## **6. Barriers & Challenges**

6.1 Identify what barriers and challenges you face with your present job search (tick those that are applicable)

- Over qualified - 42%
- Under qualified - 29%
- Lack of Canadian experience - 34%
- Deemed to be too old (ageism) - 54%
- Dealing with job loss/ previous unfavourable employment record - 22%
- Gaps in employment - 43%
- Applicants' job search skills - 24%
- Need training/ out of date skills - 47%
- Unemployed for "too" long - 39%
- The job market i.e. things have changed, there are no jobs out there - 20%
- Dealing with younger boss - 13%
- Financial hardship - 39%



Lack of generational diversity - 13%

Other - 7%

## **7. Expectations from this programme**

### **7.1 What do you hope to learn from this programme?**

Learning about my options for paid work - 78%

Gaining new skills for job search - 63%

Empowering small business start-up, networking - 64%

Finding out new career (retraining/change) - 61%

Dealing with lack of support and isolation - 32%

Overcoming the fear of not knowing what to do - 44%

Finding where the hidden jobs are - 68%

Fostering self-employment - 59%

Making it financially - 52%

Other - 3%

## **8. Program Participant Commitment**

I understand that to participate in any of the 4 toolkit educational programs that I am committing to implement the information which I am provided. I also agree that I will be followed-up by a mentor from Ontario Society of Senior Citizens Organizations after the 1<sup>st</sup> and 3<sup>rd</sup> months of completing my toolkit. I may be invited to participate in other group activities which are designed to help me implementing my toolkit between month 1 and 3.

The information gathered on this intake form will be included in the final report on the outcome of this program. The evaluation forms which I will complete at month 1 and 3 will also be included in the report.

My name and personal identifying information i.e. contact information will be held in confidence by Ontario Society of Senior Citizens Organizations and will not be disclosed or shared without my written authorization and acknowledgement. Any personal and identifying information will destroyed in the 7<sup>th</sup> year after this program's completion.

---

Participant Name (Print)

Date

## **Appendix B: Workshop Participation**



<i>Workshop Site</i>	<i>Workshop Date(s)</i>	<i># Participants</i>
<b><i>Job Search Workshop</i></b>		
<i>Citi College</i>	October 25 & 27, 2016	12
<i>On-Track Career &amp; Employment Services</i>	December 6 & 8, 2016	16
<i>COSTI</i>	January 17 & 19, 2017	9
<i>Dixon Hall</i>	January 26-27, 2017	8
<i>OSSCO</i>	March 6 & 13, 2017	7*
<b><i>Job Search Total - 52</i></b>		
<b><i>Encore Careers Workshop</i></b>		
<i>COSTI</i>	January 30, 2017	3
<i>Dixon Hall</i>	March 9, 2017	13
<i>OSSCO</i>	April 11, 2017	7
<b><i>Encore Careers Total - 23</i></b>		
<b><i>Business Start-up Workshop</i></b>		
<i>Dixon Hall</i>	November 9 & 16, 2016	21
<i>COSTI</i>	November 23 & 30, 2016	14
<i>Entrepreneur House</i>	March 21 & 28, 2017	12
<b><i>Business Start-up Total - 47</i></b>		
<b><i>Retirement Lifestyle Workshop</i></b>		
<i>On-Track Career &amp; Employment Services</i>	January 18, 2017	5
<i>Jamaican Canadian Association</i>	March 28, 2017	37
<b><i>Retirement Lifestyle Total - 42</i></b>		
<b><i>Total (4 Workshops) - 164</i></b>		

\*In this workshop there were 7 attendees, but 2 of these attendees participated in the same job search workshop (facilitated by the same person) at different locations. For the purpose of survey analysis, the total number of job search participants will be considered to be 50.



## Appendix C: Educational Meet-up Participation

Speaker	Presentation	Date	# Participants
<b>Patti Shevlin and Marina Konikov</b>	What Does a Small Business Start-up Look Like?	February 28, 2017	5
<b>Ryan Dunlop</b>	Meet a Recruiter from Manpower	March 10, 2017	5
<b>Petula Fera and Laura Campbell</b>	Stock Transportation (information session)	April 11, 2017	This presentation was combined with an Encore Careers workshop. The number of participants was accounted for elsewhere in this Report.
<b>Andrew Lam and Tessa Mintz</b>	The Voice of Experience: What a Small Business Start-up Looks Like	April 20, 2017	9
<b>Michelle Oliveira</b>	Maximize LinkedIn for Job Seekers 50+	May 12, 2017	7
<b>Peter G. Goral</b>	Re-branding Yourself for the Gig Economy	May 18, 2017	6
<b>Rakesh Kana and Nik Beeson</b>	Curiosity is the Secret Weapon for Job Seekers 50+	May 25, 2017	10
<b>Brenda Fernandes</b>	Punch Up! Your Job Search	June 8, 2017	5
<b>Ann DeLuca</b>	Getting Clear on What's Next	June 13, 2017	7
<b>Hazel Alas and Kathleen Leon</b>	Dispelling the Urban Myths of Employment Ontario	June 26, 2017	3
<b>Total Meet-up Participants</b>			<b>57</b>



## Appendix D: Response Rate

Survey	Response Rate
<b>Job Search - 1 month</b>	72% (36 survey respondents/50 workshop participants)
<b>Job Search - 3 months</b>	36% (18 survey respondents/50 workshop participants)
<b>Encore Careers - 1 month</b>	39% (9 survey respondents/23 workshop participants)
<b>Encore Careers - 3 months</b>	22% (5 survey respondents/23 workshop participants)
<b>Business Start-up - 1 month</b>	55% (26 survey respondents/47 workshop participants)
<b>Business Start-up - 3 months</b>	45% (21 survey respondents/47 workshop participants)
<b>Retirement Planning- 1 month</b>	24% (10 survey respondents/42 workshop participants)
<b>Retirement Planning - 3 months</b>	10% (4 survey respondents/42 workshop participants)



## Appendix E

### Job Search Survey Template & Results (1 Month Follow-up)

1. Name (Last name, First name)

2. Did you attend the full workshop?

Yes - 58%

No (specify reason) - 42%

3. How many times was this participant contacted by phone or e-mail? 0-10 times, more than 10 times

1x - 86%      2x - 6%      3x - 2%      4x - 6%

4. As a result of attending the workshop on job search, did you learn something new to help you with your job search?

Yes - 72%

No (please specify) - 22%

Other (please specify) - 3%

Not Applicable (please specify) - 3%

5. Please identify if you learned (check as many as may apply):

- Skill - 3%
- Knowledge - 35%
- Method - 29%
- Other - 9%
- Not Applicable - 35%

Participant Comments for Survey Question #5

#### Comments indicating Transformation

-The workshop encouraged participant to use employment agencies

-Participant realized that she is not alone in her job search because of the others who attended the workshop.



- Learned** about having more confidence and patience during her job search

- Learned a new approach for thinking about things - i.e., disrupting the job search

#### **Facilitator Observation**

- Elizabeth Macnab was very inspiring - her resourcefulness (in providing individualized attention) was helpful.

#### **Workshop content**

- Importance of personal brand, learning how to sell yourself, wordle.net (method), importance of keywords + tailoring your resume

- Participant found the “assessment of self” to be quite useful

- How to introduce himself

- Participant learned how to present herself

- Thought that the following topics were interesting: LinkedIn and introducing themselves (elevator speech)

#### **Comments on LinkedIn Usage/Knowledge**

- LinkedIn - already on LinkedIn, but there is always something to learn

- Learned something about LinkedIn

- Learned more about LinkedIn, but is not currently on it

- Networking: LinkedIn

- Participant said that she will work to get her LinkedIn profile up. She also thought that the video was helpful - she was encouraged to send out more resumes per day.

#### **Comments identifying program gap: Resume Writing**

- Resume formatting would be helpful, but this wasn't covered in the workshop

- Tailor resume/cover letter to the job that you're applying to

- Participant makes sure that keywords are included on her resume

- Customize resume depending on the company being applied for

- Participant received a hand-out of action verbs that can be used in a resume - participant thought that this hand-out was helpful.

- Learned a resume tip - put key words in white font on resume so that it can be picked up by ATS.





## Comments Specific on Re-Training

-Participant noted that free post-secondary opportunities are available to her because of her age

### General comments

-Participant thought that the workshop might be more helpful to new immigrants

-Participant thought that the video was helpful - it was related to resumes and interviews

-Participant could not recall anything specific that he learned

-Cannot recall anything in particular

-Learn other people's perspectives + LinkedIn

-The workshop was helpful for the purposes of networking with others at the workshop

6. What are you using from the workshop to help you in your job search? (check as many as apply)

- Skill - 3%
- Knowledge - 34%
- Method - 20%
- Other - 14%
- Not applicable - 29%
- Please expand on your answer for any of the options selected

### Participant Comments from Survey Question #6

#### Comments indicating Transformation

-Participant used an employment agency and found a job

-Workshop kept participant motivated to continue the job search

-Participant is making appointments for informational interviews - believes in quality vs. quantity

-After doing the assessment of self, the participant decided to upgrade her skills and go back to school.

-Learned about taking on a new attitude.

-After the workshop, participant feels more confident - participant has become more aware of the job search process.



-Participant said that she is following through and exploring the possibility of going back to school.

### **Facilitator Observation**

-Elizabeth Macnab provided advice as a career counsellor - participant appreciated the advice - Elizabeth's information + knowledge + experience + individual attention was all helpful

### **Contents on Workshop Content**

-How to introduce himself

-Participant learned how to present herself.

### **Comments on LinkedIn Usage/Knowledge**

-Participant that the following topics were interesting: LinkedIn and introducing themselves (elevator speech)

-Participant networks with connections on LinkedIn

-Participant said that she will work to get her LinkedIn profile up. She also thought that the video was helpful - she was encouraged to send out more resumes per day.

-Participant said that the workshop encouraged him to use LinkedIn more.

-Participant decided to update her LinkedIn account as a result of attending the workshop.

### **Resumes**

-Participant tailors her resume according to the job she is applying to. Makes sure her cover letter is formatted well.

-Participant learned to customize resume depending on the company being applied for - learned to highlight keywords from the posting on her resume.

-Haven't incorporated the above tip, but the participant is sure to incorporate keywords from posting in her resume + cover letter

### **General Comments**

-Yes, participant is continuing to use the knowledge gained from the workshop in her job search

-Expand on the company's job requirements with your expert knowledge (Editor: participant may have been thinking about when they are on the job)

-Participant did not think our Oct 25 workshop was helpful. Participant said that he learned similar information from a second careers workshop.



-Participant said that workshop didn't provide specific assistance, i.e., what can she do? where should she look?

-Most of what was covered in the workshop he had already learned from 7 or 8 other workshops. Participant thought that employers could benefit from a workshop of their own.

-Participant thought that the video was helpful - it was related to resumes and interviews.

-Participant mentioned that he used a job search web site that was referred to in the workshop but could not remember any details about the web site.

-Did a creative Google search that helped him to identify an area of interest

-Continuing to network

7. Are you interested in attending a small group follow-up workshop to help you with your job search? (If yes, go to Question 8; All others stop at Question 7)

Yes - 57%

No - 39%

Not Applicable - 4%

8. What topics would you be interested in learning at this workshop? (check as many as may apply)

-Motivating you through your job search - 29%

-Creating a resume and an inventory of skills and experience - 24%

-Making the most out of LinkedIn - 41%

-The online application process and communicating with recruiters and employers - 41%



## Appendix F

### Job Search Template and Results (3Month Follow-up)

1. Name (Last name, First name)
- 2.
3. How many times was this participant contacted (by phone, by e-mail l). 0 -10 times, more than 10 times  
1x = 28%      2x = 67%      3x = 5%
4. The last time we spoke, you identified what you learned from the workshop. Are you continuing to use what you learned from the workshop to help you in your job search?
  - Yes, I am still using the Skill that I learned - 33%
  - Yes, I am still using the Knowledge that I learned - 11%
  - Yes, I am still using the Method that I learned - 11%
  - Yes, I am still using “Other” that I learned - 11%
  - Not Applicable - 50% (Note: I indicated “N/A” for some respondents, because they missed answering the first survey and so we would not know if they are “continuing” to use a skill, knowledge or method.)

#### Participant Comments:

-I gained tremendously

-As a result of the workshop, participant decided to do a self-inventory -- she discovered there was a gap -- participant decided to go back to school for adult education (learning & development) -- participant is still taking this course.

-In the original workshop, the participant learned about disrupting her job search, of looking at things differently -- she has continued to look at things differently (e.g., looking in different places and different organizations). She is open to doing different things. Participant attended a workshop that was hosted by Robert Half -- she underwent different types of testing -- she thought that the experience was helpful.

-Participant is continuing studies - not looking for a job right now.

-Participant said that the workshop helped him to become more confident in his knowledge of the job search process.

5. Feedback on the length of the workshop, which was 2 days:

-Should be less than 2 days - 18%



-Should be 2 days - 70%

-Should be longer than 2 days (please specify) - 12%

-Not applicable 0%

**Participant Comments:**

-Period allotted is OK

-Participant was able to get comfortable with the other participants when it was 2 days

-Participant thought that the workshop could be for 3 days, and in the 3rd day, the workshop could cover writing a CV and tailoring your CV to the job being applied for.

6. Do you feel that this workshop was specific to the needs of a 50+ individual and/or newcomer?

-Yes - 94%

-No - 0%

-N/A - 0%

-Other - 6%

**Participant Comments:**

- This was the participant's general impression -- he couldn't recall a specific reason

- Some of the information from the workshop the participant had not heard about before like how to tap into LinkedIn

-There were older workers at the workshop -- they seemed to be getting something out of the workshop

-Participant mentioned that after the workshop was over, she continued to network with a couple of people from the workshop. Our workshop helped the participant to think: a) what have you done b) what do you want to do? - was encouraged to look at things in a different way Participant thought about perceptions -- how do others perceive you -- how do you want to be perceived?

-Participant suggests that newcomers need to adapt their skills to the Canadian market (e.g., engineers come to Canada from another country and they have to adapt by taking a job that may be "lesser" to the one that they were used to).

7. When do you think it would have been helpful to you to be offered this particular workshop?



- Within 3 months from the time you were looking for a job - 59%
- Within 6 months from the time you were looking for a job - 17%
- Within 9 months from the time you were looking for a job - 0%
- Other (please expand on your answer) - 12%
- N/A - 12%

**Participant Comments:**

- Doesn't matter when this workshop is offered
- It would have been helpful if the participant was offered this workshop within 1 month from the time he was looking for a job
- Cannot really comment. Participant received help from other sources before he heard about this workshop.
- Participant said that after being laid-off from her job after 18 years, she needed time to heal, to grieve. Going to our workshop after 3 months would have been too soon for her. She needed time to find herself, to figure out where to go
- Depends on when the individual is ready to attend such a workshop

8. To what degree did the workshop help in these areas of your job search:

	1-not at all	2	3- undecided	4	5- a lot	N/A
Confidence			23%	18%	47%	12%
Motivation			18%	47%	29%	6%
Focus		6%	23%	18%	53%	
Engagement			18%	35%	41%	6%

**Participant Comments**

- The workshop provided quite a boost to self confidence and alleviated the isolation that the participant felt, however that experience was short lived and not sustained without continued support.
- Interact with facilitator & peers



-Workshop helped to put participant in a more positive mindset

- Participant adds that the workshop helped with empathy -- he realized that others are experiencing the same emotions as he is experiencing.

8. Individuals (50+) could find that their job search exceeds 12 months. Do you think it would be helpful if there was government funding available to help such job seekers after the 12-month point?

-Yes - 100%

-No

-Not Applicable

**Participant Comments:**

-I think government should invest their funding's in creating more job opportunities for 50+ job seekers.

-ABSOLUTELY. I have been searching for work for more than 12 months. Potential employers in interviews have commented on my age. Even though their comment was illegal, it is obvious that ageism exists. There are many people like me too young to access their government pensions. How else can we keep a roof over our heads and food in our bellies? We would have to burn through all of our retirement savings to qualify for Ontario Works. The government should not let us down.

-It would be helpful to get some funding after 12 months (e.g., getting a bus token to go to a conference would be helpful)

-Also, more tax benefits for seniors would be helpful.

9. What differences do you see between OSSCO's job search workshop and any other job search related workshop that you may have attended?

This was my first job search workshop. - 23%

There are no differences between OSSCO's workshop and any other job search related workshop I attended - 12%

Not Applicable - 12%

I noticed the following differences - 53% - see Comments below

**Participant Comments:**

-Our workshop focused on older workers



-Participant thought our workshop was practical -- learned about creating a LinkedIn profile -- workshop was appropriate for the participant -- participant has attended other job search related workshops -- he thought that the other ones were theoretical

-The place of imparting training should be easily accessible. Your place is a bit far off.

-The workshop was excellent. I found that the participants basically wanted to talk about themselves and connect. I make this comment not to detract from the practical job search resource material presented in the workshop but more to comment on how isolated, demoralized and vulnerable older job seekers feel and the immense need for social support.

-It was helpful be in the same room with people in the same situation. She learned from others and from the facilitator. She realized that she has something in common with others -- she is not alone.

-It was helpful to learn from other people who shared their experience on being unemployed. We provided more information than other workshop that she was thinking of -- we should continue with our job search workshop -participant thought our hand-out materials were up-to-date -- they were good.

-Our workshop was geared towards mature workers -- participant heard stories from other workshop participants -- realized that there was a lot of experience represented in the room -- participants were all wondering what they do next.

-Information about LinkedIn was covered in OSSCO's workshop. Participant thought that this information was helpful, and it was not something that was covered in other workshops that she attended.

-The OSSCO workshop is the freshest on his mind, because ours was the most recent workshop that he attended.





## Appendix G

### Business Startup -Template & Results (1 Month Follow-up)

1. Name (Last name, First name)
2. Did you attend the full workshop?
  - Yes
  - No (specify reason)
3. How many times was this participant contacted by phone or e-mail? 0 - 10 times or more than 10 times
  - 1x = 58%
  - 2x = 27%
  - 3x = 15%
4. What was the primary reason that you attended this workshop?
  - Explore business start-up to improve economic situation - 35%
  - Intend to start up a business - 23%
  - Other (please specify) - 42% - Please see individual comments

#### Participant Comments:

- As well as to understand the process of starting up a business
- Participant had a consulting business before, but now he's looking for a job -- if he can't find a job, he would consider starting up a business - he found the workshop valuable
- My adviser suggested it to me
- To get information about import/export business
- Participant is interested in business start-up + applying for jobs
- Looking for a job + interested in starting own business
- To find out what resources are available - has interests in bookkeeping and photography as something that she could do on her own
- Want to explore other opportunities - after attending the workshop, the participant will concentrate on finding a job
- Help to improve marketing of her existing business; participant said she is interested in the retirement toolkit



-Workshop was not what the participant expected

-Looking at different opportunities (like job search or business start-up) & this is just one thing to look at

-Open to finding a job or start a business -- doesn't want to invest too much money in starting a business

-Want to explore other opportunities

5. Do you have the knowledge on how to start a business as a result of attending this workshop?

Yes - 65%

No (please specify) - 8%

Other (please specify) - 19%

Not Applicable (please specify) - 8%

#### **Participant Comments:**

- Has some knowledge, but not enough

- As a senior, I require a bit more time, less intensity

-The workshop was a good refresher -- participant already has knowledge about starting a business

- I have a few clearer information about it

-Not in my plans to start a business at the moment

-Not completely but knows the framework

-Received some knowledge - need more detailed information if she were to really start a business -

- it was a good start

-Not totally confident, but more than he knew before

6. Are you currently applying the business start-up checklist and lean canvas template?

-Yes - 19%

-No - 65%

-Not Applicable - 15%



## Participant Comments

-Lean canvas template?

-I do not know what this template is

-Participant is taking a course and is thinking of starting a business when that course is finished

-Still looking for a job -- it takes money + more schooling to start a business -- gained some good knowledge from the workshop

### 7. What activities are you engaging in to start your business?

- Conducting research on starting the business - 50%
- Networking - 50%
- Business brand development - 15%
- Registering a business name - 8%
- Writing a business plan - 8%
- Other (please specify) - 15%
- N/A (please specify) - 27%

### Participant Comments:

- Starting blogs on subject, looking forward to responses....
- Participant is conducting an informal needs assessment -- what services are needed in the market?

-Currently studying to do exams that could qualify me as licensed Medical Doctor in Canada

-Participant is looking at a business plan that someone else has written

-Participant is on call with Canada Post, and she is not pursuing business start-up at the moment

-Went to franchise show in Toronto

### 8. Have you written a business plan?

- Yes - 15%
- No - 58%
- N/A - 27%



### **Participant Comments:**

- I am still in the preliminary stage of determining a business...but I am working towards it.
- In process
- I have it conceptually, and in point form. It is just a lot of work
- Participant has started a business plan, but it's not yet finished

9. Are you interested in attending a follow-up workshop? (can be more than 1 answer)

- Yes, to meet a mentor - 24%
- Yes, to meet a small business owner (sole owner) - 29%
- Yes, to meet a graduate from the entrepreneurship business start-up program at Centennial College - 24%
- No - 52%

### **Participant Comments:**

- Participant found a full-time job as a result of her cumulative efforts
- Would like to meet an entrepreneur who has experience in selling something tangible like a product
- Participant would like to be invited to the workshop -- he would like to attend if his work schedule allows



## Appendix H

### Business Start-Up Template & Results (3 Month Follow-up)

1. Name (Last name, First name)
2. How many times was this participant contacted by phone or e-mail? (1, 2, 3...10 times, or more than 10 times)  
1x = 33%      2x = 33%      3x = 14%      4x = 10%      5x = 10%
3. Do you have the knowledge on how to start a business as a result of attending this workshop?

- Yes - 71%
- No - 14%
- Other - 10%
- N/A - 5%
- 

#### Participant Comments:

- Useful information was given at the workshop. The instructor is knowledgeable and hands on.
  - Helps me think out details more.
  - Some basics but need to know a lot more.
  - I took this type of workshop decades ago but was updated on the latest techniques. e.g. LEAN canvas, social media.
  - Our workshop was a start, but she doesn't have complete knowledge on how to start a business
  - Participant attended the workshop just for something to explore -- no real interest in starting a business
  - Participant was asked to attend the workshop by his social worker. He is a medical doctor (from another country) -- hopes to practice in Canada. Will writes the equivalency exam in another week's time.
  - Workshop was helpful to learn basic knowledge, but would need to know more in order to start a business
  - Participant had a business before -- thought that not enough information was presented to start a new business - -- also quality of information wasn't enough
  - Yes, but plans are on hold because trying to figure out financial situation
4. Are you currently applying the business start-up checklist and lean canvas template?
    - Yes - 38%
    - No - 52%
    - Not Applicable - 10%



### Participant Comments:

- I have applied online to start my own business.
- Some of it is being worked on in parts.
- I did at first, but require the support of another actual person to continue
- In my own way but not exactly. I just sold an art work so I am delighted.
- N/A because not planning to start a business at the moment.

### 5. Have you written a business plan?

- Yes - 29%
- No - 57%
- N/A - 14%

### Participant Comments:

- I have a draft business plan and hoping to work in partnership with a colleague.
- Participant has started a business plan -- it's in draft
- it's handy to put together a business plan, but it hasn't been done yet.
- Not yet -- currently evaluating 4 options - once he chooses the most viable option, he will go ahead and write a business plan.
- In progress - not finished yet
- Not planning to start a business at the moment

### 6. Feedback on the length of the workshop, which was 2 days

- Should be less than 2 days - 0%
- Should be 2 days - 43%
- Should be between 2 and 5 days - 38%
- Should be between 5 and 10 days - 9%
- Not Applicable - 5%
- Other (please expand on your answer) - 5%



### **Participant Comments:**

-Depending on depth of detail

-A lot was covered in 2 days, would be nice to have had an extra day to draft a business plan in class and exchange ideas and experience.

-Need more time to ask questions.

-For serious participants, there are many components to starting a business, and many of these are full, or half days themselves.

-The length of the workshop was fine.

-Participant thought 3 days might be helpful -- this would leave time to ask questions

-It was good to have a break between the 2 workshops -- in this case there was a week between the two sessions -- the break gave time for the participant to digest the material. The workshop was good in the sense that it was at a university level -- a lot was packed into the 2 days -- it was the equivalent of an 8-week course.

-2 days for basic information is good. Should be a follow-up over and above the 2 days to cover how to critique your business plan.

6. Let's say that you lost your job and you are eligible to receive Employment Insurance. If you wanted to start a business, you might not be eligible to receive Employment Insurance. Would it help if Employment Insurance was available as seed money to help you start your business?

-Yes - 76%

-No - 0%

-Not applicable - 24%

### **Participant Comments:**

-A lot of mid-aged folks are losing their employment prior to retirement, therefore I believe it would be very useful and helpful to have EI money, as seed money to help start the business.

-A good idea.

-This is critical. While I prefer to start my own business, I feel pressured to look for a job, as I need money to live on.



-I believe there is part of E.I. weeks that can go for start-up business or seed business training.

-Participant said that EI would cover just basic personal expenses only - would not a lot more to start up a business.

-Not thinking of starting a business just yet.

7. Do you feel that this workshop was specific to the needs of a 50+ individual and/or newcomer?

-Yes - 57%

-No - 14%

-N/A - 19%

-Other - 10%

#### Participant Comments:

- No idea - not knowledgeable in this area
- Definitely the workshop is useful for 50+ age group. I also strongly believe for newcomers, who may have had their own business in their home country and have the knowledge and experience to set up their business in Canada, rather than work in a survival job.
- There was not enough specific to this age group, the barriers and challenges, expectations, etc.
- Yes, it did!
- Participant said that the information was excellent. Participant also said that she took the workshop as a way of exploring different options.
- Yes, because the people who attended the workshop were 50+
- The information presented was generic.
- Needs of older worker were not addressed -- older worker brings in more experiences, but how? -- flyer said that this is the best time to start a business, but not really addressed.
- Applicable to any age -- it was a comprehensive workshop there could be issues that a 50+ individual could face that could be addressed in the workshop: If loan applicant is 65+, the bank is going to wonder if the applicant is going to live long enough to pay off the loan; if the business involves driving, there might be a question if the budding entrepreneur is going to be able to drive in bad weather; if the budding entrepreneur is going to open up a convenience store, the bank may wonder if the entrepreneur is going to be able to stand up on his/her feet for long periods of time.





- Information applies to everyone not just to 50+ individuals.
8. Would it have been helpful to you if this workshop were offered within 3 months of your becoming unemployed?
- Yes - 67%
  - No - 14%
  - N/A - 19%

**Participant Comments:**

-Yes, it would be helpful to have the workshop offered within 3 months of becoming unemployed. This is the time when folks will evaluate the options available to them.

-Participant expressed frustration that she could use more hands-on support

-As soon as possible within three months would be awesome

-Must have the money to start a business. Participant doesn't have the money right now. When a participant has the money to start a business, then the workshop will become helpful.

10. What differences do you see between OSSCO's business start-up workshop and any other business start-up workshop that you may have attended?

This was my first business start-up workshop - 67%

There are no differences between OSSCO's workshop and other business start-up workshops I attended - 0%

Not Applicable - 9%

I noticed the following differences - 24% - See individual comments below

**Participant Comments:**

-You can mention many things that others also mention, but the main difference is you see other 50-year-old in the classroom, which encourages you. Most of the other start-up seminars have lots of young people, and you may be the only older person and feel bad or out of place or feel not encouraged. When all the other people in the class are the same age or in the same category, you feel more encouraged and you can also do networking to help each other later when the seminar is over with.



-I felt that each topic/sub topic was just barely touched; more time should have been given to most issues. As well, each individual's needs and issues should have been brought forward, discussed and supported as a group, etc.

-Other workshops I attended were for artists and it focused heavily on social media: Instagram for artists and Etsy.

- Participant attended an evening workshop at the library. Our workshop was longer and covered much more helpful information. Participant thought that the evening workshop wasn't a value add, because the information could have been obtained by reading a book or doing own research.

- Participant took a similar course about 20 years ago -- this time around, there was discussion of social media, which would make our workshop different. Concepts were the same, but tools like the matrix would make the OSSCO workshop different



## Appendix I

### Encore Careers Template & Results (1 Month Follow-up)

1. Name (Last name, First name)
2. How many times was this participant contacted by phone or e-mail?  
1x - 78%                      2x - 22%
3. Did you learn something new to help you with your job search as a result of attending this workshop?  
-Yes - 56%  
  
-No - 44%

#### Participant Comments:

- Yes, learned something about second careers
- Best part was Elizabeth's introduction -- participant mentioned that the personality styles exercise was helpful for him
- Our workshop was not quite what he was expecting. Participant thought that this workshop would be more geared towards people in the 50-70 age group, and that he would learn new tricks of getting himself in front of companies - also expected that our workshop would have covered cover letters, resumes, etc. and how to make a difference (In getting better results). Participant said that Elizabeth spoke for an hour and that the facilitator seemed rushed for time. Participant thought that the social styles portion of the workshop could have been covered in less time.
- Almost the same as other workshops

4. Did you create a Skills Inventory for yourself?

- Yes - 56%
- No - 0%
- N/A - 44%

#### Participant Comments:

- Before attending the workshop, the participant started an inventory, but then left it. The workshop encouraged the participant to take another look at the inventory and to do some tweaking on it.



- Have worked on one before -- participant continuously works on his inventory
- Participant had already done a skills inventory at another workshop that he attended.

5. Did this workshop encourage you to take action on any follow-up steps?

-Yes - 67%

-No - 33%

#### **Participant Comments**

- Yes, see answer to #4.
- Following up on second careers

6. Do you have an increased knowledge of career options as a result of attending this workshop?

-Yes - 78%

-No - 22%

#### **Participant Comments:**

- Yes, even though it might only be 5% or 10%

7. Will you be enrolling for any additional training that is specific to your career goals?

-Yes - 45%

-No - 33%

-N/A - 22%

#### **Participant Comments:**

-Participant hasn't identified any particular training to go to. May have to do some further research.

-Bridging courses at WoodGreen, 1491 Danforth Avenue. Toronto.

-it depends on whether participant finds a job or not

-Participant is looking into second careers

-Yes, participant would consider if applicable to her career goals



## Appendix J

### Encore Careers Template & Results (3 Month Follow-up)

1. Name (Last name, First name)
2. How many times was this participant contacted by phone or e-mail? (1,2,3...10 times, or more than 10 times)

1x = 67%

2x = 33%

3. Feedback on the length of the workshop, which was 1 day
  - Should be less than 1 day - 67%
  - Should be 1 day - 33%

#### Participant Comments:

- Length of workshop is perfect as is
- The half-day workshop was the perfect amount of time to explore and understand the content being presented.

4. Will you be enrolling for any additional training that is specific to your career goals?

-Yes - 100%

-No - 0%

5. Do you think that people who graduate from Second Career training should be eligible for Employment Insurance while searching for a job in their new field?

-Yes - 60%

-No - 0%

-N/A - 40%

#### Participant Comments:

- You need to have an income while job hunting
- I am not familiar with the structure of Second Career training and unable to comment on this question.

6. When do you think it would have been helpful to you to be offered this particular workshop?



- Within 3 months from the time you were looking for a job - 60%
- Within 6 months from the time you were looking for a job - 0%
- Within 9 months from the time you were looking for a job - 0%
- Not Applicable - 40%

### Participant Comments:

- The earlier these workshops are offered the greater the impact they would have on job-seekers to help them find income before the 12-month mark.
7. What differences do you see between OSSCO's encore careers workshop and any other related workshop that you may have attended?
- This was my first encore careers workshop - 67%
  - There are no differences between OSSCO's workshop and other related workshops I attended - 0%
  - I noticed the following differences - see Comments below - 33%

### Participant Comments:

- "Smaller group, I'm more comfortable with the age group. Topics are more focused."
- "OSSCO workshops are more honest - making it clear that it will be difficult to find a job after 50. This very important truth makes a difference as to how you approach your search for sustainable income. Other workshops help to become expert job hunters. They provide a false reality that if you work really hard at networking and preparing for the right job opportunity your chances will be better. But in reality, 50+ seekers have a lower than average chance of winning the competition for the jobs out there (especially the ones posted)."
- I asked the participant about their general impressions of this workshop. Participant thought the presentation was well put together. Participant liked the tag team approach -- casual but comfortable -- participant thought that the break-out sessions were a challenge where some people might be hesitant to talk or they're quiet. Participant thought there was a time crunch at the end -- maybe it would have been better if we took the first half hour that Stock Transportation used at the beginning. Participant thought a half day for the presentation was enough.



## Appendix K Retirement Planning Template & Results (1 Month Follow-up)

1. Name (Last name, First name)

2. How many times was this participant contacted by phone or e-mail? (1, 2, 3....10 times, or more than 10 times)

1x = 100%

3. Did you learn something new that helped you to cope better financially in retirement as a result of attending this workshop?

-Yes - 50%

-No - 40%

-Not Applicable - 10%

### Participant Comments:

- Participant said that she went to college and she was already familiar with what was presented. The information could be beneficial to other people however.
- Participant said that she has been retired for 20 years and so she implied that the information may be a little late for her
- It was good information, but the caller felt that the information was more appropriate for younger seniors.
- Participant would have liked the workshop to cover -- do you have enough money to retire on? No retirement planner spoke at the workshop - housing is a whole topic in itself - only a real estate person was there - downscaling - getting rid of clutter -- this wasn't addressed - no presenter of retirement age or close to retirement age - not enough information about volunteering was covered -- other topics that should have been covered: travel, hobbies, second career - this presentation was waste of time - would like to hear how older people's health can be supported if they want to keep working -- suggested that a panel of speakers should have been invited.
- Did not think that the workshop helped retirees

4. Are you doing any of the following?

	Yes	No	Not applicable
Volunteer Work	50%	40%	10%
Paid Work	20%	70%	10%

### Participant Comments:

- Does volunteer work at a number of places, works part-time
- Participant is looking for part-time work



## Appendix L

### Retirement Planning Template & Results (3 Month Follow-up)

1. Name (Last name, First name)
2. How many times was this participant contacted by phone or e-mail? (1,2,3...10 times, or more than 10 times)

1x = 75%                      2x = 25%

3. Are you applying any of the financial planning strategies that were covered in the workshop?

Yes - 0%

No - 75%

Not Applicable - 25%

4. Are you doing any of the following?

	Yes	No	Not applicable
Volunteer Work	75%	25%	0%
Paid Work	25%	75%	0%

#### Participant Comments:

- Sold a painting at an art show so that means I do get some money from my art.
- Participant is doing a lot of volunteer work with different agencies. The participant feels that she is spending her time productively but is interested in finding part-time work.

5. Feedback on the length of the workshop, which was 1 day.

-Should be less than 1 day - 25%

-Should be 1 day - 50%

-Other (please expand on your answer) - 25%

#### Participant Comments:

- The workshop should be on topics like financial planning, volunteering, budgeting, and medical financial issues.





6. What differences do you see between OSSCO's retirement planning workshop and any other related workshop that you may have attended?

This was my first retirement planning workshop -75%

There are no differences between OSSCO's workshop and other retirement planning workshops I attended - 0%

I noticed the following differences -See individual comments below - 25%

**Participant Comments:**

- Other retirement workshops focused on enjoying life, and the finances to retire with based on lifestyle as well as medical conditions.



## Appendix M: Meet-Up Evaluation (Template)

Although not required by this project, all participants from the meet-ups were provided an evaluation form. The following was asked of the participants to complete.

1. Would you recommend this workshop to others?

1 - Not at all	2	3 - Undecided	4	5 - A Lot
----------------	---	---------------	---	-----------

2. The workshop facilitator was:

1 - Not at all helpful	2	3 - Undecided	4	5 - Very helpful
------------------------	---	---------------	---	------------------

3. What did you find the most useful about the workshop?

4. What did you find the least useful about the workshop?

5. Did you learn something new?

- Yes
- No
- Not Applicable
- If “Yes”, please expand on your answer:

6. Overall, is there anything else you would like to mention?