

use nontraditional audiences instead of baby boomer generation to expand the potential pool, plus it matches the language in the RFP

Abstract:

Today in our country, we have a growing population of aging adults, particularly those of the “baby boomer” generation. Many of these adults have not grown up and learned how to use technology the way our younger generations have and are used to. When these adults were in their school years, computers and their software programs were almost nonexistent and not relevant in the employment they entered.

Fast forward to the employment force of today. Majority of jobs require some level of technology proficiency. The basic use of Microsoft office programs for example is needed in most positions. The job market today to cater more to younger adults who have the technology proficiency desired by most organizations and companies. That can make it harder for older adults to be hired because of the lack of knowledge in technology.

The courses we are proposing are continuing education courses that can introduce and teach older adults to basic computer and technology skills that are needed within today’s job market. The courses would focus on using word processing, excel spreadsheets, and PowerPoint presentations. The focus would be on the most used programs of Microsoft Office that is the most utilized today.

Partner and Communication:

use the word key instead of idea, to give it a sense of permanance instead of abstract concept
The idea is to partner with local community colleges, community centers, and public libraries as a way to help with their outreach to the community around them. We would work with both entities to provide the supplies needed for these adult learners to be successful in their educational endeavors. Through this partnership, the adult learners would not only be learning the value skills they need to improve their hiring potential in today’s job market, but would be aware of the resources and other educational opportunities that are available through these partners. **preference given to partnering with entities - great!**

Communication for this effort would be done through multiple ways. Newsletters sent out to the community through both the community colleges and public libraries would include course information and ways for them to sign-up. The same information would be posted on their websites as well. Marketing fliers would also be posted on boards throughout both facilities. Once enrolled, the learners can indicate their preferred communication as they progress into the course.

Needs Being Met and Current Demand:

There are many baby boomer adults that are looking to break into some kind of office or administrator job position but are having a hard time because they lack the experience and education of today’s technology needs. Their experience using programs like those in Microsoft Office can be difficult to obtain if they are not regularly exposed to them.

For example, a 61 year old female would prefer to get a job working as an office secretary or administrator instead of the current retail position they currently hold, but does not have the experience in using the various programs of Microsoft Office as many positions currently require from their applicants. She has not had a previous job that required those skills. These continuing education courses would allow her to learn the skills needed to seek out the job she would prefer at this point in her life.

The workforce is growing younger because younger applicants have been routinely exposed and have utilized Microsoft Office programs as a part of their education from as far back as elementary school. These courses would really help the baby boomer generation get back into a job market and be more equipped for the jobs available today. The demand is there for instructors to work with these learners to help their job prospects grow and feel more confident when applying to available positions. Without these courses, it will make it harder for older adults to be able to provide for themselves and their families.

In the short-term, we would focus on basic skills within Microsoft Office. That is the high demand currently. These would also be ideal courses for anyone who really needs a refresher or just wants to learn more about using the current versions of the programs, as they are updated and changed regularly. Courses would run for about 5 weeks, once a week initially. Courses will be evaluated after the first round of courses to see if they should be expanded. In the long-term, other basic courses in variously, but regularly used technology programs and platforms could be offered. For example, being able to navigate social media or how to create graphics such as through Canva.

[Canvas](#)

Timeline:

| Months | Activities |
|---------------|--|
| 1 | Meet with staff and administrators of local community colleges and public libraries to discuss needs and specific goals to be addressed within the courses. We will also analyze current job postings to determine specific skills being required when applying for those positions. |
| 2 | Determine what supplies exactly be needed to conduct the course. Coordinate marketing with course venues and schedule class meeting times to be advertised. |
| 3 | Send out marketing and open enrollment for courses. Determine course instructors and work together to put together highly effective course programs. |
| 4-6 | Hold classes with students. Receive course evaluations after courses are complete. Follow up with students within a few months to see if coursework has helped them to secure new positions with their new skills. |

Budget:

| Item Needed | Amount Needed | Cost |
|-------------------------------|----------------------|-----------------------|
| Room Reservation | 1 Hour/Week | \$35 x 5 weeks= \$175 |
| Laptop Computers | 18 | \$350 x 18= \$6,300 |
| Microsoft Office Subscription | 18 | \$6 x 18= \$108/month |
| Instructor | 1 per facility | \$500 |

Outcome:

Through these courses, we hope to empower those of the baby boomer generation, or really any adult learner no matter their age, with the skills in technology needed to get the job they have been looking for. Technology is only going to evolve and it's important to keep learning as technology continues to update. These courses will continue to evolve as well as they will need to be updated as the technology needed in that current job marketplace will change. No one is too old or too young to be able to have the ability to access and use technology so that they can provide for themselves and their families. These adult learners will achieve the job they have sought after because they will be qualified and gain the necessary requirements employers are asking for. Don't end in a preposition, use something more assertive and definite

Excerpts from the RFP - CPS - CE Grant document:

Summary paragraph 2: "Beginning in October 2004, the CPS Cabinet approved the use of CPS-Continuing Education carry-over funds to provide competitive grants to CPS faculty/staff to encourage them to consider ways to facilitate new partnerships and enhance CPS-CE course offerings to external and non-traditional audiences.

Purpose first paragraph: Under this Request for Proposals, CPS-CE invites CPS faculty and staff to apply for funding that will support the creation and further development of programs and/or courses for graduate and non-traditional audiences. Preference is given to proposals that create partnerships with school districts, agencies, business and industry, and professional groups. The desired outcome is for enrollment in these programs/courses to be the result of partnerships vs. mass marketing.

Grant application:

Name:

1. What course/program are you proposing?
2. Please identify the partner and outline your communication regarding this effort.
3. What need is being met by offering this course/program?
4. Please describe demand for this course/program (include short-term, long-term).
5. Describe and comment on the budget for the funds you are requesting.

Signature _____ Date _____

Department Head Signature _____ Date _____