



## Redefining Work and Retirement for Active People

*Marcia Ferris,*  
*LSS of MN*  
Program Manager

## From Transform 2010 (MN-DHS)

- “Over the next 25 years, the boomers will represent one of the most important sources of human capital in the state. They will be 1.3 million strong, still relatively young & healthy & have the desire to remain engaged either through paid or nonpaid roles. ...67% plan to volunteer when they retire...” (p.18)

## From Transform 2010 (MN-DHS)

- “According to the most recent Survey of Older Minnesotans, most boomers & current older people want to “age in place.” They are more likely to be able to do so if they live in *communities for a lifetime.*” (p.31)

## Tapping into the Hidden Treasure of the Age Wave

- Benefits to Communities
- Benefits to “Boomers”

## Benefits to Communities



## Benefits to “Boomers”



## Tapping into the Hidden Treasure of the Age Wave

- Tailoring Recruitment Strategies

## Tapping into the Hidden Treasure of the Age Wave

- Finding the “right fit”
- Assessing Skills
- Adapting to “Boomer” Needs

