

**2nd Annual Forum on Boomers and Civic Engagement
General Discussion Questions (Blue Sheet)
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Do you have additional suggestions about how to remove barriers and/or better engage Boomers?

- Keep it informal and flexible to time.
- Low cost community college courses tuition charge defrayed/with “volunteers” pay-back.
- Network among agencies nonprofits to “place” volunteers.
- Get established volunteers who are in leadership rolls be more open to diverse people who want to volunteer in the programs they coordinate.
- Listen tom volunteers.
- Network more.
- Identify opportunities by program/subject matter/then volunteer opportunities.
- Identify motives for volunteers.
- Help people identify their talents, passions & values.
- Organizations need to show prospective volunteers how they will be included in the organization.
- This was my first time & found out about it through shift.
- Consider more ways to reach boomers [Newspapers, Libraries].
- Give “BB” ownership over their chosen area of engagement.
- More recognition-Community wise.
- Provide Health Care coverage for volunteers through organization Involved volunteers in creation of Volunteer Position Paid Position/Volunteer Position.
- Use the language they use.
- Engage for short time projects.
- Show (broadcast) the results of their volunteerism (service).
- To remove barriers: meetings for organizations and discussion to begin paradigm shift for expanding types of opportunities available.
- To develop and air stories on local cable TV & newsletters.
- Allowing Boomers to propose their own projects for volunteer involvement.
- Many Boomers are interested in continued learning-how to combine volunteer work with opportunities to learn & develop new skills.
- Specify talents- Communicate some to needy organizations.
- Listen, compassion, think outside the box.
- Volunteerism isn’t free. Human Capital cost/returns.
- Barriers: transportation, car pooling, cost of gas.
- The majority or close to it of our volunteer base are 50 and older, so I think we’re doing better than we think... but , as always, images and stories reflecting the boomers are powerful.
- More spotlighting of seniors who volunteer paper, TV, schools, etc let the senior talk about what they do, why they do it. How they picked where to spend their time. What do they think that they have changed in the community by the giving of their time.
- How to better connect volunteers & their skills/passions with the needs of various organizations~ database.
- Really, I think this topic was not fully discussed. I’m sure there are many other creative ideas or solutions but I can’t really think of any right now.

- Research results indicating the factors & #1 behaviors that will enhance quality of life vs. Expectations of→ NSG Home.
- Address Ideas Expectations of retirement Goals.
- People (citizens/potential volunteers) who haven't relied on volunteers in their lives aren't aware of volunteer opportunities. I heard about volunteer jobs here today that I was not aware of—every organization that makes use of volunteers need to spread the word about their needs—PSAs,
- Technology-interactive websites.
- I coordinate a senior chore program- HandyWorks, and by sending volunteers to senior's homes to help organize and clean their homes and yards it helps them feel more pride in their homes and I have found that they enjoy having family/friends come visit more often and are less secluded because of the work of volunteers.
- Education & outreach thru outlets frequented by boomers-libraries, doctor's offices?—financial incentives - tax credits. Fair mileage deduction (on par & business)
- Reach out= create a great media all that invites people in have infrastructure strategies in place to handle influx of people.
- Reports and testimonials from volunteers who have served in advanced positions. Reports to leadership.
- Total 'Handicapped'access' for mind body Spirit Acknowledge need for control & Legacy Involvement leads to 'control'.
- How to engage/get new volunteers.
- More agency/people networking.
- Have job descriptions for volunteers so they have a clear idea of the expectations.
- Recognize volunteers w/thank yous (written, receptions, the Results of their work).
- Provide training as needed.
- Very helpful to have the person "in charge" of event/program to have good organizational skills so people don't flounder.
- Promote RSVP fuel/bus fare/metro mobility reimbursement program.
- Make certain that nonprofits keep their professional (paid) managers/directors/coordinators of volunteers. Too many agencies are cutting this position.
- Provide health insurance.
- As people retire or leave their jobs- larger corporations w/corporate volunteer programs could help promote volunteerism and provide tips or tools on how to get involved.
- Stop thinking of Boomers as a "demographic" and recognize them as the "movement" or "force."
- More communications & public awareness of the volunteer opportunities.
- More funding to non-profits geared to this age group.
- Find a way to give health ins. to volunteers.
- Get more corporations to value and support volunteers.
- Continue Forums.
- Match volunteers to passion better and follow up ongoing.

- Have this event on a Saturday- many Boomers are working.
- Convey sense of urgency & vitality to volunteer experience- Boomers are often people of action, work at high speed.
- Health Insurance, opportunities to use our talents and experiences- not just greeters.
- State wide PR effort.
- Stipend vol. work for low income volunteers.
- Create a list of projects that need help- the real thing inspires people to act.
- Let them have more of a voice show them need, use their passion and share results.
- It would be great if we could help Metro Mobility to work better.
- Work w/ Workforce Centers and Chambers of Commerce?
- As a boomer volunteer director- have conversations with friends & colleagues to encourage volunteering.
- Continue w/programs that provide mileage reimbursement for volunteers.
- Educating non-boomers on what the barriers are & why they need to remove them (what's the benefit to engaging boomers).
- Be flexible.
- Let people help design their vol. service.
- Keep expenses low for vols.
- Offer good orientation/recognition.
- Stop talking about boomers as only 50+ or 55 and up. Some of us 45-50 are considered boomers but we are left out of the discussion.
- Address mobility issue.
- Offer or recommend some type transportation for Boomers who do not drive.
- Offer more home based volunteer opportunities for home-bound seniors including their orientations.
- Recognize vision or hearing impairment issues & tailor opportunities to address this issue.
- Outreach to Boomers about volunteer opportunities; i.e. Use senior fairs, churches, community resources for seniors, Sr. Linkage Line? Sr. websites.
- Discussions did not address this question- more on recruitment.
- Sharing of best practices.
- Educate people who are about to retire about "service".
- Be mindful that as we promote Boomer Volunteerism we don't leave behind other volunteers. Volunteering is ageless. Everyone has something of value to contribute.
- We need to recognize that Boomers cannot be lumped together-they have different interests & level of skills that no one approach is going to work for all.
- More PR on a general main website? Or just more PR in general.
- Look at better preparing agencies to work with the influx of volunteers and also ways/ideas to create opportunities as well as best practices.
- Find ways to let boomers design & fund efforts they think important to improve their community.

- Continue to recruit young people as well. Have them work side by side with the “Boomers”. It’s a great way for them to learn about each other.
- Strategies for vol. managers in organizations (for example Hennepin County) to be included into high-level planning to start creating a culture of agency-wide embrace or volunteers.
- Mentioning/Stop laying off older adults 55-65—How help?
- Civic Engagement-United Way + * Develop New Mindset.
- Discovery/Individuals/Organs/Infrastructure/Policy.
- Best Practices-Coalitions-broad range.
- Support-sharing resource.
- Initiation.
- Remove discrimination in employment—then will have leisure time for volunteering. I would like ways to meet and interact with people different from me, esp. racially (I’m Caucasian). Take the “corruption” out of AARP, so it’s a real origin and not just a way to market older people.
- We need funding in order to launch new programs that are “Boomer” focused.
- Volunteers need to assist by being a spokesperson for volunteering – similar to United Way presentations.
- Have a “buddy system”. Have an existing volunteer bringing a friend (safety in numbers).
- In my opinion, the key to engaging Boomers can be summarized in three words: “Communicate, Communicate, and Communicate”!
- Give volunteers “face time” on showcase best practices.
- “Second career entrepreneurs” come in all ages. Boomers specifically are a large group, many who have the ability to retire early. Can we get information to H.R. people who might help make the contacts for us with those new retirees.
- Create flexible schedules—show results of volunteer program...how are they helping to be more outcome-based.
- “Ask them what they want—and listen to the response.”
- Fund more ways to bridge to unpaid work for people close to retirement with benefits—funding jobs, expand service jobs that offer stipends, benefits and flexibility.
- Have current volunteers act as ambassadors for your organization/volunteer program.
- Continue to get information out to communities on how to find volunteer opportunities that support their passions.
- Put Pilot programs (Best Practices) on the website. Incentive for non-profits to engage “Boomers” as volunteers like Audrey’s example—higher “score” to get the grant.

Do you know of other organizations that are finding new and effective ways to engage Boomers as volunteers? Include contact information if you know it.

- Civic Ventures, SAGE (women only), Awesome Women.
- Julie Lopp – internships—an internship program for older adults to gain experience and re-career. Julie is in California.

- This needs more dialog with leaders and workers within organizations because they are not there. What is the incentive for people in organizations to support people doing what they perceive as “their work”?
- The AACC’s PrimeTime/+ Initiative. American Association of Community Colleges.
- Not right now!
- Civic Ventures—move all areas of need forward: all ages of e.g.: re-education, re-training, poverty, hunger, and health.
- I would like to be aware of such organizations.
- Not at this time—will be doing some research after the Forum day.
- Hands on—“which you already know”
- Meals on Wheels—involving Boomers and other employees delivering meals over lunch hour—Pat Rowan, Metro Meals on Wheels, Ed.
- Big Brothers/Big Sisters. Marketing to Boomers to break the stereotype of only young people being the “brothers & sisters”.
- We are using volunteers to present “book talks” at senior living facilities. We had a “speed dating” type event with many organizations present. Potential volunteers could spend 5 minutes with each organization.
- Churches do it well—show respect for them and their skills/experience etc.
- 3M, Target, and Medtronic.
- Non-violent Peace Force – Mel Duncan.
- MN Master Naturalist program at U of M – Amy Rager (started 2005).
- “Time bank” programs. Locally there is a group called Hour Dollars, also SHIFT, Need for food Service Exchange—go to www.timebanks.org or call me at 651-439-7434 for more information.
- Shift
- Courage Center has been working on creating “Strategic” volunteer positions (marketing, grant writing, fundraising, etc.) or leadership type opportunities for those looking to use their “job” skills and have impact on the organization.
- Washington County proposal for property tax reduction for volunteering in schools.
- Check out national and others in different counties. I know Australia has an organized volunteer promotion program.
- Community Earth Council – Erik Utne.
- Ignatian Volunteer Corps—providing support and spiritual enrichment to accompany volunteer.
- As Boomers see parents needing help, they will also need help in the not- too-distant future as well. More Boomers have been volunteering to do raking and summer yard cleanups for seniors who are not able to do the work any longer. Handy Works: 612-721-8687 x, 335. (Greater Minneapolis, Council of Churches, Grace)
- Ramsey County Library and Friends of the Library have recruited a significant number of volunteers who are able to sign up to work as they have time in their schedules. When there is a particular need for a volunteer, the supervisor contacts

individuals or simply posts the need where volunteers will check in. Supervisor is Pam Van Meter at Shoreview Library.

- AARP has begun a very informal community-based group that meets—Maple Grove has an ongoing group with lots of activities.
- St. Paul Sister Cities Organizations—many of them—(St. Paul Mayor’s Office). I am with St. Paul-Cuidad Romero, El Salvador project. The Resource Center of the Americas (www.americas.org). is doing cross-cultural work on the immigration issue—recruiting elders for a pence.
- Friends of the Mississippi River – St. Paul. Richardson Nature Center – Bloomington. Gale Woods Farm – Minnetrista.
- Como Zoo Conservatory and City of St. Paul.
- Judy Sobuck at MCTC has what appears to be an effective volunteer program, especially the position descriptions used.
- Try to add more diversity: race, gender, and ethnicity. Sondra Hollinger Samuels and Don Samuels are networked through the north side organizations. You can reach Sondra through Peace Foundation and Don through City Council of Minneapolis.
- Open Arms.

What speakers or topics do you recommend for future Forums?

- How to “think outside the box”. Have someone speaking that can get people to start looking at problems/obstacles from different perspectives.
- Continue panel discussions representing a variety of agencies—experts at the ground-level.
- Lester Strong.
- Volunteer managers in the field who can give examples and practical suggestions as to building buy-in /ownership with the rest of their non-profit co-workers with regard to engaging/using volunteers in more significant projects.
- National and international volunteer opportunities for Boomers.
- Greening America. Infrastructure, Remediation. Coming to know the needs of our communities.
- Agency to agency networking. Maybe have facilitation and tables with community agencies at 1 table; example: Minnetonka table: Sr. agency, transportation, children services, food shelf, community center, etc.
- How agencies can collaborate to improve utilization of boomers; how to write ‘project descriptions;’ how to create climate change in orgs to encourage acceptance of volunteers within organization
- Kate Schaefer, Encore.
- Best practices for recruiting boomers (and others) to volunteer. Incentives non-profits can provide volunteers (financial and non-financial)
- The head of a large corporation’s retiree program – i.e. General Mills, 3M, Wells Fargo or Target about involvement of members
- Informal programs/classes for older adults, mobility issues, healthcare issues
- Similar to today

- Impacts of aging-in-place on cities – key contact John Carpenter at Excensus. Email: John@excensus.com
- Wellness for boomers—aging brain, bodies, attitudes; trends
- There is a woman professor and faculty at the U of M Center for Spirituality & Healing, who talks about western medicine and Peruvian shamanism. I can't remember her name at this moment. She takes people to the rainforest—she's a very engaging speaker.
- Mary Turck, editor of TC Daily Planet, online news, talks about “citizen journalism.”
- Joel Hodroff, local entrepreneur, talks about “dual currency” systems, wherein volunteers work is rewarded by coupons from local businesses.
- Research results indicating the factors and behaviors that will enhance quality of life vs. expedition of -> NSG home
- Innovative, low cost recruitment. They will work in today's economy—broken down by group—Generation X—Boomers, etc.
- Maybe something like this has been done, but in communities, perhaps there could be “volunteer fairs” like job fairs
- The voices of culturally diverse elders
- As a volunteer administrator, how to sensitively help a volunteer who is “aging out” of productivity—to help him/her recognize need to step down
- AARP helping boomers
- A motivational speaker on ‘what makes boomers tick’
- Keep your volunteers healthy
- William Nelson—books. Keep volunteers healthy!
- Working with organizational leadership in opening options for higher impact portions. Pilot ideas discussed and reviewed to use as examples as we move forward.
- Techniques for helping volunteers understand/identify their passions
- How to prevent volunteer burn-out
- How to connect with corporations who have volunteer programs—are there specific emphasis or just general volunteers?
- Community Earth Council—Erik Utne
- Let's hear from the youth of today. Bring in NYLC youth board and MCC college students.
- Adult to adult mentoring opportunities (vital need but research and \$ is geared toward adult-to-child mentors)
- Barack Obama
- A series of forums organizing the new movement. Volunteer service is humankind and not demographic.
- Today was wonderful. I'd like to see a repeat of the topics—more time was needed. Also, servicing funding for boomer programs & projects—how to? Ask MN Council of Non-Profits?
- TapRoot—organization mentioned by panel to help with feelings of fear within organizations/corporations

- Bring together those of us who need boomer volunteers with those who have boomer volunteers
- Present case studies by highlighting some initiatives that have been successful
- What are barriers, what does it look like to prepare for boomers in various settings
- Harry Boyte—Humphrey Institute (U of M) on citizen participation in this democracy
- What makes boomers so “special?” The fact that they feel that they need high-level positions with a lot of say in matters. They still want others to do the dirty work.
- I would like to see a forum with various boomers talking about what they are looking for—how they can help organizations plan for future—I would like to hear from boomers, of which I am one.
- How to help boomers find new organizations
- A CEO who is matched with a boomer on a high-level project that is producing results
- Arts engagement for boomers as participants
- Move from nice to necessary—need to demonstrate IMPACT.
- Submit plan to establish mgr/supervisor of crops volunteers.
- We need more details, when available, on the Serve America Act.
- Motivation techniques, retaining volunteers, fund sources
- A speaker from the AACC. Topic: Strategies non-profits are successfully employing for volunteer recruitment
- Marc Friedman—Case studies of actual clinic engagement projects in local communities with “lessons learned”
- Marjorie Jalenson—the Blue Ribbon Baker—very energetic and informative and to the drive to succeed—motivational.
- The interactive table process is the best part of the day. I’ve met active, caring people doing all kinds of things, different from me, but I’ve gotten great ideas!
- Marc Freedma
- Create more opportunities to share (although I thought the 2 opportunities were good)
- New CEO of the Corporation for National and Community Service
- I feel that Lester Strong was knowledgeable and handled the questions in a direct responsive way.