Workforce Development Research Project
April 2024

Strategies for Recruiting Older Workers

Why is a recruitment strategy needed for older workers?
Despite labor shortages, older adults face ageist biases and hiring discrimination and the value they bring to the workplace is often overlooked. Focused recruitment strategies can attract key talent diversity, including the lived experiences and perspectives older people offer. Being mindful of ageist language and stereotypes and focusing on the positive attributes of older adults creates more effective recruitment strategies for older adults in your area. Well-crafted recruitment strategies will mitigate ageism in hiring processes and promote inclusivity, making the workplace more adaptable to the needs of a multigenerational workforce.

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Demonstrating Age-Inclusivity

Age Discrimination in Recruitment
- Be aware: 36% of 50-70 year-olds say their age puts them at a disadvantage during job searches.

Embed Age in Diversity Policies
- Include age-inclusivity statements in job ads.
- Account for how age interacts with other characteristics in recruitment.

Monitor Age Data
- Collect and analyze age-related data to understand and improve age diversity.

Eliminate Age Bias in Job Ads and Educate on Age-Inclusivity
- Avoid stereotyped language that deters older applicants.
- Train staff to recognize and reduce age bias.
- Foster a workplace culture that values contributions from all ages.

Benefits of Age-Inclusivity
- Enhances productivity; businesses with more workers aged 50+ are more productive.
- Promotes knowledge sharing across generations, benefiting the entire workforce.

Resources
- Hire an Older Worker. AARP Foundation SCSEP - employers. [link]
- Good Recruitment for Older Workers: A guide for employers (online version). [link]
- 7 Principles to Attract and retain Older frontline workers. [link]
- 5 Recruitment strategies to attract older workers. [link]
- Older Workers Are Employable—Tips for Retraining, Reintegrating and Recruiting. [link]
- U.S. Department of Labor, Older Adult Worker resources. [link]

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