


 greater  
**MANKATO** *this month*

## Maturing Talent Development

### *Engaging Older Workers*

The community members who created the Envision2020 plan for Greater Mankato's successful future identified "Retaining and Attracting a Talented Workforce" as a significant priority. Through this Envision2020 plan and enthusiastic input from the business community, Greater Mankato Growth was sent a strong message of the importance of developing and retaining talent in our region – so much so that one of the first steps we took when the organization was established in 2007 was to dedicate a position solely to talent initiatives.

This position, together with the efforts of our K-12 Career and Technical Education program (funded through Greater Mankato Growth, Mankato Area Public Schools and South Central Perkins Consortia), has pushed forward our efforts to develop and retain young talent in our region.

But even as we focus on young talent, we must also realize the importance of the other end of the talent spectrum – our older workers.

Older workers bring a world of working experience. With the population of adults over 60 undergoing extensive growth throughout the next decade, their role will be increasingly vital. Maximizing the assets older workers have to offer our businesses and organizations in Greater Mankato is essential to our future success.

To fund projects that enhance the engagement of older adults in meaning-



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 President & CEO

ful work, Greater Mankato Growth (GMG) received a grant from the Southern Minnesota Initiative Foundation (SMIF). With the grant, GMG and SMIF, together with other community organizations who understand the importance of engaging older workers, created **ENCORE 60+**. **ENCORE** stands for Engaging, Networking and Connecting Older Individuals with Resources and Employers.

Now we need your help. GMG and SMIF will hold an **ENCORE 60+ Town Meeting on Tuesday, October 27 from 6:00 – 9:00 p.m. at the Verizon Wireless Center**. At the Town Meeting you'll receive information on engaging older workers, review the assets of our community that we can build from, and develop project ideas that could utilize seed funding from the \$15,000 SMIF grant. For more information visit [greater-mankato.com/community-encore.php](http://greater-mankato.com/community-encore.php).

Please join us for this important meeting and help us formulate our plans to make the most of the assets our older workers bring to our workplaces and community.

"Greater Mankato This Month" appears on the 15th of each month in The Free Press. For more information on Greater Mankato Growth, Inc., the area's chamber of commerce and economic development organization, visit [greatermankato.com](http://greatermankato.com)