

Encore Regional Convening

New England | October 16, 2017

**Convening Report
to the October 16th Convening Participants**

November 2017



Overview

Nearly 150 leaders from across New England convened in Boston's District Hall on Monday, October 16th, to work together to create a future for New England that embraces the voices, time, and talents of experience. The day included setting national and regional context, working sessions, and the first-ever celebration of the Encore Prize.

Plenary Session

Lester Strong, an Encore.org board member who spent many years in Boston as a broadcast journalist, served as emcee for the morning. The plenary focused on the demographics and the policy issues that frame conversations about people 50+ from a local, regional, and state perspective.

Emily Shea, Commissioner on Affairs of the Elderly for the City of Boston, read a proclamation from Mayor Martin J. Walsh, declaring October 16th "Encore Day" in Boston, an exciting highlight for the Convening! She described how Age-friendly Boston connects to encore through the civic participation and employment domain, and the growing effort to integrate the talent of older residents into city government.



Boston Mayor Martin J. Walsh, proclaims October 16th "Encore Day" in Boston.

Barry Bluestone, an economist at Northeastern University, made the demographic case, showing that older adults are not just desirable but necessary to meet workforce demands now and in coming years.

Robin Lipson, Chief of Staff & Chief Strategy Officer, Executive Office of Elder Affairs for Massachusetts, brought greetings from Secretary Alice Bonner. She described the goal of the newly commissioned Governor's Council to Address Aging in Massachusetts as making the state the best place to grow older in the country, including options for purposeful work.

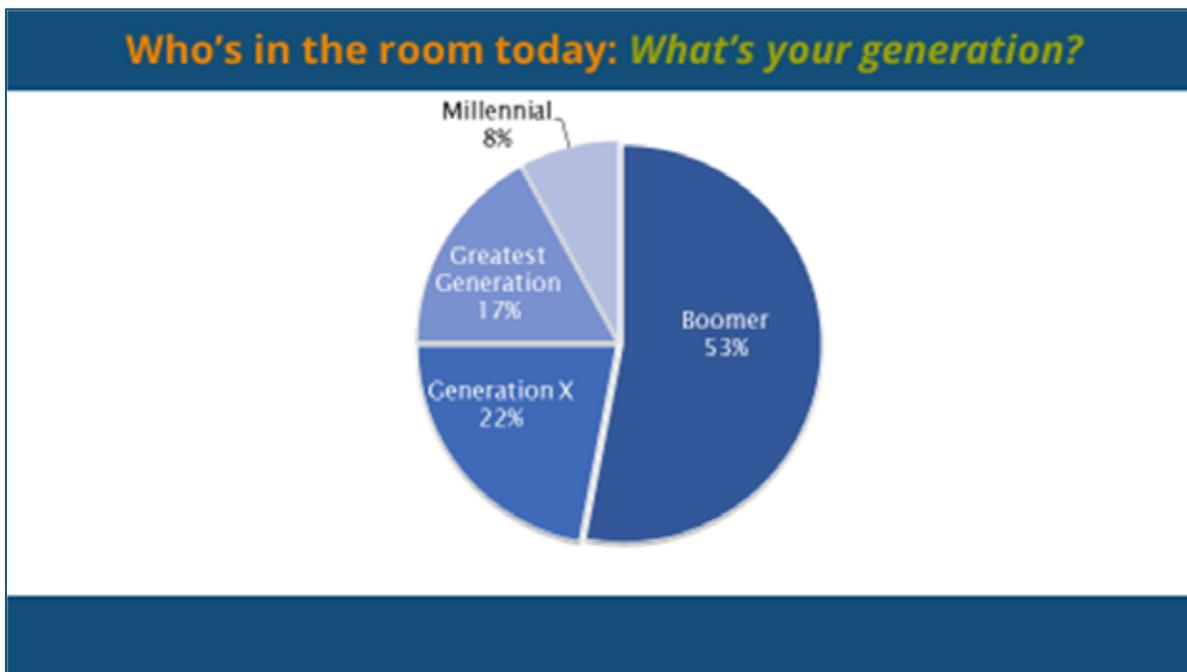
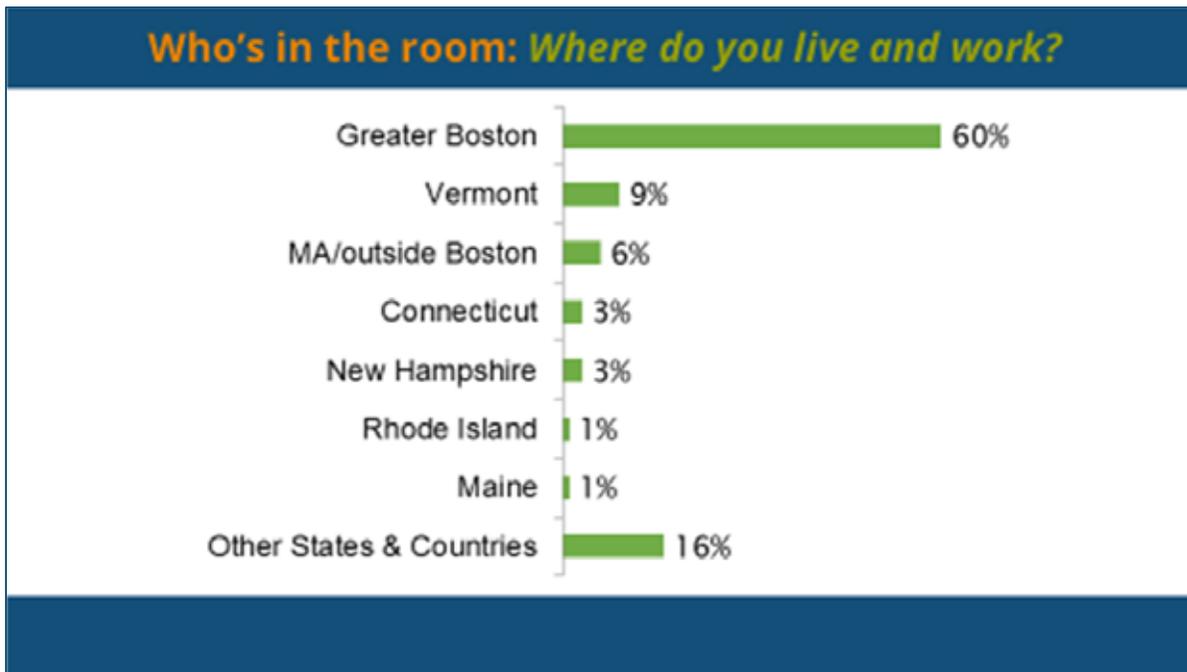
Judy Goggin, a longtime Encore leader based in Boston, reflected on the two decades of activity across the region that led to the current gathering. A talk from Marc Freedman, Encore.org's founder and CEO, framed the gathering in a national context, with emphasis on the benefits to individuals as well as to society, and closed out the plenary session.

Working Sessions and Reporting Back

After the plenary session, the focus shifted from context to action. We began by setting regional context, moved to spotlight specific programs, and set up working sessions for the afternoon.



People came from diverse geographies and stages of life, as shown here.



Participants heard from “spotlights” across the region, representing a selection of innovative programs and approaches.

Phil Waters, Generations Incorporated:	AARP Experience Corps
Greg Betley, Empower Success Corps:	ESC Consulting & Fellowships
Tyisha Jones-Horner, City of Boston:	Boston RSVP
Barbara Babkirk, Heart at Work Associates:	The Boomer Institute
Liz Vogel, Dots Inc. Enterprises:	Tri-State Learning Collaborative on Aging
Linda Friedman, University of Connecticut:	Encore!Hartford
Phillip Gonzalez, Tufts Health Plan Foundation:	Age-friendly Communities
Joann Montepare, Lasell College:	Age-friendly Universities

Then, each participant chose a topic to work on with a small group of peers in the afternoon. Six to ten people broke into eight groups for a 75-minute facilitated discussion. At the end of that time, each group came back with a few big ideas, possible actions, and resources to recommend.

Topics included:

#1 Reframing aging	changing language and perceptions
#2 Ageism at work	altering attitudes, culture and policies in the workplace
#3 Intergenerational pathways	gaining the full benefit of our multigenerational society
#4 Social impact pathways	building capacity for the nonprofit and government sectors
#5 Community-based models	engaging older adults through community-based models
#6 Diversity and inclusion	bringing communities of color and other groups into the movement
#7 Collective action	working across sectors to accelerate movement growth
#8 Sustainability	generating resources and models to support growth and scale

See the notes from each of these working sessions [here](#).

Closing Remarks

Doug Dickson, Board Chair for Encore Boston Network, highlighted five themes from the day:

- **Language** plays a key role in our work and it's critically important that we get it right.
- Getting the word out, telling our **stories** and building awareness are essential for continued success.
- We need to bring **other players** to the table, including business, faith, veterans and housing interests.
- There's a lot going on, and continued communication and interaction are needed to connect the dots and work together
- We have glimpsed the possibilities for regional collaboration but a strong foundation is needed to sustain our work over time.



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And finally, he encouraged, "Let's keep it going!"

Encore Prize Celebration

At the end of the day, the 100+ people who were able to stay through 6:00 pm had an opportunity to see innovation come to life! Five [finalists](#) for the *Encore Prize: Generation to Generation Challenge* pitched their ideas for tapping the talents of people 50+ to improve young people's lives.

The five finalists, chosen from a field of more than 75 initial applicants, had prepared for months for this day. All gave inspiring short talks about their work to connect experienced talent to help youth with autism, families facing housing instability, new immigrants learning English, and more.



Based in part on audience voting, as well as input from a panel of judges and previously-tabulated public voting from the on-line contest, **Critical Bridge** (San Jose, CA) and **Hire Autism** (Arlington, VA) were given \$50,000 checks at the event. The three other finalists received \$5,000 grants – and lots of new interest from people who heard their ideas that afternoon. See more at <https://encore.org/encoreprize/>.

- Implement recruitment techniques discussed at the diversity and inclusion workshop.
- Assess the diversity goals for the encore program at our nonprofit.
- Advocate for more employer education/training.
- Continue, with renewed energy, conversation about how to bring encore movement to Vermont.
- Send a note of thanks to my mayor and governor.
- Give a big shout-out to encore in my next book.
- Seek out more partners with whom to collaborate.
- Reframe the way I discuss aging with young people.
- Continue to engage with Gen2Gen.

The word cloud illustrates the many ideas that people shared. People, connections, and continuing the conversation were prominent themes. Thanks again to all who made the day a success.

WITH THANKS TO OUR LOCAL SPONSOR



AND TO THE LOCAL PLANNING PARTNERS

Encore Boston Network
AARP Massachusetts
Beacon Hill Village
JP@Home
City of Boston, Commissioner on Affairs of the Elderly
Dots, Inc. Enterprises, Vermont
ESC of New England
Generation to Generation Boston
Life Planning Network
State of Massachusetts, Executive Office of Elder Affairs



Encore.org (formerly Civic Ventures) is a national nonprofit that is focused on a simple, powerful, timely idea: tapping the talent, skills and life experience of the rapidly growing older population to solve significant societal problems.

SUPPORTERS

Encore.org wishes to thank our funders for
The Encore Prize and our convening work:



The following organizations also helped with the inaugural cycle of The Encore Prize: Aging2.0, IDEO, the MFA in Social Innovation at the School of Visual Arts, the Milken Center on the Future of Aging, the Stanford Center on Longevity, and the Stanford Distinguished Careers Institute.