

The AARP logo is displayed in white on a red background. It features the letters 'AARP' in a bold, sans-serif font, with a small 'SM' trademark symbol to the upper right.

The power to make it better.®



AARP National Employer Team

Profit from Experience.

A major change is underway in the American workforce—it is aging. During the next two decades, workers aged 50+ will increase dramatically as a percentage of the workforce while the percentage of younger workers will decline. This shift will reshape the composition of the U.S. workforce.

The AARP National Employer Team program is a national effort to provide information to AARP members and mature jobseekers, about employers interested in hiring mature workers and that have current job openings. The program helps employers expand their workforces and solve staffing challenges.

Mature workers are valuable employees. They bring experience, knowledge, dependability, loyalty and skills to the job.

Employers that successfully recruit and retain mature workers will gain a competitive labor advantage for the future.



The AARP NATIONAL EMPLOYER TEAM offers the following benefits:

- + Highlights employers on AARP.org (www.aarp.org/employerteam) featuring a job search engine powered by RetirementJobs.com
- + Discount of 20 percent off job posting services on RetirementJobs.com
- + Access to Life@50+ | AARP's National Event & Expo targeting over 30,000 members through an on-site job fair at a discounted rate
- + Discount on booth space for over 40 job fairs around the country targeting mature workers and other services offered by *The Employment Guide*
- + Access to AARP Expert Workshops for recruiting, retaining and training a mature workforce
- + Discounted AARP memberships for employees when purchased through the AARP Corporate Gift Program or Employee Discount Program

How to become a NATIONAL EMPLOYER TEAM Member

Employers must demonstrate the following criteria:

- + Strong commitment to recruiting mature workers (i.e., previous history targeting mature job seekers, policies that benefit a mature workforce, or significant recruitment of older workers)
- + Significant hiring needs (500 or more hires in calendar year)
- + Willingness to adopt employment practices that benefit mature workers
- + Regional or national hiring scope
- + Non-discriminatory policies
- + Strong internal HR communication
- + Completion of the AARP Workforce Assessment Tool available at www.aarp.org/workforceassessment

Frequently Asked Questions

What is the application process?

Once an employer completes an initial set of pre-qualifying questions and meets the general guidelines for the program, the employer is forwarded a formal application. Upon completion of the application, an internal and external assessment is conducted. Upon successful completion of the assessment, an in-person meeting will be scheduled to review the program and discuss final planning. Upon finalizing a Memorandum of Understanding (MOU), the employer is added to the team.

What is analyzed in the vetting process?

AARP is working with RetirementJobs.com to analyze each applicant's employment practices (over a 5-year period). In addition, AARP will research any potential state-level employment concerns. Upon successful completion of the vetting process, RetirementJobs.com will include their Age Friendly Seal along with the National Employer Team designation on each applicant's job postings on the RetirementJobs.com website.



What if our organization does not pass the vetting, is there an opportunity to re-apply?

Employers are able to re-apply every calendar year. (Please note: AARP examines a 5-year employment practice history for each applicant.)

How long does the application process take?

The application process will typically take between 6 to 8 weeks and will depend on the length of the internal and external vetting processes.

Is there a fee for participating in the National Employer Team program?

Yes. For-profit employers pay a fee of \$.125 times the number of U.S. employees the first year; and \$.25 times the number of U.S. employees for the second year and beyond, with a maximum fee of \$10,000 per year.

Not-for-profits and federal employers pay a reduced fee. Please contact **employerteam@aarp.org** for more information.

What is the fee used for?

The fee is applied to marketing to AARP's nearly 40 million members and for ongoing administrative costs.



Is there an opportunity for specific recruitment campaigns in targeted areas?

Yes. After an employer is added to the team, there is an opportunity to work on specific recruitment campaigns, depending on the geographic location.

Can we use the National Employer Team designation and our relationship with AARP in our recruitment ads?

Yes. As National Employer Team members, employers can use their National Employer Team status in their own recruitment campaigns. In addition, AARP will be promoting the program to its members and jobseekers age 50+ on a regular basis throughout the year in *AARP The Magazine*, *AARP Bulletin*, AARP.org, our state office network, and other outlets that reach AARP members and job seekers age 50+.

How do I get more information?

For more information or questions, send an email to employerteam@aarp.org.



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