



pre-retirees *want* to work in retirement); 2) retirement is a time of decline (in actuality, a new active and engaging “workscape” is evolving); 3) People primarily work in retirement because they need the money (in fact, many individuals are motivated to keep working for reasons other than financial; and 4) new career ambitions are for young people (actually, individuals over 50 are three times more likely to become entrepreneurs) (p. 3). The study also predicts an evolution from a two-phased retirement model (pre-retirement and leisure) to a four-phased retirement process (pre-retirement, career intermission, re-engagement, and leisure) as an increasing number of adults transition into this next stage of life.

## **Encore Adults in Howard County**

Meeting the needs of this emerging demographic requires innovative strategies for awareness building, planning, transitioning, and creating opportunities for reengagement within our community. A few already exist, while others are emerging or are yet to be created. As founders of the *Encore Howard County*, we see tremendous potential in developing a countywide network of programs and resources that will support our County’s residents as they redefine their life planning and/or personal retirement landscape across multiple domains in order to support their encore stage. This can be accomplished by introducing ideas and strategies to support individuals as they consider how to redirect their energy and transition toward opportunities that leverage their talents, experience, and passions.

Within Howard County, a few organizations are recognizing this new demographic and are considering services and resources designed for encore adults. Some organizations, including Recreation and Parks and the 50+ Centers, are beginning to develop encore programming, however, opportunities and services in Howard County tend to focus on the senior adult (75+) with little to no emphasis on the “younger older” adult within the 50+ designation.

Providing support for the growing number of “encore” residents may also significantly impact the economic and social fabric of Howard County. In the 2010 census, adults between 50-74 made up 38.4% of all adults over 21 years of age. The 2016 one-year Census data suggests that the encore demographic is increasing. *Encore Howard County* plans to help strengthen Howard County’s existing “aging in place” efforts, including the retention of our local talent pool, which has the potential to support economic development and increase community engagement within the County.

## ***Encore Howard County Vision, Mission, Goals, and Key Strategies***

### **Vision**

*Encore Howard County* envisions a future where “retirement” is no longer pre-defined based on an arbitrary age defined by others, but instead by a series of meaningful transitions across older adulthood which begin and end through individual choice. This is a future of active and purposeful fulfillment that is as unique and varied as the individual experiencing it. The perception of aging will evolve from a time of life to be ignored or feared, to an intentional, fulfilling and enriched life stage that continues to provide purpose and meaning to both the individual and the community.

As a result, Howard County will remain a vibrant, multi-cultural, and multi-generational community where purpose and meaning are the primary driving factors for continued engagement – for residents of all ages.

## **Mission**

To create a grassroots and community-based network that inspires and supports Howard County individuals and organizations as they build or engage in encore services, programs, and other opportunities within their own organizations, communities, and circles of influence.

## **Goals and Key Strategies**

**Goal 1:** Build awareness of the longevity dividend that has the potential to extend the engagement of Howard County residents beyond traditional retirement age.

### **Key Strategies:**

- Social Media: <http://www.encorehoco.org> and <http://www.facebook.com/encorehoco/>
- Presentations and/or educational workshops in partnership with Howard County organizations and upon request
- Links to articles and other encore-related sites/activities
- Encore Narratives

**Goal 2:** Collaborate with individuals and organizations to build an encore community that provides the resources, services, and programming to support a holistic transition process for Howard County residents as they explore, reimagine, and/or create encore life choices.

### **Key Strategies:**

- Establish Encore Partnerships with organizations across Howard County
- Intentionally connect ideas and opportunities across individuals/organizations
- Encourage and/or promote organically emerging ideas/approaches
- Support new program development (e.g., workshops, mini-conferences, discussion groups, encore book club)
- Support special encore event programming in collaboration with Encore Partners
- Social Media: <http://www.encorehoco.org> and <http://www.facebook.com/encorehoco/>

## **Encore Howard County Founder:**

**Elizabeth Mahler, Ed.D.**, Associate Teaching Professor, Graduate School of Education, Northeastern University, is a 35-year Howard County resident, a former employee of both HCC and HCPS, and is enjoying her encore career as a college professor. She presents regularly on the topic of encore adulthood and encore careers to organizations around the Baltimore-Washington region.

**Email:** [encorehoco@comcast.net](mailto:encorehoco@comcast.net)