

**REDIRECTION: WORK AND CAREER DEVELOPMENT PROJECT**

Project Partners:

York University  
Canadian Education and Research Institute for Counselling

Submitted: February 17, 2017

Dr. Suzanne L. Cook, Principle Investigator  
Adjunct Professor, Department of Sociology  
Liberal Arts and Professional Studies  
Adjunct Professor, Faculty of Health  
and York University Centre for Aging Research and Education (YU-CARE)  
Vari Hall  
York University  
4700 Keele Street  
Toronto, ON M3J 1E3

and  
Faculty Fellow, Trent Centre for Aging and Society, Trent University

Websites:

<http://people.laps.yorku.ca/people.nsf/researcherprofile?readform&shortname=cooks>

[www.suzannecook.ca](http://www.suzannecook.ca)

M: 416-201-1619

F: 416-736-5730

cooks@yorku.ca

## **Project Team**

Dr. Suzanne L. Cook is the Principle Investigator of the Redirection Project. As a scholar, educator and social gerontologist at York University in the Department of Sociology, Dr. Cook conducts research on later life career development. She is also a Faculty Fellow at the Trent Centre for Aging & Society at Trent University <https://www.trentu.ca/aging/> and a member of both the Canadian Association on Gerontology <http://cagacg.ca> and the Gerontological Society of America <https://www.geron.org>. In addition, she is Founder of Carpe Vitam an organization that shares knowledge and creates awareness around issues related to later life work and occupation and healthy aging.

Lying at the intersection of career development, work, aging, and what has traditionally been called 'retirement', Dr. Cook's leading edge research reframes the current dialogue on later life work and career development. Her work in this area has been on-going since 2006 when she began her doctoral program at the University of Toronto. This research is leading-edge in that it develops the first in-depth research investigation of career development and later life in Canada that brings together research, theory and practice. Dr. Cook's research program has been systematically addressing this issue.

York University is a globally recognized, vibrant institution with a reputation for exemplary research. At York, Dr. Cook works within the York University Centre for Aging Research and Education (YU-CARE), the mission of which is to promote innovative research, education and advocacy on aging and introduce a radical attitude shift about aging. Within YU-CARE, Dr. Cook works alongside an interdisciplinary team of scholars and researchers in the field of aging.

Three students worked on the project. This is an acknowledgement of the tremendous research assistance from Tracey Mann, M.A. (York University), Victoria Litinsky, B.A. (York University), HRM (Seneca College) and Jessica Whyte, B.A. (York University). Their assistance was invaluable in helping to move the project to completion.

During the course of the project, Joe Baker's term as YU-CARE Director ended and Tamara Daly began her term as Director of the Centre. Linda Moradzadeh was Project Coordinator and Research Associate at YU-CARE in 2015 and 2016. A special thank you to each of them for their assistance with the Redirection Project. Finally, thank you to Andrew Budziak of 8 String Media for his commitment and creative talent to produce the documentary film.

## **Redirection: Work and Career Development Project**

### **Executive Summary**

A new phase of career is emerging: later life career. Engagement in work and employment has shifted across people's lives and significant socio-demographic changes are impacting career development. Many individuals no longer follow traditional later life career and retirement pathways (Shultz & Adams, 2007). They are instead seeking second careers and remaining in the labour force (Dingemans, Henkens & van Solinge, 2015; Ruhm, 1990). A new perspective on later life career is required. To date in Canada, however, little scholarly research has been conducted on older adults and career development where the focus is on their work and work experiences.

The Redirection: Work and Career Development Project (or Redirection Project) lies at the intersection of career development, work, aging, and what has traditionally been called 'retirement'. This leading edge research initiative reframes the current dialogue on later life work and career development while increasing much needed awareness about career shifts and transitions. Funded by CERIC, this project provides new knowledge and information about this emerging area. Significantly, this research project is related to CERIC's three strategic goals and objectives: Research and learning, community hub and collaboration and advocacy and profile. As described in CERIC's 2013 Annual Report, with boundaryless careers combined with an aging population, the need for knowledge and skill development among career development professionals working with older adults is unprecedented. The Redirection Project ties into CERIC's commitment to research and learning as well as advocacy for older adults and their career development as the Canadian workforce ages. In addition, this partnership with CERIC facilitates the priority of research and knowledge dissemination with practitioners in the field.

The stage of Redirection, as an extension of Donald Super's (Super, Savickas & Super, 1996) theory, was developed through my previous research (Cook, 2015). In the article entitled 'Redirection: An Extension of Career during Retirement', published in *The Gerontologist*, I described the new stage of career that is emerging and also shared the results of Phases 1 and 2 in my program of research. Phases 1 and 2 examined older adults who engaged in volunteer work. Although approximately a quarter of the Phase 2 sample participated in both paid and volunteer work, the focus of the earlier study was on volunteer work. With this particular study, paid work is examined. Phase 3 was an exploration of career practitioners' perspectives on later life career development and their work with older clients during Cannexus15. Phase 3 confirmed my intention to include career practitioners as well as older adults in this project. The Redirection Project represents Phase 4 of my research program examining later life work experiences and career development.

The Redirection Project consisted of survey research (knowledge development), knowledge mobilization (to increase awareness and enlighten Canadians about later life career) and building stronger connections research, theory and practice (capacity building). The nature of the project, including project deliverables, was carried out as planned.

The Redirection Project consisted of three on-line surveys to investigate the experiences of:

1. individuals who have found new work,
2. those who are seeking it, and
3. the practitioners who are assisting older workers.

First, this project identified the diverse forms of later life work that older adults participate in within Canada, addressing a large literature gap. Participant experiences were examined through the theoretical stage of Redirection, linking research with a theoretical foundation for career professionals to work within. Furthermore, this project identified service gaps and best practices for delivery models for career professionals working with older adults. Through a story contest, engaging stories were captured about the transition into new later life work. These stories were shared in a documentary film, thus inspiring and compelling others to consider later life career needs. Finally, the project contributes to the current discourse about later life work and aging and shifts the conversation about later life to move beyond traditional notions of retirement. Overall, by providing a better understanding of later life career paths and aspirations, the project provides new directions and opportunity within the field, increasing career development capacity.

Several project deliverables helped to move the field of career development forward through knowledge mobilization including, for example, a documentary film and companion guide, an article in *Careering* magazine, a webinar, a presentation at Cannexus17 and articles in the *Canadian Journal of Career Development* and in a gerontology journal. Social and traditional media were used to communicate project progression and milestones.

The timelines were for a 13-month project, from July 2015 to August 2016; however, the timelines changed. First, a July/August start was difficult. Summer schedules may have contributed to a delay in administrative processes. Furthermore, York University is a large organization and multiple processes and administrative steps are required to start a research project. This includes signing contract paperwork, creating a research account and obtaining finance, research and accounting support as well as ethics approval. Timelines were adjusted to reflect the long process of completing these administrative tasks. The hiring of graduate students as research assistants also took much longer than expected. Therefore, the project was extended until February 17, 2017.

There were 288 survey respondents. The number of respondents was slightly fewer than the anticipated number of between 300 and 400 at the project outset. This may

be partly due to a lower than expected response from Quebec, despite French translation of the three surveys. The survey response may also be related to uncertainty over how to work with older clients among some career development practitioners. Nevertheless, project anticipated outcomes match actual outcomes and the Redirection Project provides in-depth insight into later life career development experiences, from the perspective of career services practitioners and adults age 50 and older who are engaged in or seeking new employment.

The final version of the documentary film was longer than originally expected. This was because of the incredible response and the fact that the Story Contest participants were excellent. The Story Contest participants shared moving and engaging stories about employment challenge and success. It was very difficult to choose who would be best for the film. It was anticipated that two or three individuals would be in the film; however, we selected five people. Accordingly, the final film length increased from 22 minutes to 33 minutes.

A trailer for the documentary was added to the project; it was not part of the project proposal. However, given the interest in the project and the growing momentum on this topic at this time, a trailer was the best way to show the career development community that the film was being produced and that the final version of the film would be available shortly.

As a result of the incredible response to the project and the many requests from across the country, several feature presentations of the film were arranged. The World Premiere at the annual CAG conference was envisioned in the project proposal; however, additional screenings were added to accommodate requests from various groups. Requests for screenings continue to come in. This indicates that the project fills an important need within the field of work and aging.

Finally, a companion guide was a new idea that developed during the process of this project. It is additional tool that will assist career development professionals as they use the documentary film resource. The guide complements the documentary film. In fact, this guide accompanies the film and helps practitioners use the film more effectively in their work.

## **Redirection: Work and Career Development Project**

### **The Need for the Project**

Currently, society is at a pivotal time. Significant socio-demographic changes are impacting career development. Namely, people are healthier, better educated and living longer. The baby boomers are aging and the workforce is aging. At the same time, governments have repealed mandatory retirement and are encouraging an extension of working life (Klassen, 2013). As part of this momentous change, many individuals no longer follow traditional later life career and retirement trajectories (Shultz & Adams, 2007), instead seeking second and third careers or bridge employment prior to fully retiring from the labour force (Dingemans, Henkens & van Solinge, 2015; Ruhm, 1990). Adults are remaining in the labour force and working into later life. This is an unprecedented change.

A new phase of career is emerging: later life career. In Canada, however, little scholarly research has been conducted to date on career development and older adults focusing on work and their work experiences. Other countries have investigated issues surrounding work and older adults, with much of the literature coming from U.S. and European sources (Ekerdt, 2010; Kim & Feldman, 2000; Zhan, Wang, Lui, Shulz, 2009). Older adult work experiences in Canada require recognition and re-focus (see Appendix A). Furthermore, a new narrative that reframes the current dialogue on later life work and career development is needed. In addition, there is a gap regarding empirical-based theoretical frameworks and practical approaches specifically designed for later life career development (Adams & Rau, 2004). Within the field, it is imperative that we gain a greater understanding of how later life career unfolds in order to provide better services, resources and tools for the unprecedented large number of older adults currently in or entering this stage of life. In our aging society, new models and approaches are required for later life career development. In other words, a new perspective on later life career is required. **The Redirection Project was designed to address these many gaps.**

### **Purpose, Goals or Objectives**

The *research goals and objectives* of this project were two-fold:

- 1) To investigate the diversity of paid work that older adults engage in (e.g. employment, self-employment, entrepreneurship, community innovation, bridge jobs) and their experiences including their later life career Redirection experiences; and,

- 2) To understand how career professionals are currently working with older adults (e.g. theories, models, tools and resources used as well as any issues and gaps) in order to identify methods and best practices to assist older clients and improve services.

Furthermore, there are several Redirection Project outcome objectives that are important within the field. First, this project aimed to develop knowledge about later life career development for older Canadians. Specifically, it aimed to help to advance career theory and the new stage of career development called Redirection. A second goal of this research program was to develop awareness and raise the profile of later life work and career development. In our aging society, as more individuals enter the second half of life, demand for career development information and support will increase, requiring research, theory and practical approaches for later life career development. This project aimed to help shift the discourse surrounding later life career. Finally, this project hoped to build capacity. By researching and profiling what is happening in the field, it was hoped that research, theory and practice could align on this important topic.

Overall, this research hoped to make a significant contribution to knowledge, theory, practice and awareness in the field. The project objectives remained the same during the Redirection Project.

## **Partnerships and Collaborations**

Partners and collaborators include CERIC, YU-CARE at York University, the Trent Centre for Aging and Society at Trent University, organizations such as the Challenge Factory and Third Quarter, employment services agencies, nonprofits and community agencies such as CARP (a national non-profit advocacy organization) and government agencies who were eager to see more research on this topic. This project was important to all these stakeholders. These partners (and others) across Canada shared the Redirection Project and assisted the research team with project communications. This project was successful thanks to partners and collaborators who assisted with promoting and supporting the Redirection Project with research and issue awareness, community development and knowledge sharing activities.

In addition, this project could not have been possible without the assistance of Andrew Budziak with 8 String Media, who worked closely with me and made the documentary film. Andrew contributed his film production and creative energy to this project.

The research assistants on the Redirection Project team were invaluable. They helped immensely with the research process including uploading and beta testing the three surveys and monitoring responses. They also assisted with general questions and social media communications.



Given CERIC's well-known priorities around career development research and education, it was the best partner for this research project. This initiative would not have been possible without CERIC's financial support. From my perspective as a scholar and researcher, input from CERIC on the project plan during the development of the project proposal was very valuable. This assisted with the development of an amazing project. As a scholar in the field of work and career development, it was a pleasure to conduct a research project that makes a significant contribution to knowledge, practice and awareness in the field. CERIC was also an invaluable partner for its expertise in promotion and media communications and event organizing for the Redirection film screening and the webinar.

Finally, this project would not be possible without the generous assistance from older adults and career professionals who participated in the surveys or who took part in the Story Contest and/or the documentary film.

### **Activities, Research Methods and Deliverables**

#### *Research Methods*

This project investigated the experiences of adults age 50 and older. The aim was to sample for diversity among participants. Capturing diverse perspectives and experiences on this topic was important for broadening understanding and contributing to the career development field. The key factors of diversity are participant background (e.g. rural/urban living, province, French/English) and experiences (e.g. educational attainment, variety of previous occupations/careers and second careers). This study, through an on-line survey, captured the experiences and insights of career practitioners in Canada who work with older adults. The objective was to recruit between 300 and 400 research participants from across Canada, including 100 career practitioners. Surveys were translated into French, and French responses were translated into English.

An ethics protocol for the Redirection Project was approved by York University for this research project.

Using a targeted snowball sampling method, participants were sought and recruited in four ways. First, career services organizations were contacted where the study was described through posters. Second, social media was used to recruit participants across Canada. Therefore, research invitations were sent out through the network of employment centres, through social media and using an announcement on CareerWise. Third, a media scan was conducted and individuals embarking on second careers who were featured in stories were invited to participate. Fourth, the Globe and Mail's top employers for those aged 40 and over was used to reach possible participants. Participants who completed the survey potentially led to further participants.

Recruitment of career practitioners included those working within municipal employment services, educational sector services and the private sector. First, career practitioners were contacted through career services organizations. As well, CareerWise and social media were used for practitioner recruitment. In this study, collecting data from older adults and career professionals provided multiple perspectives about experiences related to later life work and career development and helped to develop best practices.

Project activities consisted first of steps to get the project running. In addition to administrative research tasks and ethics approval, this required coordination between CERIC and York University for contract signing and project announcements. Overall, the project start took longer than expected and this impacted the anticipated timelines.

Research assistant positions were advertised the first week students returned in September. Interviewing and then selecting the best candidates was accomplished quickly; however, hiring took much longer than anticipated due to delays in administrative processes and approvals within York University departments. This also impacted the anticipated project timelines.

In regard to project activities, significant time was devoted to responding to inquiries (by email, phone or through social media) about the research from across Canada and from the U.S. This was not anticipated in the proposal. Nevertheless, I was grateful for this unexpected attention and the excitement that the project was creating.

The on-line surveys were created as soon as research assistants were hired, oriented and trained. It took longer than expected to test the surveys and to translate them into French. The surveys were launched at the end of November, 2015. This was not ideal timing due to the holiday break. However, community interest in the project was very strong and growing among the career development community through partnership and collaboration and social media posts.

There were 288 survey responses, including 57 career practitioners. Data was stored in secured password protected files. The number survey respondents was slightly fewer than anticipated. This lower survey participation may be partly due to a lower than expected response from Quebec, despite French translation of the three surveys. The lower response may also result from career development practitioner uncertainty over how to work with older clients, and a reluctance to share this through the survey. Nevertheless, project anticipated outcomes matched actual outcomes and the Redirection Project provided in-depth insight into later life career development experiences, from the perspective of career services practitioners and adults age 50 and older who were engaged in or seeking new employment.

### *Deliverables/Outputs*

The project deliverables were to complete the final research report, the documentary film and the companion guide. In fact, a highly innovative and key part of the project was the documentary film. This type of film was a new idea in the field. See Appendix B for a description of project deliverables/outputs.

The activities and process for developing the film for this project may help others. From the outset, there was a desire to produce an educational 22-minute documentary film about the topic of later life work to be used as a creative resource for practitioners and educators in the field. It was envisioned that the film would visually portray some of the findings about later life career and older adults through narrative or storytelling, following a few individuals. So that the film would be accessible, there will be three versions of the documentary: English, English with French subtitles, and English with closed captioning. The documentary would be screened at universities, conferences and perhaps at film festivals and community centres across Canada. As an educational tool, the film was developed to be available for free to audiences.

A Story Contest was used to connect with interesting and engaging personal stories of career shifts. This aligned with the identification of compelling stories about later life work and career development. Through the English and French story contests we found incredible stories to profile through the film. The contest lasted about 2 months in order to find people who had redirected into second or third careers and were, most importantly, open to sharing their personal stories through a film.

During the entire project, interest in the film was strong and overwhelmingly enthusiastic, right from the time of the project announcement. The response to the Story Contest was strong. During filming, it was decided to add a film trailer to the project in order to show the broader community what we were creating and working on. This trailer is a preview of the full-length film:  
<https://vimeo.com/175275711>

With the Story Contest, we focused on successful transitions into second or third careers. It was important that we select the best participants for the film from the Story Contest entrants. Andrew Budziak of 8 String Media and I selected the participants with input from two research assistants.

The documentary film is an educational tool. The film was released on-line for public viewing on January 25th, 2017. Overall, the documentary enhances and promotes the career development field. In fact, it is a visually engaging way to describe the new emerging narrative around older adults and work. The World Premiere of the documentary was held during CAG. The film was well received by conference attendees. The film has also been screened at York University. It was attended by more than 30 faculty, staff, students as well as the general public. CERIC held a very successful screening event on November 30th that was attended by 55 people. The feedback and comments were helpful for the companion guide. The film

was screened at Cannexus17. The film was enthusiastically received by practitioners who were eager to use it in their work. Conference attendance was about 60 to 70 people, with another 70 to 80 people attending the Cannexus Connections session I led entitled Mature and Better Than Average.

The film produced met the overall vision and expectations for the film with one exception. The final version of the documentary film was longer than originally planned. Therefore, the scope of the documentary film changed slightly, due to the amazing stories submitted in the story contest. This was because of the incredible response and the fact that the Story Contest participants were excellent. The Story Contest participants shared moving and engaging stories about employment challenge and success. It was very difficult to choose who would be best for the film. It was anticipated that two or three individuals would be in the film. Instead of having three individuals in the film, five were selected to take part. This made the film a bit longer than originally anticipated. The completed film is 33-minutes in length.

For the film, their career journey and their Redirection was portrayed across three stages: before the transition, during the transition and after the transition. We considered including footage of employers discussing older workers, but this idea did not fit well into this film. Hence, we are looking to the future and hope to make a film series to accomplish what we could not fit into one film.

In addition, a film trailer was developed to showcase the full documentary and stimulate interest in the film. This trailer was added and was not part of the original project. However, given the interest in this innovative project and the growing momentum at this time, a trailer was the best way to show the career development community that the film was being produced and that the final version of the film would be available shortly. The trailer is one minute long and is available in English and French. To date, the trailer (English version) has been viewed 773 times.

The documentary enhances and promotes the career development field. It is a visually engaging way to describe the new emerging narrative around older adults and work and accessible to a broad audience. In the film, portraits of average Canadians who have redirected are described and conveyed to the audience. More than a compilation of some successful later life work experiences, the film demonstrates the need to overcome significant obstacles, challenges, barriers and hurdles to find rewarding and fulfilling work, achieve later life career development satisfaction and lead a fulfilling life. The film conveys the journey of later life career development. The film both inspires and enlightens others. The film is available in English, with French subtitles and English subtitles, to make it very accessible to viewers. The film is the capstone of this project, fulfilling the mission, vision and strategic objectives of CERIC.

As a result of the incredible response to the project and the many requests from across the country, several feature presentations of the film were arranged. The

World Premiere at the annual CAG conference was envisioned in the project proposal; however, additional screenings have been added to accommodate the many requests that came in from various groups across Canada. Requests for screenings continue and this is very exciting. The full documentary film is on YouTube: <https://www.youtube.com/watch?v=n2Tqt4-Lhma>

Finally, a companion guide is a new component that was added to the project. This idea developed as the film was being completed. The guide added more value to the project but also required time to develop and build a resource that would be of practical use to career professionals. It was envisioned that the screenings would assist with the guide's development. The guide includes background information along with helpful facilitation techniques to assist career practitioners working with older clients. The guide complements the documentary film and accompanies the film to help practitioners use the film more effectively. Hence, the guide is mentioned during the credits of the film.

If this project were to be conducted again, I would have included a short survey of the webinar participants in as part of the data collection process. This is because the webinar engaged a diverse group of career practitioners and this was a much larger group than the sample of respondents who participated in the on-line practitioner survey.

The Redirection Project makes a significant contribution to the field through the project deliverables or outputs. The project's key outputs (the research and the documentary film and companion guide) will be of great interest to career services practitioners, non-profit organizations, government officials and staff (at Federal, Provincial, Regional and Municipal levels), business and industry (that support and serve older adults), including the financial community and older adults themselves as well as their family members. In addition, with this new trend in work and aging, educational institutions will want to share the research findings and the film with students of all ages.

## **Timelines**

During planning stages, the project was originally expected to run from July, 2015 to July, 2016. The timelines changed. First, a July/August start-up phase became difficult. Summer schedules may have contributed to a delay in administrative processes critical to project development. York University is a large organization and multiple processes and administrative steps are required to start a research project. This includes signing contract paperwork, creating a research account and assigning accounting support. Timelines were adjusted to reflect the long process of completing this initial paperwork. Ethics for research on human subjects was submitted to York University. The ethics protocol took about two months to be approved. The hiring of graduate students as research assistants also took much

longer than expected. This was a further delay. When the project start was originally proposed for a July start date, it was thought that this would better facilitate all the administrative paperwork including the hiring of the students to get the project up and running right away. However, this was not the case. It took two months to hire and complete paperwork for the graduate students assisting with the project after advertising for the positions at the start of the semester (September). Therefore, with the delays, graduate students were finally hired in November, 2015 and the project was able to begin. This delayed the project start by several months. An additional setback was the unanticipated loss of one of the three student assistants. This student developed a serious illness and had to leave the project in February, 2016.

The documentary film production activities took longer than anticipated. The shooting of the film went smoothly and followed anticipated timelines. There were many editing decisions that needed to be made to the film. This increased the time to film completion. Finally, the translation of the documentary film into French took much longer than originally anticipated. After the English transcript was produced, the French version had to be carefully completed and developed. Then, fine tuning was required to ensure the French version accurately reflected the English version of the film. To make the film more accessible, an English subtitle version was produced. This version benefits both recent immigrants to Canada and individuals who are hearing impaired.

Given the project start being delayed from July, 2015 to November, 2015, the project completion was delayed. The documentary film in English was completed in October, 2016, the French version was completed in November, 2016, the accessible English subtitle version was completed in January, 2017 and the final report was completed in February, 2017. In fact, final phases of the project felt the impact of administrative processes, further delaying the final steps of the project. All of these factors delayed the project. Future project projections need to take these unexpected considerations into account. Table 1 provides the project timelines. On a positive note, the delay of the project facilitated more feature film screenings than were originally anticipated.

Overall, the project was delayed for the following reasons:

1. Administrative processes impacted the project and the startup phase took about three months longer than anticipated.
2. Hiring the Research Assistants took longer than originally estimated.
3. There were multiple rounds of film edits to the documentary film.
4. The French version of the film took longer to develop than projected.
5. Project wind down took longer than projected due to administrative processes and procedures.

The Redirection Project team worked hard on this project to make it a success and everyone involved is to be commended for their commitment to this large-scale national project.

Table 1: Final Timelines

December, 2014	Letter of Intent submitted to CERIC
June, 2015	Final project proposal submitted to CERIC
June 29th, 2015 – September 3, 2015	Project Start Up Phase –administrative activities e.g. contract, ethics protocol
August 10, 2015	Draft contract received from York University
September, 2015	Advertising and interviewing research assistant candidates Three surveys developed Ethics protocol submitted
September, October, November, 2015	Project communications and announcements
October, 2015	Finalizing three surveys for the collection of research data
November, 2015	Ethics protocol updated
November, 2015	Twitter account created @myredirection
November 13, 2015	Ethics approval for the project received
November, 2015	Administrative processes completed for research assistant
November 22, 2015	All three research assistants hired and orientated to their positions
November 25 <sup>th</sup> , 2015	Administrative accounting processes and procedures completed
November 25 <sup>th</sup> , 2015	On-line surveys launched
December, 2015	Twitter account created @mareorientation
December/January, 2016	HRP article published. Survey participant recruitment
January, 2016	Story contest communications strategy
January 21, 2016	Story contest launched
February, 2016	Story contest promotion
March, 2016	Story contest concludes March 25th
March 29 <sup>th</sup> , 2016	Random prize draw for winners
March 29 – April 4, 2016	Screening story contest entry forms for documentary participants
April, 2016	Further screening of potential film participants
May, June, July, 2016	Shooting Redirection documentary film
July, 2016	Film Preview/Trailer released
July 13, 2016	Film trailer shared with CERIC and Mark Savickas workshop attendees

August, 2016	Working with Andrew Budziak of 8 String Media on film
September, 2016	Preliminary analysis of data for upcoming conference presentations
October, 2016	Final film completed and shared with CERIC
October, 2016	Knowledge Mobilization: CAG presentation and World Premiere of film in Montreal, Quebec
November, 2016	Knowledge Mobilization: Two highly successful film screenings in Toronto hosted by York University and CERIC
December, 2016	Screening hosted by non-profit organization in Brampton
January, 2017	Webinar held to share the project and preliminary findings
January, 2017	Feature presentation of the film and preliminary findings at Cannexus17
February, 2017	Project Final Report completed

## **Marketing and Dissemination**

Marketing and dissemination objectives were three-fold: To promote the research, to promote the story contest, and to promote the project outputs. Overall, there was great interest in this project from across the country. During the project, I received emails and phone calls from people on a regular basis. At times, it was difficult to keep up with the volume of interest.

Both traditional and social media were used to share the project. The topic of later life work resonated with many older adults, career practitioners and the broader public. Table 2 demonstrates the broad-based support and interest in this project and shows the Internet traffic and the attendance for knowledge mobilization. In fact, there were 2,550 page views related to my work in the field on the Redirection Project from January 1 to December 4<sup>th</sup>, 2016. This interest is predominately national across Canada; however, the project has attracted attention from the United States, the UK, France, Germany, Belgium, Japan and several other countries.

The documentary film is one output of the project. The trailer for the film has been shared through social media and viewed to-date more than 700 times. The entire film will be shared through seven feature presentations. Then, it will be available on-line.



The Redirection Project was presented at several conferences and will be presented at future ones. These include Cannexus15, Cannexus16, CAG 2016, ANSER 2016, Re-Think Ageing 2016 and Cannexus17.

The social media attention indicates the strong and growing interest in this topic (See Table 2 and Appendix C).

Project findings will be published in two journal articles, one of which is targeted at the CJCD and the journal editor is aware of this objective. It takes time to complete scholarly articles and have them accepted for publication. It is estimated that publication will take place about eight months after project completion.

Knowledge sharing is a key part of this project and one project goal was to create awareness of career development and later life work among a broader group of stakeholders including the public. The original plan was to share this innovative study in several ways. The knowledge mobilization pieces were an article in *Careering Magazine*, a webinar, a presentation at Cannexus17, a presentation at the annual Canadian Association on Gerontology conference, and articles in the *Canadian Journal of Career Development* and in a gerontology journal. With the research results, there is the possibility of an additional article on this topic. Much of what was envisioned has come to fruition. The CAG presentation was enthusiastically received. The webinar and Cannexus17 presentation occurred in January with overwhelming attention and interest. The journal articles are being developed. It was also a goal to have traditional media coverage. In fact, there was an article about the project that appeared in *The Globe and Mail* (<http://www.theglobeandmail.com/report-on-business/careers/career-advice/life-at-work/what-do-you-plan-to-do-in-non-retirement/article26758191/>) and there was an article in *Zoomer* magazine in the February, 2017 issue. There was CBC Radio coverage on the national program *The Current* on January 24, 2017 ([cbc.ca/1.3948632](http://cbc.ca/1.3948632)). I also shared the project as a guest on *CBC Alberta@Noon* and *CBC Maritime Noon*. Finally, there was a great deal of attention on the project from social media including LinkedIn, Facebook and Twitter.

## **Monitoring and Evaluation**

The Redirection Project contributed to our knowledge of later life career shift and increased awareness surrounding later life career. It also helped to link research, theory and practice. The monitoring and evaluation tools were designed to link to these objectives. The evaluation of the project comes from several sources and metrics. These are:

1. the survey questionnaire reflective question
2. the overall survey results
3. the reaction of audiences to the documentary and the research
4. the emails and phone calls received about the project

5. the (traditional) media interest
6. the social media interest,
7. three conference presentations and one webinar,
8. on-line documentary views, and
9. the monitoring of participation by CERIC
10. letters of support

First, one question on each of the surveys asks respondents to reflect on the experience of completing the survey. This was to evaluate whether the act of completing the survey stimulated self-reflection about career development. The vast majority of respondents shared insights and comments in this regard. A common reaction to the survey was that completing the questionnaire was enlightening and stimulated people's thinking about career development and their career journey. Success of the project was partially demonstrated through participant insights and self-reflection regarding new understanding of their career development, career pathway and work experiences.

Second, the findings uncovered current experiences of older adults. The identification of gaps in resources and model improvements for career development professionals working with older adults indicated the project was success. With this research project, the new knowledge gained on later life career development indicated the project was successful.

Third, audience reaction to the documentary has been overwhelmingly positive. At the film screenings, audience members shared their thoughts and feedback about the film through comment cards. Here are a few quotes from audience members from these preview screenings. These comments are representative of the comments received:

*"Great to have such a variety of stories – different reasons for seeking redirection and different ways of achieving successful redirection."*

*"Thank you for bringing the perspective of Redirection. So timely!!! Very realistic approach brought in a way that is easy to integrate into career conversations. I appreciated that the film brought the perspective of different socio-demographic groups!!!"*

*"The film is well done and needed!"*

*"A fabulous documentary! I would love to see more stories about how others redirected their lives and found another path. I loved the honesty and openness of the participants. Thank you! Incredibly inspirational. It was nice to see the differences between the participants."*

As the quotes indicate, reaction to the film at these events was strong. In addition, following the screenings, audiences were keen to hear that I wanted to make a

second film that includes some issues that we could not fit into this film. In fact, audience members suggested that a film series should be produced on this topic.

Furthermore, throughout the project, people phoned and sent in emails. People were very excited to hear about this innovative research project. The concept of redirection resonated with them. They wanted to participate in the project and they were eager to spread the word about the research. The enthusiasm for the project was wonderful. This indicated that the project was important to many Canadians. This investigation was timely and today there continues to be a growing momentum surrounding issues of work and aging.

Fifth, media interest in the issue and project was another evaluation metric. The traditional media coverage was wonderful. There was media interest from a number of media. The Redirection Project was covered The Globe and Mail, Careering Magazine, HRP Magazine and on CBC Radio programs and it was profiled three times in York University's YFile. There was high profile media coverage in the Globe and Mail and on the CBC Radio. The Redirection Team was very proud to see this. In fact, the media coverage could not have been accomplished without the work CERIC to help spread the word about this project.

Sixth, social media posts were regular throughout the project. The project received tweets (see Table 2 and Appendix C). There were blog posts on Planet Longevity, the Ageism Group, LinkedIn, Facebook and my website and coverage in the newsletters with Challenge Factory and Third Quarter. On-line interest in the project has been consistently strong and is, in fact, growing. Social media tracking indicated how broadly the project was being shared in Canada and around the world. Social media show that the objective of greater awareness was being met. Metrics indicate that the project was shared from coast to coast to coast and also in countries such as Australia, Chile, Brazil, Germany, China Singapore and the U.S., among other locations.

Seventh, there were three scholarly presentations and one webinar of the preliminary findings from the project (see Appendix D). Therefore, there were four presentations in total. These presentations helped to both share research knowledge and to link research, theory and practice. The presentations were well attended and were successful. The audiences were eager for new knowledge on this topic. Comments and questions were helpful for crafting a scholarly article about the research findings. Overall, there was high audience engagement for each of the presentations.

Eighth, on-line views of the documentary film have continued to grow since the film was released on YouTube. The strong and on-going media attention helped to share the film with a broad audience. People are viewing and sharing the film. (<https://www.youtube.com/watch?v=n2Tqt4-LhmA>) Film views will be an on-going evaluation metric of the project.

Ninth, CERIC monitored reaction to the film through the webinar pre-registrations and attendance, which were both impressive. In fact, the pre-registration was three times the highest level previously seen for past webinars. The webinar attendance was similarly record-breaking. These numbers confirm the significant impact of this project including the very high interest and engagement of career practitioners.

At the time of the application, letters of support for the project came from Lisa Taylor (President of Challenge Factory), Dr. Ellie Berger (Associate Professor at Nipissing University), Dianne Twombly (Manager of the Career Centre at York University) and Mike Gannon (at the City of Peterborough). The City of Peterborough is planning a large event to share the documentary and the project findings. The promotional flyer is in Appendix E. Ellie Berger, Dianne Trombly and Lisa Taylor attended pre-screening events in the fall of 2016. At project completion, these four supporters have had overwhelmingly positive comments about the project and have written follow-up letters of support.

Finally, there are a couple of learnings from the process of conducting this large-scale initiative. These are that it is important to have an open and flexible mind-set in order to fine-tune and make adjustments when managing this type of project. One learning related to project implementation is that next time I conduct a large-scale project such as this one, I will build in delays with project start and graduate assistant hiring. During this project, I was able to further develop my management and leadership skills. Managing the project was a positive learning experience.

## **Impact Assessment/Outcomes**

There were three intended and interconnected outcomes for this project. The three intended outcomes relate to 1) stimulating and advancing new knowledge, 2) increasing awareness about the field of later life career development and shifting the current discourse, and 3) making connections between research, theory and practice in order to build capacity in the field. In addition, there are three actual outcomes of the project. First, the project creates new knowledge about later life career development. Through the collection of research, the project advances knowledge relating to the new stage of career development called Redirection. Second, the project develops awareness and raises the profile of later life work and career development. The project recognizes and highlights later life career transition. In doing so, it shifts the discourse around later life career and demonstrates that career change can happen at any age. Finally, this project links research, theory and practice about later life career development. This helps to create capacity in the field to meet the needs of older adults who are changing occupation and entering second or third careers.

Several key activities were milestones for project development. Project activities are listed in Table 2, along with their outcomes to help illustrate how each relates to

each of the outcomes. A key outcome of the project was to contribute to knowledge in the field of later life career and occupational change. This was accomplished by conducting the research on the career transitions of older adults and the career practitioners who were assisting them.

The project was designed to increase awareness about later life career development among the broader community. The research, the story contest and the documentary assisted with this outcome. Traditional and social media help to communicate with and enlighten a broader audience. In fact, older adults, practitioners, organizations and government agencies have reached out to me from across the country. In the current socio-economic context, work, aging and later life career development will continue to grow in importance across Canada and this is why this project is so exciting. The project has generated interest in older adults, career development and work options. The film, as a creative and innovative educational resource will continue to generate awareness of this important topic. The film is a visually engaging way to describe the new emerging narrative around older adults and work. The companion guide serves to further enhance the film’s impact.

Throughout the project, it was clear that this research was highly anticipated within the field to help support practitioners who work with older adults. This was an anticipated and actual outcome. To this end, it was important to link research, theory and practice. This was accomplished through the conference presentations, the webinar, the documentary film and the Companion Guide. The film and the guide explain the new stage of career development that I call redirection. The film and the Companion Guide can be used by career practitioners working one-on-one with clients or with client groups. Overall, this project is leading-edge and at the forefront of work on this topic.

To my knowledge, there were no unexpected or unintended outcomes of this project.

Table 2: Project Activities

Activity	Informational/Knowledge	Evaluation	Outcome
Survey of individuals age 50 and over	Knowledge building through a mapping of a variety of work experiences that older adult participate in and any ‘typical’ pathways that are emerging; an analysis of paid work experience using Redirection, compared to Phase 1 and	Self-assessment and reflection on learning as a result of taking the survey.	Most older adults respondents provided comments regarding their learning after completing the survey. The overarching insights were that Redirection resonated with them and described their experience in this stage

	2 participants.		of life and the transition process was worth it.
Survey of career professionals	Knowledge building through identification of models, resources and tools being used; identification of gaps and limitations and ways to improve services; recommendations for enhancing career professionals work with older adults; mapping of a holistic, interdisciplinary approach to working with older adults, potentially integrating approaches.	A sharing of further insights and awareness or additional information to consider for later life career development at end of survey.	Most career professionals stated that later life career is a new reality and we need to help society adapt to this change. Almost one third of these respondents were unsure how to work with this client group.
Integration of data from both surveys	Knowledge building through a synthesis of findings combined with my insights on the topic	An evaluation of older adults experiences and career development work with older adults and how to enhance service to this group; an integration of approaches and models to provide best practices for working with older clients	Eight months after project, two journal articles will be developed from the findings. I anticipate that there will be more than two scholarly articles from the data collected through this project.
Social Media	Strengthening of relationships with career development stakeholders	Tracking of public interest in the topic through 'hits' and distribution of communication about the project	Broader awareness in later life work and career and new ways of viewing and talking about this issue. There was great interest in the project via Twitter, Facebook and LinkedIn. The project had presence on this forms of media. Each announcement and blog

			generated on-line traffic to the project page.
Story Contests	A collection of journeys, enhancing the profile of career development field	Number of submissions	Twenty-six (26) stories were submitted. They were all very engaging and compelling. Story contest winners were randomly selected from the entries. All the entries were considered for the film.
Documentary Film	Selection of the best two or three stories to be woven into a film about later life work and career development	First screening attendance	Five (5) individuals and their stories were selected to be included in the documentary film.
Research Sharing and Knowledge Mobilization	Presentation of the research through a webinar hosted by CERIC	Registration and attendance numbers. Evaluation provided to participants	Record-breaking pre-registration and attendance. Bringing together a large community of career practitioners. Of interest are the poll results during this webinar where 32% of career professionals stated they were unsure which models and approaches to use with older clients. In addition, they found it very challenging assisting older clients because of older workers' complex circumstances, employer perceptions and the fact that later life job search is an emotional transition.

## **Key Findings**

The Redirection Project has assisted with the development of the stage of Redirection, which is an extension of Donald Super's theory of career development. By integrating and synthesizing the survey findings, new knowledge in the field has been uncovered. Knowledge of older adult's career transition experiences has assisted with the development of the companion guide and career development manuscript for the journal and these two resources will be of great assistance to career practitioners. Furthermore, a typology of later life career redirection is being developed. This can be a useful resource for practitioners in the field who are assisting older clients. Several sub-categories describe the individuals who redirect into new occupational pursuits. It may be helpful to provide this typology to clients so that they can see where they fit in the Redirection model. Awareness of the process and understanding of their experience and situation can be very helpful to someone at the beginning or in the middle of a career transition. It is also beneficial to acknowledge the accomplishments and recognize the success of someone who comes through the Redirection process.

Additional project findings will appear in scholarly articles to be published in academic and applied journals.

YU-CARE was very pleased with the successful film screening at York University. Staff were excited that audience members requested a second Redirection film screening at York. There may be future opportunities for another screening and additional collaborations. This demonstrates the impact and importance of aging, work and later life career development in our society.

There were capacity-building benefits derived from the project. First, the project brought together a large community of people who work with older adult clients. There is great potential going forward to continue this work. Capacity was also build within the team and the collaborators. In fact, the project helped the three graduate students gain valuable research experience that they will carry forward in their careers. The project also helped YU-CARE staff gain additional project administrative skills and knowledge about work and aging. The project helped the Principle Investigator develop connections to career development professionals and people working in the field of aging across Canada. People were keen to comment on why this project was important to them and they reached out through phone, email or social media. Audiences at conferences and screening events shared comments in person. For example, following the Redirection webinar, delegates to Cannexus17 were eager to reach out and explain how much they got out of the webinar.

I was not involved in any political activities with funds from this project.

I have three personal learnings and reflections that can be developed into best practices to assist older workers with career transition. These ideas are not new to



the field; however, they need to be restated and highlighted because they are central tenants for work with older clients.

1. Every person is an individual. This must be reflected in a later life career development model. What is required is an approach that adapts to individual needs. Therefore, the career development model needs to be flexible. It should be an approach that begins where people are at when they come in the door. The model must be both broad (for diversity) yet specific (for practicality). Above all, the model must validate older adults and their experiences. In other words, the career development model must be both non-judgemental and empowering.
2. The career development model must recognize career as lifelong (and this is important to discuss with all age groups). In other words, the model must recognize that older workers may work another 20 years (or more). It must acknowledge their life experience, and their learning needs. It must be a model where work and occupation are embedded in the kaleidoscope of life so that career counselling and employment services consider the whole, entire life of the client. Furthermore, it must recognize lifelong and life-wide vocational experiences.
3. Finally, this is a social transition and a social issue. Society should be paying more attention to work, aging and later life career development. For example, skill training, unemployment and underemployment are issues for older adults. Furthermore, older adults need to be aware that they are not alone. Relatedly, peer support is critical to the process. Older adults need other older adults. Work is a social experience and looking for work is similarly a social experience, requiring social interaction and support. Having other older adults talking together about their experiences as older workers is critical.

I believe these three objectives are important for work with older clients. In my research and application, I believe I am accomplishing these key goals.

### **Next Steps and Recommendations**

Older adults have career development needs. Next steps that are recommended to enhance work on later life career development are:

1. Continue to refine applied pieces to enhance career development practice using the Redirection framework to support practice.
2. Create a documentary film series. A film that follows one individual through the job search process would be useful for the field. It would show the step-by-step process taken. This film could also identify employers who hire older adults and provide employer quotes, comments and insights about the benefit of hiring older workers. A third film could facilitate following-up on the participants in the Redirection: Movers, Shakers and Shifters documentary. Finally, a fourth film is

needed that creates awareness around role models of other interesting older adults who have redirected; for example, individuals with a disability.

3. Identify and examine best practices and innovations within organizations. This is because employers are stakeholders in the employment of older workers

4. Develop stronger linkages and build a network of scholars, career services practitioners, non-profits, government policy makers, older workers and other stakeholders – all focused on older workers and career development. The purpose of this network is to share knowledge and work towards shifting social awareness and social policy to address issues surrounding later life work.

5. Continue innovative leadership surrounding later life career development by developing resources critical for work in the field.

As an innovative and leading edge initiative, the Redirection Project has accomplished its objectives. It has advanced research knowledge and made an impact within the field by increasing awareness about later life career development. In so doing, it has shifted the dialogue surrounding later life work. It has also linked research, theory and practice in order to assist career practitioners. This is a timely topic and the impact of this project will continue to grow as the number of older adults increases in Canada.

## Appendix A The Literature

The conceptualization of retirement has shifted and needs to be redefined (Collins, 2003; Cook, 2015). As part of this momentous change, many individuals no longer follow traditional later life career and retirement trajectories (Shultz & Adams, 2007), instead seeking second and third careers or bridge employment prior to fully retiring from the labour force (Dingemans, Henkens & van Solinge, 2015; Ruhm, 1990). Some retirees combined volunteer work with new paid work (Cook, 2015). McDonald (2006) found that both men and women are embracing a 'new retirement', where retirement is no longer structured or associated with a single age; it is a dynamic ever-changing process. As this phase of life is re-conceptualized, retirement has become outdated: Demographically, economically and socially. Additionally, self-employment and bridge jobs are very different forms of work; bridge employment is viewed as temporary, with less of a commitment.

Significantly, most data on later life career and retirement come from the U.S. and Europe. Previous statistics in Canada indicate that 24% of adults aged 65 to 70 work; this figure has increased since 2000 when it was 11% (MacEwen, 2012). Furthermore, about half of those over age 65 work part-time. Forty percent of older adults over age 65 are self-employed; half of these individuals earn less than \$5,000 per year. These findings illustrate some of the unique career development needs and challenges of older Canadians. There is need for additional research about work and aging. By uncovering the work experiences of older adults in Canada, the Redirection Project makes an important contribution to the field.

- Collins, G. A. (2003). Rethinking retirement in the context of an aging workforce. *Journal of Career Development, 30*, 145-157.
- Cook, S. L. (2015) Redirection: An extension of career during retirement, *The Gerontologist*. (on-line September 2013) doi:10.1093/geront/gnt105
- Dingemans, E., Henkens, K., & van Solinge, H. (2015). Access to bridge employment: Who finds and who does not find work after retirement?, *The Gerontologist*, doi:10.1093/geront/gnu182
- MacEwen, A. (2012) *Working after age 65: What is at stake*. Alternative Federal Budget 2012 Technical Paper. Ottawa, Canada: Canadian Centre for Policy Alternatives.
- McDonald, L. (2006). Gendered retirement: The welfare of women and the "new" retirement. In L. O. Stone (Ed.), *New frontiers of research about retirement and other later-life transitions* (pp. 137-164). Ottawa, Canada: Statistics Canada.
- Ruhm, C. J. (1990). Bridge jobs and partial retirement, *Journal of Labor Economics, 8* (4), 482– 501.
- Shultz, K. S. & Adams, G. A. (2007). *Aging and Work in the 21<sup>st</sup> Century*, Mahwah, New Jersey: Lawrence Erlbaum Associates, Inc.

Appendix B  
Key Deliverables and Outputs

Learning Medium	Method	Audience
Research	Three on-line surveys designed to understand later life work and transition experiences: One for individuals who redirected into second careers, one for those who are seeking employment and one for career practitioners.	Career practitioners, educators and researchers/scholars
Article	Careering Magazine in December 2016/January 2017 issue	Career Practitioners and scholars subscribers and Cannexus17 Conference attendees
Educational Webinar	Hosted by CERIC on January 2017	682 pre-registered
Conference presentations	Annual Canadian Association on Gerontology and Cannexus17 conference	Scholars and practitioners in gerontology as well as in career development
Documentary film	On-line access. Three film versions: English, French subtitles and English subtitles	Older adults, career practitioners and Canadians of all ages
Companion Guide	On-line	Career practitioners and educators

Appendix C  
Knowledge Sharing and Mobilization

Time	Item	Impact
September 2015	Redirection Project LinkedIn Post	147 views
October 2015	Project announcements from CERIC and York University	57 requests to participate within the first week after project was announced
October 2015	Redirection Project shared in Globe and Mail article What do you plan to do in your nonretirement? by Leah Eichler	Article in a national newspaper achieved awareness and reached a broad audience
November 2015	@myredirection  @mareorientation  Also on twitter: @_SuzanneCook	79 English followers, 186 tweets 23 French followers, 113 tweets  Retweets about redirection project
January 2016	Project shared during my Cannexus16 presentation	Full room, with many people standing
January 2016	HRPA Magazine article that I was invited to write	Industry magazine received by members
July 2016	Redirection Trailer release	Seen by 773 viewers and growing
August 2016	Redirection Trailer LinkedIn Post	118 views
October 2016	Canadian Association on Gerontology (CAG) conference in Montreal	World Premiere of the film to a full house.
November 2016	<i>Redirection and Career Shifters</i> presentation at NIA – Re-think Ageing Conference. Sharing the Redirection Project as a ‘Big Idea’	Approximately 200 attendees
November 2016	Registration for CERIC preview	55 people. There were 5 on the wait list.
November – January 2016	Pre-registrations for Webinar	Record setting over than 662 people pre-registered.
December 2016	Screening in Brampton with nonprofit	Large audience on the evening of a snowstorm,

	organization	that the film and the topic nevertheless attracted a very engaged audience.
December 2016	Careering article about the Redirection Project and some findings	Career development magazine, received by members
January 2017	Webinar hosted by CERIC	384 attended the webinar live. The poll response rate was 76%. Questions and comments submitted by 40 people, some of whom submitted multiple questions and comments.
January 2017	Documentary film released on YouTube	Views reached 1,198 approximately three weeks after film on-line release. This number does not include views prior to public release (which represented an additional 388 views).
January 2017	LinkedIn post about the film and The Current guest interview	Views reached

## Appendix D

### Presentations related to the Redirection Project

Cannexus15

January 26<sup>th</sup>, 2016

Lunch Focus Group on Older Adults and Career Development

This is a focus group where we will discuss older workers and career development. I am interested in speaking with career services professionals who work directly with older adults as an exploratory phase of my research project examining this topic. I am interested in hearing about your experiences working with older adults and the tools you are using as you work with them.

CAG 2016, October 22, 2016

Symposium I: Policy Imperatives for Later Life Work

(S.L. Cook, Chair and presenter)

Redirection: Work and Later Life Career Development Project

Using a qualitative approach to understand later life work, this paper provides an in-depth investigation of some broader work-related trends in Canada. The term 'redirection' was coined to describe a new stage of later life career development as individuals seek new forms of work and new challenges and opportunities that meet their needs. This study captured older adults' experiences as they searched for work and entered new occupations. As more people consider work options, later life career development is also an emerging area for practitioners in the field. Linking theory with practice, this research is also innovative in its methodology for examining career practitioners' perspectives. Best practices and approaches for career services are identified. In addition to uncovering the situations and challenges of employment seekers, this study provides a rich source of information about the diverse types of work and occupation that older adults participate in.

Symposium II: Movers, Shakers and Shifters: Later Life Career Redirection

(S.L. Cook, Chair and presenter)

Movers, Shakers and Shifters

The film 'Movers, Shakers and Shifters: Career Redirection' discusses later life career development with a focus on individuals who embark on second or third careers during later life. It follows the stories of five individuals, age 50 and older, who make the choice to start a new job or career as an older worker.

Retirement and later life are being reinvented. Demographic changes such as the large baby boomer cohort and increased life spans and social and economic factors (i.e. the decreased number of employer pension plans; the move to defined benefit employer pension plans; the 2008/2009 economic downturn; the 2016 financial market) surrounding retirement are encouraging individuals to work longer.

Re-Think Ageing 2016 Conference  
November 24, 2016

Later life work provides individual, organizational and social benefits. As the workforce ages, these benefits will become increasingly salient. The career development stage of Redirection fills a gap in research and practice and demonstrates why and how later life work is imperative in our aging society. The study and the documentary film portray ways older adults can participate in later life work. The film shares the personal stories of several women and men, including their motivation for later life work, the employment they found and their suggestions for others in the process of 'redirecting'. This much anticipated film is set to be released during the fall of 2016. This session enables the sharing of the one-minute long documentary film trailer. Delegates who have an interest in meaningful later life work will find this session particularly insightful.

CERIC Webinar  
January 12, 2017

The Canadian Education and Research Institute for Counselling (CERIC) invites you to attend a free documentary preview screening with other professional peers who have a stake in career development for older adults.

The featured presenter is Dr. Suzanne Cook whose CERIC-funded research project – Redirection: Work and Later Life Career Development – is culminating in a film and companion guide. The new documentary film is entitled 'Redirection: Movers, Shakers and Shifters.' It examines what later life looks like today and the pursuit of a new direction through a second (or third) career. The goal is for us to provide better services, resources and tools for the unprecedented large number of older adults currently in or entering this stage of life.

Dr Cook is a social gerontologist and Adjunct Professor at York University in the Department of Sociology and York's Centre for Aging Research and Education. Join us to learn:

- What research tells us about the trend towards delayed retirement and expansion of working lives
- The diversity of paid work undertaken by those 50+ and their later life career needs
- Best practices for working with older adults on employment and career development issues

Additionally, learn about CERIC, its programs and services, and what we can do for you.



Cannexus17

The Redirection Project: Movers, Shakers and Shifters

January 23, 2017

Examining a new stage of career development, the Redirection Project uncovers older workers' experiences as they reinvent, reimagine and redirect into new types of work. Key findings from this innovative national research initiative are described, including best practices for working with clients. A feature presentation of the documentary film 'Movers, Shakers and Shifters: Career Redirection' will be screened.

Dr. Suzanne Cook is a leading-edge researcher who studies career development and older workers, especially second careers and redirection. Her research bridges theory, research and practice. The Redirection Project examines diverse later life work experiences.

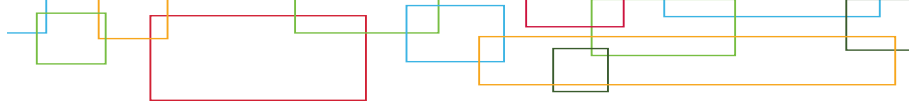
Career Connections: Mature and Greater Than Average

January 24, 2017

In this session, delegates will discuss their work with mature workers and describe some challenges they encounter with this client group. Delegates will be able to share strategies for working with this client group and discuss ways to achieve successful outcomes. Finally, delegates will make new contacts and expand their network in the field.

Appendix E

Peterborough Event



# Redirection: Movers, Shakers and Shifters

Executive Producer: Dr. Suzanne Cook

## Film Screening and Panel Discussion

**Monday March 27, 2017**  
**2:00 p.m. to 4:30 p.m.**  
**Market Hall Performing Arts Centre**  
**140 Charlotte Street, Peterborough**

People are living longer than in previous generations, and they are thinking differently about work and occupation. Join us for a screening of a new documentary that explores the changing work-life experiences of five Canadians over 50. Stay for a discussion with the filmmaker, and hear from a local panel of older adults and services providers about their experience and perspectives from the Peterborough area.

### Older workers in a new era, a panel discussion:

- Targeted Initiative for Older Workers
- Greater Peterborough Innovation Cluster
- Local Older Adults

Panel moderated by: Dr. Mark Skinner,  
Trent Centre for Aging & Society



Film brought to you by:



For more information contact (705) 748-8830 ext. 3227  
Register online: [www.pcoa-redirection-screening.eventbrite.ca](http://www.pcoa-redirection-screening.eventbrite.ca)



Peterborough Social Services  
Helping people. changing lives.