



UMAC 2020



UNIVERSITY OF MINNESOTA
Driven to Discover®

ABOUT UMAC

University of Minnesota Advanced Careers (UMAC) Initiative connects the generations around issues that matter, while providing a pathway to social impact work and civic engagement at midlife and beyond.

UMAC aspires to: 1) enrich the development of adults at midlife and beyond, 2) reimagine higher education as a welcoming place where people of all ages can seek growth opportunities and explore what's next, fostering co-mentoring across generations, and 3) promote community engagement as a bridge to meaningful work, contributing to the greater good.

UMAC VISION

Our vision is to bring together change makers of all ages - from young adults to encore adults - for social impact careers and civic engagement, through multigenerational learning and community-driven initiatives that focus on the grand challenges of our time.



THE NEED

We live in an aging society, but unprecedented numbers of older adults are in danger of being sidelined from the mainstream of society because of outdated mindsets about age, aging, and retirement together with deeply engrained age, gender, and race discrimination.

At a time when we need connection and collaboration across differences, including generational differences, we separate the young from the old, fueling ageism and division. Universities in particular are among the most age-segregated of institutions.

Universities for the future must provide learning at every life stage, given transformations in technology, economies, careers, and life expectancy. We need to reassess outdated mindsets and redesign higher education for today's needs.

UMAC is an innovation in higher education, bridging these divides, enriching the lives of older adults, promoting career readiness for young adults, and serving communities.



(UMAC fellow Annie Olson, in class discussion)

IMPACT ON FELLOWS

Today's career landscape is complex, with exits and entries and often new ways of working. UMAC showcases the possibilities of a second act - in paid work, in civic engagement, in multigenerational relationships, in personal growth - for those moving through these uncharted encore years. UMAC enables people in their 50s, 60s, and 70s to contribute their skills, talents, and passion to help solve the challenges our communities face and mentor the next generation of change makers.

Initiatives like UMAC are important for promoting healthy aging. UMAC connects encore adults with a sense of purpose and social engagement, helps them navigate transitions and explore sustainable lives. This contributes to the health, career, and financial well-being of people at midlife and beyond.

After spending the past 35 years in a narrowly focused industry, UMAC has given me insights into other career opportunities that I never would have considered in my life. With renewed passion and experience, I am excited to begin a more fulfilling chapter in my career.

~ Michele Eggenberger, UMAC '18

(UMAC fellow Michele Eggenberger, in class discussion)



All my life I hadn't done anything but medicine. I'm healthy, I still have a fire in my belly. I still can think, and I want to make things better in life. ..I just needed a direction. The next step demands that you look inward... At the same time it's given me different visions of what might be out there.

~ Andy Taylor, UMAC '19

(UMAC fellows Sheila Peyraud, Susan Gretz & Andy Taylor)





SHEILA'S STORY

Finding purpose in a portfolio life

Pictured above: Paul Simone, Erin Simon from Experience Corps, with UMAC fellow Sheila Peyraud

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Sheila Peyraud was looking for direction after retiring from a rewarding career as CTO of a large manufacturing company. Three things she missed the most from her career: mentoring, team relationships, and learning. As a UMAC fellow, Sheila participated in a college class, *What American Dream? Children of the Social Class Divide*, opening her eyes to poverty and inequalities.

As part of UMAC, Sheila worked on a project with Experience Corps, a literacy program for children in grades K-3. She helped the nonprofit work through a merger (bringing transferrable skills from her corporate experience). She also served as a literacy tutor. Sheila now has a portfolio of meaningful work, with ongoing tutoring, mentoring, serving on a corporate board, and taking classes.

IMPACT ON STUDENTS

Young adults will join what is now a five-generation workforce with little formal preparation in working across the generations. UMAC bridges these divides. As volunteers in the classroom, UMAC fellows mentor students and add age diversity to discussions. Students appreciate access to people with real, practical work experience, and they value building relationships and expanding networks with experienced professionals. These relationships promote career readiness in students.

UMAC fellows continue to contribute to the university community. They serve as reviewers for class projects, mentors for a program serving first generation college students, coaches for ACARA student projects, and other roles.

Working with people who are coming from careers, they are trying something new, that was exciting for me, because I realized that I don't have to do one thing until I die. I can change my mind. It is never too late.

~Abresha Ibraimi, '19

I learned how optimistic they are about the future. That was engaging for me. It gave me hope as well. I think our future is in good hands.

~ Jeff Buchanan, UMAC '19

(Abresha Ibraimi & UMAC fellow Jeff Buchanan)



Vanessa (UMAC '19) is a coach, mentor, and a friend. She's helped me navigate what is coming up for me post-grad, and how to align my passions with the opportunities presented to me...Personally, working with UMAC has been one of the most impactful pieces of my undergraduate career.

~ Elise Painton, '20

(Elise Painton & UMAC fellow Vanessa Tennyson)





RICH'S STORY

Working across the generations

Pictured above: Rose McAdams, '21 with UMAC fellow Rich Harney

Rich Harney's career in marketing and advertising was exhilarating, creative - and intense. He was ready to relaunch himself with a new set of priorities to reflect this stage of life. Through UMAC, Rich participated in *Community Organizing for Public Action*, where he connected with students, including Rose McAdams. They found their discussions across the generations to be profound and eye opening.

Rich's community project was for a new charter high school, putting his honed marketing and storytelling skills to work. Rich provided advice and tactical assistance to the founders. Rich continues as a volunteer with the charter school. He weaves meaningful volunteering and mentoring with project based consulting work, collaborating across the generations in all of these roles.



As college students, we lack knowledge of the workplace, and the fellows improved upon that...I would love to take more classes with this structure. We all have so much to learn from each other.

~Madison Smiley, '19

(Madison Smiley is pictured in class with UMAC fellow Virginia Kafer)



Lisa took out the time to not only help me with my resume but also shared several of her own work experiences. She helped me a lot with finding my first college internship... We still meet and talk about several things and honestly, I could have never asked for a better mentor.

~Aditya Pathak, '21

(Aditya Pathak, &UMAC fellow Lisa Mattson)



My hope is that even more students would get a chance to work and get to know UMAC fellows closely because it really does help to use someone as inspiration/reference point when trying to decipher where you want to work, what you'd like to do as a career.

~Megan Larranaga, '19

(UMAC fellow Karla Myres & Megan Larranaga)

IMPACT ON COMMUNITIES

A key component of UMAC is a "midternship," a skill-based volunteer project in the social sector. Over the course of their careers, fellows developed skills in key areas that are needed in the social sector, such as marketing, IT, HR, operations, and management. They also bring people skills, organizational management, project leadership, and relational skills.

UMAC connects the dots, bringing needed talent to nonprofit organizations, social enterprises, and public institutions, helping them expand capacity and amplify their impact in addressing our community's pressing needs. UMAC offers a roadmap for redeploying this increasing pool of talent to benefit communities.



It's a wonderful way to bring generations together and learn from one another. In the workforce right now we see multi-generations together, and so being able to bring somebody in and work on a project allows us to gain some insight...To test the waters a bit and see how it goes and see what we can learn...To think outside the box and be innovative to move our mission forward.

~Linda Velez, Manager, Be the Match



DIANE'S STORY

Finding purpose in a new career

Pictured above: Jeff Wig from Initiative Foundation, with UMAC Fellow Diane Hageman

After 35 years in communications and marketing, Diane Hageman (UMAC '19) of St. Cloud was ready for a change. She wanted to build on her background while engaging in her community in new ways. As part of UMAC, Diane worked with the Initiative Foundation of Central MN, helping them develop a communications strategy for their new fellowship program for early stage social entrepreneurs in Greater MN.

Diane participated in a college class, *The Future of Work and Life in the 21st Century*, which offered her insights into future trends. Learning alongside undergraduate students helped Diane understand what life is like for young adults. She applies these lessons in her new role as Director of Fund Development at YMCA of St. Cloud, where she is part of a team that spans generations.

UMAC NONPROFIT PROJECTS

Examples

Be the Match

Develop a new business case for services for stem cell donors

Initiative Foundation

Develop a communications plan for expansion of program to rural areas

MN History Center

Project to expand accessibility of exhibits for persons with special needs

Experience Corps/East Side Learning

Assist with merger of these two nonprofits & serve as reading tutor

Legal Corps

Develop and deliver a training for attorneys interested in helping nonprofits

Luthern Social Service

Teach financial literacy classes, and help update curriculum

Second Harvest Heartland

Develop profiles of food shelf users to inform strategic planning

Congressman Dean Phillips

Establish and conduct listening meetings with all cities in District 03

Upstream Arts

Review of psychological benefits of school based and community based programming

MN Humanities Center

Assist with education and community engagement for special exhibit

Karen Organization MN

Program evaluation of youth program serving refugee students

City of Red Wing

Conduct research and write reports for 2040 Community Plan focused on quality of life

Mary's Pence

Develop and execute brand communication initiative to support strategic plan

Habitat for Humanity

Expand volunteer education curriculum

Cultivate International

Expand and refine management training and orientation materials

All Square

Leadership and business coaching to help organization move beyond startup mode

City of Wayzata

Establish a commission on energy and environment for city

Earl E. Bakken Medical Devices Center/UMN

Coordinate the center's Encore Volunteer program

IMPACT ON HIGHER EDUCATION

UMAC Initiative is part of a small community of forward-thinking universities (Stanford, Harvard, Notre Dame and UT-Austin) offering these types of immersive, transformational programs. These initiatives are leading the way in rethinking how higher education can address the needs of an age diverse population. UMAC builds on these pioneering programs, but with an approach that is significantly less expensive and more applied. With our career-building "midternship" component, UMAC is the only initiative of its kind in higher education that connects multigenerational learning with social impact work in this way.

UMAC has the potential to serve as a model for public universities to reach a new population while expanding impact in our communities. Social entrepreneur Marc Freedman sees UMAC as "...a model for the vast national network of public institutions - a replication channel for spreading these ideas widely."



Left: Phyllis Moen and Marc Freedman at a community event sponsored by UMAC in Minneapolis, 2019

Above right: Phyllis Moen (UMAC), Phil Pizzo (Stanford), Kathy Gillam (Stanford), & Tom Schreier (Notre Dame), AASCU Conference, Minneapolis, 2019

Below right: Kate Schaefers (UMAC), Amon Burton (UT-Austin), Tom Schreier (Notre Dame), Kristi Lisle (Foothill College), Kathy Gillam (Stanford), Bonnie Zavon (Stanford) at AAC&U Conference, Washington DC., 2020

UMAC ONLINE

UMAC Online expands access and deepens the university's reach to communities throughout the state and in fact the world. Alumni and others can now join from anywhere.

With our virtual learning platform, and live, interactive sessions, UMAC can be a powerful resource for those rethinking and recreating the next chapter of their lives, and to do so together with others seeking similar transformation. Our two part series is designed specifically for encore adults as they reimagine their future paths with an emphasis on social impact work.

Charting A Course For What's Next *Design a life of purpose, engagement and social impact*

- Clarify what's important to you
- Identify your keys to purpose
- Target fulfilling work that builds on your talents and skills
- Learn how to create a portfolio life
- Tap the wisdom of a learning community
- Take small steps - starting now



What Difference Can I Make? *Be a positive force within communities*

- Learn how human centered design can be applied to social impact work
- Expand connections and networks
- Find practical ways to get involved with issues that matter to you
- See how your skills translate to social sector work: careers, social entrepreneurship, pro bono volunteering



ABOUT US

UMAC was created by Dr. Phyllis Moen, McKnight Presidential Chair and Professor of Sociology. Housed in the Life Course Center (a designated *NIA Center on the Demography and Economics of Aging*), UMAC is part of an interdisciplinary research and public engagement community promoting social participation, equity, health and well-being at all ages and life stages. Through research and scholarship, UMAC furthers our understanding of encore adulthood as a new life stage, and applies research insights into practical approaches that benefit older adults, younger generations, and communities.

UMAC is a social invention, bringing multiple generations together to learn from one another to solve the grand challenges of our times. UMAC offers a window into universities for the future, serving as a template for public universities seeking 21st Century models of life course learning.

With support from Provost Karen Hanson, UMAC was piloted in the 2017-18 academic year and formally launched in 2018-19. Co-leaders are Dr. Kate Schaefer and Dr. Phyllis Moen, with the assistance of Jane Peterson.



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