

# **RECOMMENDATIONS: National Campaign on Lifelong AI Career Success**

[The National Artificial Intelligence Advisory Committee \(NAIAC\)](#)

**November 2023**

## RECOMMENDATIONS

### **Recommendation 1:**

#### **Mount a ‘National Campaign on Lifelong AI Career Success’ to support later-in-life workers.**

Older workers in the American workforce face major headwinds in the job market, especially veterans, military spouses, and caregivers. Building on administration efforts promoting dignified and high quality jobs as well as existing efforts such as the Department of Labor’s Workforce Hubs and Joining Forces, the administration should mount a “National Campaign on Lifelong AI Career Success.” The campaign should focus on:

- **Busting myths and misperceptions** about the suitability of those later-in-life to succeed in high-tech jobs
- **Vigorously promoting the value of later-in-life workers** for the nation’s competitiveness and economic success
- **Targeted outreach to later-in-life workers** on critical skills-based transition support and models for AI career success
- **Mustering measurable commitments from employers** for hiring, career mentoring, training, and sage and dignified workplace experiences for later-in-life workers..

## CONTEXT

Even in today’s tight labor market, workers later-in-life face unique barriers to employment and career success. This comes at the same time that American society is aging, more older people are working or looking for work than were previous generations,<sup>1</sup> and more mid-career adults want to or have to pursue new paths.

Although these barriers may change as the workforce ages, older workers are generally perceived as less capable of acquiring new skills and adapting new ways of thinking. They are also disproportionately represented among the long-term

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<sup>1</sup> Monique Morrissey, Siavash Radpour, and Barbara Schuster, “The Older Workers and Retirement Chartbook,” Economic Policy Institute, November 16, 2022, <https://www.epi.org/publication/chapter-1-older-workers/>.

unemployed<sup>2</sup> and discouraged workers who want to work but have given up on looking.

In this same vein, too many veterans who are first leaving the military and resuming civilian life, often face challenges securing well paying civilian jobs and meaningful careers,<sup>3</sup> which also comes with sharp drops in earnings. Military spouses<sup>4</sup> also face barriers to employment<sup>5</sup> and establishing careers, maintaining professional certifications, and realizing their earning potential compared to their non military-connected peers.

A third major category is caregivers,<sup>6</sup> whether these are parents of children, adults who are caring for aging parents, those helping close ones with special needs, or even adults with multiple caregiving roles. Caregivers face their own barriers<sup>7</sup> succeeding at work and in planning their career. They even face basic challenges in re-entering the workforce,<sup>8</sup> after an extended stint of full time caregiving.

These groups of later-in-life workers, along with others, especially in historically excluded and economically distressed regions and people, face major headwinds in the job market, leading to societal and economic weaknesses — not to mention the cumulative toll on mental and physical health. To mitigate the societal and economic weaknesses that result from this, the administration should mount a National Campaign on Lifelong AI Career Success.

## ABOUT NAIAC

The National Artificial Intelligence Advisory Committee (NAIAC) advises the President and the White House National AI Initiative Office (NAIIO) on the intersection of AI

<sup>2</sup> Morrissey, Radpour, and Schuster, “The Older Workers and Retirement Chartbook.”

<sup>3</sup> Doug Irving, “How Veterans Fare in the Civilian Labor Market,” RAND Review, November 4, 2022, <https://www.rand.org/blog/rand-review/2022/11/how-veterans-fare-in-the-civilian-labor-market.html>.

<sup>4</sup> Margaret C. Harrell, Nelson Lim, Laura Werber, and Daniela Golinelli, “Working Around the Military: Challenges of Military Spouse Employment,” RAND Corporation, 2005, [https://www.rand.org/pubs/research\\_briefs/RB9056.html](https://www.rand.org/pubs/research_briefs/RB9056.html).

<sup>5</sup> “Unemployment and Underemployment Continue to Plague Military Spouses and Affect Financial Stability,” U.S. Chamber of Commerce Foundation, September 15, 2022, <https://www.uschamberfoundation.org/workforce/unemployment-and-underemployment-continue-plague-military-spouses-and-affect-financial>.

<sup>6</sup> Katherine Goldstein, “5 Things Employers Get Wrong About Caregivers at Work,” *Harvard Business Review*, November 21, 2022, <https://hbr.org/2022/11/5-things-employers-get-wrong-about-caregivers-at-work>.

<sup>7</sup> Debra Lerner, “Invisible Overtime: What employers need to know about caregivers,” Rosalynn Carter Institute for Caregivers, January 2022, <https://rosalynncarter.org/wp-content/uploads/2022/03/Invisible-Overtime-White-Paper.pdf>.

<sup>8</sup> Joanne Lipman, “Helping Stay-at-Home Parents Reenter the Workforce,” *Harvard Business Review*, June 7, 2019, <https://hbr.org/2019/06/helping-stay-at-home-parents-reenter-the-workforce>.

and innovation, competition, societal issues, the economy, law, international relations, and other areas that can and will be impacted by AI in the near and long term. Their work guides the U.S. government in leveraging AI in a uniquely American way — one that prioritizes democratic values and civil liberties, while also increasing opportunity.

NAIAC was established in April 2022 by the William M. (Mac) Thornberry National Defense Authorization Act. It first convened in May 2022. It consists of leading experts in AI across a wide range of domains, from industry to academia to civil society.

<https://www.ai.gov/naiac/>

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