



## GOVERNOR'S ADVISORY COUNCIL ON AGING

### Mature Workforce Committee Meeting Minutes

April 2, 2009

12:00 p.m.

Department of Environmental Quality Room 250  
1110 West Washington, Phoenix, AZ 85007

#### **Council Members, Liaisons, and Participants Present**

Kati Bates, Bill Engler, George Evanoff, Joyce Finkelstein, Bernadine Hoffman, Marilyn Johnson, Simone Kelsh, Doyle Meredith, Jr., Noreen Nickerson-Cruz, Barry Spiker (Chair), Christine Bryson-Lazo, Victoria Furst, Joel Millman, David Mitchell, Kathy Nyetrae, Peter Polk, Maria Ramirez-Trillo, and June Sinclair.

#### **Council Members Missing**

Lynn Adler.

#### **Council Staff Present**

Cathy De Lisa, Shawn Trobia, and Claire Parriott.

#### **Guests Present**

Ron Lloyd and Jutta Ulrich.

#### **Call to Order, Welcome, Introductions & Approval of Minutes**

Committee Chair Barry Spiker called the meeting to order at 12:11 p.m., and a welcome and introduction period followed. Minutes from the March 5, 2009 meeting were reviewed. *Bill Engler made a motion to approve the minutes as written, and George Evanoff seconded the motion. The motion passed unanimously.*

#### **Action Items Follow Up**

No action items were noted.

#### **AARP Foundation – Worksearch Assessment System**

Maria Ramirez-Trillo, AARP Foundation, presented to the committee a brief overview of a new work tool for use by anyone over 40. The AARP WorkSearch Assessment System is an internet based tool that is connected to eight job search engines and tests knowledge, preferences, and skills to provide best job matches for mature workers seeking employment. The tool includes 18 free online courses and was developed exclusively for AARP Foundation in conjunction with the National Business Service Alliance (NBSA). Ms. Ramirez-Trillo provided pamphlets about the tool to the committee. A copy of this information is available at the Council office. Access to the tool is available at [www.aarpworksearch.org](http://www.aarpworksearch.org). The committee asked Ms. Ramirez-Trillo for some additional information about the NBSA, and Ms. Ramirez-Trillo agreed to provide the website address for this organization to the committee, in response to this request.

### **Mature Worker Website Review**

At this time, Shawn Trobia, Council staff member, circulated (2) newspaper articles to the committee that highlight work being done on the Mature Workforce Initiative, including information about the Mature Worker Friendly Certified Employers. Peter Polk provided a short explanation on the history of the article featured in *Inside Fountain Hills* newspaper. The second newspaper with a story about a certified employer was the *Arizona Daily Star*. Copies of the articles are available at the Council office. Committee members requested that the articles be linked to the website, if possible.

Ms. Trobia updated the committee on the newest developments relating to the Mature Worker Website. A Jobing.com video of committee member Peter Polk has been uploaded to the site. The video provides a brief history of the Arizona Mature Workforce Initiative, the Mature Workforce Committee, and an introduction to the website.

Ms. Trobia informed the committee that the Mature Worker Friendly Certified Employers have already had two opportunities presented to them to receive discounts from job fair organizers, if they wish to participate in (2) upcoming job fairs. A third opportunity will be available for the Jobing.com Career Expo on May 6, 2009. She also asked the committee to please share information about the free event postings available on the website. As of now, the event calendar features all Maricopa County events and it would be helpful to have it be more diverse. Mrs. Trobia indicated the word 'Arizona' needs to be added to the mature worker logo.

A verbal review of various parts of the Mature Worker Website was provided to the committee. Ms. Trobia asked committee members, especially those residing outside of Pima and Maricopa Counties, to take 30 minutes in the next few months to explore resources in their communities that would be appropriate for inclusion on the website. It was noted that the committee will not be meeting again until July. The categories of resources needed for the website include: volunteer opportunities, employer resources, job seeker resources, and general community resources.

Mrs. Trobia updated the committee on Mature Worker Friendly Employer Certification plans for 2009. Seven dates for the required training are now scheduled, from late August to October. The application time period for 2009 will begin mid-May and last for approximately 60 days.

### **Website Resources for Employers/Committee Assistance with Tasks**

Website Resources for Employers- the website will soon feature job seeker and employer resources. Maricopa County Community Colleges is assisting the Council staff in gathering resources specific to employers. Mrs. Trobia once again noted the importance of committee assistance in identifying new resources throughout the state.

### **Other Updates, New Business, & Announcements**

- Kathy Nyetrae, member of the committee, informed the committee that the deadline for 'When Work Works' applications is Friday, April 3, 2009. She asked the Council to please send e-mails to the Mature Worker Friendly Certified Employers as a reminder of the deadline.

- David Mitchell, State of Arizona AARP, announced an AARP event featuring information about multigenerational workforces, April 21, 2009 at Glendale Community College. Both employers and mature workers are being invited.
- Jutta Ulrich, Division of Aging & Adult Services, informed the committee that the Direct Care Workforce Committee will be working to share information about training and jobs in care giving. Please visit the website [www.azdirectcare.org](http://www.azdirectcare.org) for more information.
- In the absence of Melanie Starns, who was unable to attend today's meeting; Ms. Trobia reported information about the National Governor's Association, Policy Academy on Civic Engagement for Seniors. The report to the committee highlighted information about the recent meeting where Ms. Starns presented information about the AZ Mature Workforce Initiative and its many components. Ms. Starns provided technical assistance to five other states at the Policy Academy.
- Chair Barry Spiker reported to the committee that he had recently attended the National Council on Aging Conference to present a report on the value of the mature worker. He informed the committee that many other attendees were impressed with the work that Arizona had accomplished, both in aging issues, and with regard to the mature workforce. It was often noted that the work being done with regard to the workforce is being done without State appropriations.

#### **Action Items**

- Staff will look into the viability of linking the two mature worker related news articles to the website.
- Ms. Ramirez-Trillo will provide the website address for the National Business Service Alliance.
- Staff will send a reminder e-mail regarding the "When Work Works" deadline to the Mature Worker Friendly Certified Employers.

#### **Call to the Public**

No comment/input received from the public.

#### **Adjournment**

*A motion to adjourn the meeting was made by George Evanoff and seconded by Bill Engler. The motion passed unanimously and the meeting was adjourned by Committee Chair Barry Spiker at 1:57 p.m.*

#### **Next Meeting:**

The next meeting of the Governor's Advisory Council on Aging Mature Workforce Committee will be July 9, 2009 at a location to be announced. These meetings are open to the public.