



GOVERNOR'S ADVISORY COUNCIL ON AGING

**Mature Workforce Committee
Meeting Minutes
September 10, 2009
12:00 p.m.
Carnegie Center
1101 West Washington, Phoenix, AZ 85007**

Council Members, Liaisons, and Participants Present

Bill Engler, George Evanoff, Joyce Finkelstein (Chair), Bernadine Hoffman, Noreen Nickerson-Cruz, Joe Woods, Christine Bryson-Lazo, Jan Davie, Rick Hansen, Chris Long, Carolyn Pitre Wright, Peter Polk, Maria Ramirez-Trillo, George Thorne and Jutta Ulrich.

Council Members missing

Kati Bates, Marilyn Johnson, Simone Kelsh, and Barry Spiker.

Council Staff Present

Cathy De Lisa, Shawn Trobia, and Claire Parriott

Guests Present

William Walker

Call to Order, Welcome, Introductions & Approval of Minutes

Committee Chair Joyce Finkelstein called the meeting to order at 12:05 p.m., and announced to the committee that, as is customary with the Council, Committee Chairs regularly serve for one year, and then the chairing is then rotated to another Council Member. Although not in attendance today, Ms. Finkelstein thanked Mr. Barry Spiker for having served as the Chair of the MWC for the past year. A welcome and introduction period for the committee members then followed. Minutes from the July 9, 2009 meeting were then reviewed. *George Evanoff made a motion to approve the minutes as written, and Bill Engler seconded the motion. The motion passed unanimously.*

Action Items Follow Up

Council Staff member Shawn Trobia updated the committee on the status of the Action Items from the July 9, 2009 meeting. She reported that she looked into the matter of captioning or transcribing the video on the Mature Worker Website with Jobing.com. Captioning for the video is unavailable but a transcript can be made and posted. If a volunteer from the committee would be able to transcribe the video, the transcript could then be posted.

Center for Workforce Transition Update

Jan Davie, of the Center for Workforce Transition at GateWay Community College, updated the committee on the recent work of the Center. The Center is funded through the Virginia G. Piper Charitable Trust, as a service to mature workers. The Center has partnered with many

community agencies as part of the work being done at the community college, including AARP Foundation and Southwest Job Network.

The AARP Foundation's WorkSearch tool is now available at the Center, due to the partnership relationship with GateWay Community College. This tool allows mature workers to do more meaningful job searches, and includes access to job listings as well as offers training and competency matches, a major benefit to those who have been out of the workforce for many years.

The Center for Workforce Transition has also partnered with Southwest Job Network to sponsor several workshops. The workshops have been operating at full capacity and provide support to unemployed mature workers through lectures on topics such as branding and marketing, how to articulate one's value to employers, and translating skill sets and experiences in today's market.

The Center also provides support to mature workers by teaching them how to use today's technology such as social networking sites and running programs such as the Boomer Think Tank meetings. The Center also invites employers to the campus to give information sessions, intended to help boomers who may not know the correct questions to ask prospective employers, allow them to gather more in-depth information and become more comfortable with the interview process through an activity similar to a 'speed dating' format.

The Center now also offers a Volunteer/Boomer engagement program and assessment tool, which is used to create successful volunteer and agency matches by linking types of motivation, tasks and skills.

Another partnership noted by Ms. Davie was the funding available to some job seekers, from the Maricopa Community College District. Funding for training has also been made available through the Virginia G. Piper Charitable Trust.

Ms. Davie provided the committee with a flyer on a new training program for human services' workers, which is planned to launch in November 2009. This entry level case management program is based on the same model as the successful caregiver training program offered by the Center.

A Job Fair will be held at GateWay Community College on October 28, 2009.

Jobing.com Update

George Thorne, of Jobing.com, presented information to the committee about Jobing.com's latest Career Expo. New features at the event have been developed, which offer many new opportunities to the job seekers. Employers that are not hiring new workers wish to continue to be involved at the Career Expos, and are offering "open houses" intended to help educate job seekers about what employers are looking for, why expos operate the way they do, guidance on resume building, interviewing skills and much more. Maricopa Workforce Connection also provided the opportunity for job seekers to use computers, on site, to develop their resumes. Mr. Thorne announced the dates for two upcoming events: the next Career Expo will be held on October 28th in Glendale, and the Jobing.com Healthcare Expo will be held on November 4, 2009, at the Phoenix Civic Center.

Mr. Thorne then visited the Jobing.com-Phoenix website, where a new Education section has been added. The section is intended to help mature workers find locations and information on continuing education opportunities.

The current statistics on the Mature Worker Website, hosted by Jobing.com, were shared by Mr. Thorne, and it was noted that viewers were not only staying longer on the page but coming back more frequently to the website. He also reminded the committee that blog opportunities exist on the Jobing.com – Phoenix Website and that the blogs are very effective in driving traffic to the Mature Worker Website. He emphasized the power of the blog with the posting of the most current blog entry, which appears on Jobing.com’s home page.

Mature Worker Website Review

Council staff member, Shawn Trobia, updated the committee on the latest status of the Mature Worker Website, hosted by Jobing.com. With a recommendation from Glendale Community College, the Jobing Foundation’s Job Search Tool Kit has been added to the website. Ms. Trobia noted that employers participating in the Mature Worker Friendly Employer Certification training sessions are being encouraged to watch, and then share the video of committee member Peter Polk, with their employees. This recommendation is due to the fact that the video provides much information about the Mature Workforce Initiative, and embodies the spirit of mature workers. Ms. Trobia reported to the committee that the statistics of the number of visitors to the Mature Worker Website, hosted by Jobing.com, continue to be strong. Over 25,000 new visitors viewed the website in August.

Ms. Joyce Finkelstein, Chair of the committee, shared information about the blogs that she has authored for the Mature Worker Website. Committee members were encouraged to write blogs for the website, on any topics that they may find of value and interest to job seekers. Ms. Finkelstein then passed around a sign-up sheet for future blog commitments to the committee members.

Events for mature workers are continually being updated on the website. Ms. Trobia reminded committee members and partners outside of Maricopa County to inform her of local events, so that they may be posted on the website. Ms. Trobia was invited by Mr. Thorne to include information about upcoming events on the Events section of the Jobing.com – Phoenix Website.

2009 Mature Worker Friendly Employer Certifications

Ms. Finkelstein reported that in 2009, 19 organizations, from both the private and public sectors, have applied for the Mature Worker Friendly Employer Certification. Two employer training sessions have already occurred and the final session is scheduled for September 22nd. The training sessions have gone well, and Ms. Trobia presented two documents that have been incorporated into this year’s PowerPoint training for the employers. Mr. Peter Polk noted that one of the documents shared, an article featuring the story of a Texas lawyer who is 101 years old, helps to dispel some of the myths about mature workers.

Next Steps for the Mature Workforce Committee

Ms. Finkelstein asked the committee to think about any ideas they would like to present at the next meeting, with regard to new upcoming activities for the committee. The committee has successfully launched the Mature Worker Website, hosted by Jobing.com, and created the Mature Worker Friendly Employer Certification for Arizona employers – what are some of the next activities to consider as the committee continues to work for mature workers in Arizona?

Ms. Trobia also asked the committee to consider what elements they would like to see included in the training that is being developed for the Certified Employers that will be re-certifying in 2010. This topic will be discussed at the November meeting.

Other Updates, New Business, & Announcements

- Council staff member Shawn Trobia reported to the committee that the State University of New York (SUNY) at Buffalo had contacted the Council/Governor's Office on Aging to learn more about Arizona's Mature Workforce Initiative. Representatives from the University visited Arizona, and met with Ms. Trobia, where they were provided with a history of the initiative and the work that is being done in Arizona. Upon recommendations made, the SUNY representatives also visited several organizations in the Maricopa and Pima County areas, including: Southwest Job Network, the Center for Workforce Transition at GateWay Community College, the Mature Worker Connection/PCOA, and the Pima County One-Stop program for 50+ workers.

Call to the Public

Carolyn Pitre Wright, from the Arizona Department of Administration, informed the committee that a speaker from the ASU-Work Life Center will be presenting information on September 15, 2009 at 8 a.m. at the ADOA building. The presentation will be on workforce topics with a special focus on the Federal Government.

Action Items

- Ms. Trobia will explore the option of posting events to the front page of Jobing.com - Phoenix's website.
- Committee members are asked to bring ideas about upcoming activities for focus by the MWC to the November meeting.
- Committee members are asked to consider what information they would like to see included in the employer training for the organizations seeking Mature Worker Friendly Employer re-certification in 2010. Members are encouraged to bring those ideas to the November committee meeting.

Adjournment

The meeting was adjourned by Committee Chair Joyce Finkelstein at 1:43 p.m.

Next Meeting:

The next meeting of the Governor's Advisory Council on Aging's Mature Workforce Committee will be November 5, 2009 in a location to be announced. These meetings are open to the public.