



GOVERNOR'S ADVISORY COUNCIL ON AGING

**Mature Workforce Committee
Meeting Minutes
November 5, 2009
12:00 p.m.
Grand Canyon Room
1700 West Washington, Phoenix, AZ 85007**

Council Members, Liaisons, and Participants Present

Bill Engler, George Evanoff, Joyce Finkelstein (Chair), Marilyn Johnson, Simone Kelsh, Christine Bryson-Lazo, Roger Forrester, Rick Hansen, Charlotte Hodel, Chris Long, Joel Millman, Kathy Nyetrael, Peter Polk, and William Walker.

Council Members missing

Lynn Adler, Kati Bates, Bernadine Hoffman, Noreen Nickerson-Cruz, Barry Spiker, and Joe Woods.

Council Staff Present

Cathy De Lisa, Shawn Trobia, and Claire Parriott.

Guests Present

Nora Hannah and Kathy Wilson.

Call to Order, Welcome, Introductions & Approval of Minutes

Committee Chair Joyce Finkelstein called the meeting to order at 12:08 p.m. A welcome and introduction period followed. Minutes from the September 10, 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

Council Staff member Shawn Trobia updated the committee on the status of the Action Items from the September 10, 2009 meeting. She reported that she explored the opportunity to post the Mature Worker Website events on Jobing.com- Phoenix's website. Ms. Trobia learned that other organizations are posting their own events on the Jobing's events page, and including their own logos if desired. This posting of events, directly by the organization hosting the event, would appear to be the most practical and up to date way to have accuracy. If the Mature Workforce Committee hosts any events of their own, it would be appropriate to post those events onto Jobing.com –Phoenix.

Experience Matters Consortium

Nora Hannah, Chief Consortium Officer, *Experience Matters Consortium*, presented to the Council an overview of the newly formed consortium. It is a start-up non-profit organization funded by the Arizona Community Foundation, the Virginia G. Piper Charitable Trust, and

Atlantic Philanthropies. The consortium's focus includes targeting people 50+ in age who want to engage in more meaningful work. The Consortium believes in the volunteer-work connection and seeks to connect organizations with volunteers who share their passion. For example, the consortium has been assisting the Tempe Connection- Experience Corp with finding more volunteers. It is important for professionals who want to donate their services and expertise to find meaningful volunteer opportunities. It was noted that many organizations know how to manage volunteers or paid staff, but workers receiving stipends or other types of compensation, such as health benefits, for their 'volunteer' work are not a common entity. Organizations are not always familiar with how to attract or manage this type of 'volunteer,' many of them over the age of 50. The Consortium could act as a go-between to assist non-profit organizations to attract and manage this type of volunteer, and provide mature volunteers/workers with the types of opportunities they are seeking. The goal is to create something of value to the community, county and state. Ms. Hannah provided a handout about the new consortium, a copy of which is available at the office.

Mature Worker Connection/Pima Council on Aging

Roger Forrester, Program Administrator, *Mature Worker Connection (MWC)*, spoke to the committee about recent activities and changes at the organization. The MWC is a free job connection service for people over the age of 50, and also has a focus to help employers and the community be more aware of the value of mature workers. Mr. Forrester offered a summary of MWC's recent activities. It has been a difficult year and a half for job seekers, but Mr. Forrester emphasized that organizations need mature workers now, more than ever. Working on "Employer Relations" continues to be very important for staff and volunteers at the MWC, which is currently placing approximately 44% of their job seekers. In the past four years, since the inception of the MWC, 1600 job seekers have been processed through the organization, and over 800 have been placed.

A number of community initiatives have been started to work with community leaders in establishing satellite offices for the Mature Worker Connection in Marana and Oro Valley, while an office in Green Valley has already been established. It is expected that the two newest offices will be operational by the end of this year.

Most of the work done at the MWC is provided by volunteers, as the organization has only three paid staff. This commitment to volunteerism, and the community partners such as Pima Community College, Pima County Libraries, the YWCA, local Chambers of Commerce, One-Stop Career Centers and the Veterans Administration are important in the successes that the MWC has seen. The organization is launching "Seniors for Seasons," a partnership with local retailers for interim basis employment. They are also concentrating on workforce development, where the job seekers are attending Job Search Skills Training Courses. Mr. Forrester noted that this was the most important thing that can be done for many of the seniors, before they actively seek employment, and is now required for all applicants before they are interviewed by the MWC, and the process for a job search is continued. This step has been very effective in assisting the applicants. It was also noted that the MWC is working to connect the many aspects of civic engagement, as it also relates to job search activities. Volunteerism helps to make up for gaps in work history, gets job seekers active in their communities as they continue their job searches, and increases their networking circle.

Mr. Forrester briefly noted that the Senior Community Service Employment Program (SCSEP) is also a service offered through the Mature Worker Connection, and can be a benefit to small businesses.

Mature Worker Website Review

Council staff member Shawn Trobia reported on some of the latest information about the Arizona Mature Worker Website, *hosted by Jobing.com*. She noted the website has been posting a large number of events, with 26 events being posted for the month of October alone. Ms. Trobia asked that committee members please continue to send new events for posting. The Arizona Mature Workforce Initiative is now a link on the Jobing.com-Tucson website. Ms. Trobia then passed around an article about a woman who is an avid “Twitter” user on the social networking site, and who just celebrated her 104th birthday. A copy of the article is available at the Council office. Ms. Trobia also announced that the “blogging” on Jobing.com-Phoenix’ website, in support of the Mature Workforce Initiative, is being done on a regular basis due to the contributions from several members of the Mature Workforce Committee. In order to continue the regular postings of blogs through March of 2010, Ms. Trobia passed around a sign-up sheet for the first three months of 2010. Members of the committee who have contributed blogs were thanked for their submitted articles, and the variety of helpful information being provided, via the blogs, was noted. A link to the blogs posted on Jobing.com-Phoenix’ website can be found at the bottom of the home page of www.azmatureworkers.com.

Council Chair Joyce Finkelstein spoke to the committee about the topics that she has included in the blogs that she has authored, and said that blogs should be approximately 300 words in length, and on a topic that a person knows and likes. Ms. Finkelstein went on to report that the Arizona Mature Worker Website has had a large number of viewers in its first year and a half of existence. September 2009 had almost 24,000 visitors and almost 75,000 page views, indicating that visitors stayed on the site to look at different pages and read the information. Ms. Finkelstein reminded the committee that there are several informational videos, accessible through the website, that mature workers can view and benefit from, as they proceed with their job search.

2009 Mature Worker Friendly Employer Training Sessions

Peter Polk, co-trainer for the employers seeking the Mature Worker Friendly Employer Certifications in 2008 and 2009, shared information on the employer training sessions with the committee. Fourteen organizations took part in the training for 2009, and Mr. Polk shared a few statistics about the 2009 certifying employers. Certification training is a three hour interactive presentation and discussion, and the participants have reported that the training sessions are well paced and user friendly. The training sessions for the 2009 employers have recently been completed, and Mr. Polk presented a part of the PowerPoint training to the committee which addresses stereotyping based upon a person’s appearance.

Appreciation

Joyce Finkelstein then presented Mr. Polk with a Certificate of Appreciation, thanking him for his work and dedication to the mature workers in Arizona. The committee joined Ms. Finkelstein in thanking Mr. Polk, as he recently completed his second year of assisting with the trainings for the certifying employers. Ms. Melanie Starns, not present at today’s meeting, will also be recognized for her contribution to Arizona’s mature workers.

Governor’s Office on Aging Update

Shawn Trobia reminded the committee of the collaborative work being done by Pima Community College (PCC) and Maricopa Community College District (MCCD) to develop statewide curricula for both employers and mature workers. Previously certified employers seeking re-certification as Mature Worker Friendly Employers in 2010 will be required to attend a second round of training, which is to be developed by this community college group. The next step in developing this curriculum is for a workgroup to determine “minimum competencies” for

the training pieces. The workgroup will meet twice in November and once in December. Ms. Trobia has recruited several people who helped with the original certification training for the employers - Peter Polk, Roger Forrester, and Joel Millman. Mr. Rick Hansen, Maricopa Community College District, will be assisting the workgroup with the task, as a member of the PCC/MCCD group, and a member of the Mature Workforce Committee. Other members of the MWC are welcome to volunteer if they wish to do so.

Next Steps for the Mature Workforce Committee

Ms. Finkelstein asked the committee members to consider what activities they would like to see considered by the Council, for the committee in 2010. Discussion followed, and the following ideas/considerations were suggested by committee members:

- A multi-media, statewide campaign to spread information about the Mature Workforce Initiative
- Promote trainings for mature workers and information about the Employer Certification to human resources directors
- Pursue civic engagement opportunities and partnerships with volunteer centers,
- Co-locate mature worker employment and volunteer sites, when possible,
- Provide speakers and information to public service media/AAAs,
- Promote Mature Worker Friendly Employer Certification through speaker bureaus and business councils,
- Conduct web conferences on “best practices” for the certified Mature Worker Friendly Employers in early 2010,
- Work to further educate several sectors/groups about the value of the mature workforce, sectors to include Education, Workforce and Economic Development,
- Work to include statistics about 50+ workers in the “Arizona Indicators,” which is developed by Arizona State University and the AZ Department of Commerce.
- Create a video extolling the benefits of mature workers for employers’ viewing,
- Create an economic development package for local Chambers of Commerce with information about mature workers in Arizona, employer services and training, and
- Explore non-governmental funding and partners.

Joyce asked that Shawn reproduce this list and send it to members for their review and comments, with those comments and additions to be returned to Shawn by Thanksgiving.

Other Updates, New Business, & Announcements

- Chris Long, YWCA, reported that the grant for the Financial Literacy program is ending, but the YWCA has applied for a renewal of that grant. The program is currently being translated to Spanish.
- Rick Hansen, Maricopa Community College District, recently had a conversation with the AARP Foundation in DC, and noted that one of their three main areas of focus is at-risk populations. This focus is in alignment with the work being done in Arizona, with regard to the mature workforce.
- Ruth Romano, Chandler-Gilbert Community College, noted that the college refers many job seekers to the AZ HEAT(Helping Everyone Access Training) program, and also refers job seekers to the AARP Foundation’s WorkSearch Assessment tool.
- Christine Bryson-Lazo, Seniors in Action Business Alliance(SABA), noted that this organization was formed three years ago and was formed to become a cohesive entity of

Sedona Chamber of Commerce, City of Sedona area businesses and seniors, and Verde Valley Seniors in Action Coalition. SABA is moving forward with a senior friendly business certification program that is business and consumer oriented, as it pertains to the business' customer service, signage, accessibility to the building, etc. Ms. Bryson-Lazo also shared with the committee that she is the recipient of the 2009 Certified Seniors Advisory Trailblazers Award.

Call to the Public

No comment/input received from the public.

Action Items

Ms. Trobia will reproduce the list of suggested activities for 2010, and will provide the list to members for their review and comments, with those comments due back to the Council office before Thanksgiving.

Adjournment

The meeting was adjourned by Committee Chair Joyce Finkelstein at 2:10 p.m.

Next Meeting:

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