



## GOVERNOR'S ADVISORY COUNCIL ON AGING

**Mature Workforce Committee  
Meeting Minutes  
January 7, 2010  
12:00 p.m.  
Executive Tower, Grand Canyon Room  
1700 West Washington, Phoenix, AZ 85007**

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

Kati Bates, Bill Engler, George Evanoff, Joyce Finkelstein (Chair), Bernadine Hoffman, Joe Woods, Mary Kaye Allen, Christine Bryson-Lazo, Dollie Chauvin, Jan Davie, Anne Leap, Joel Millman, Kathy Nyetrae, Carolyn Pitre-Wright, Greta Suda, and Bill Walker.

### **Council Members missing**

Lynn Adler, Dana Campbell Saylor, Marilyn Johnson, Simone Kelsh, Noreen Nickerson-Cruz, Barry Spiker, and Joe Woods.

### **Council Staff Present**

Cathy De Lisa, Shawn Trobia, and Claire Parriott.

### **Guests Present**

Karissa Brnak and Andi Welsh.

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

Committee Chair Joyce Finkelstein called the meeting to order at 12:10 p.m. A welcome and introduction period followed. Minutes from the November 5, 2009 meeting were reviewed. *Bill Engler made a motion to approve the minutes as written, and Bernadine Hoffman 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 November 5, 2009 meeting. After originally developing the *Possible Activities for the Mature Workforce Committee's Focus in 2010* document at the November committee meeting, it was then sent out to the full committee, as requested at that meeting. Additional suggestions were then collected, and the adjusted list was presented to the Ad Hoc Planning Committee at the December 3, 2009 meeting. Ms. Trobia shared with the committee an *Arizona Daily Star* newspaper article about the expansion of the Mature Worker Connection, part of the Pima Council on Aging, into Oro Valley. She also shared an article from the *Daily Press*, a California publication, which was provided by one of the members of the Mature Workforce Committee. Ms. Trobia was asked if a link to the newspaper article was available, and Ms. Trobia agreed to look into that option. Copies of the newspaper and article are available at the Council on Aging office.

## **States as Employers of Choice – Arizona’s Role**

Carolyn Pitre-Wright, of the Arizona Department of Administration (ADOA), presented to the committee a report on the *States as Employers-of-Choice Project*. The project is a collaboration between the Twiga Foundation and the Sloan Center on Aging & Work, at Boston College. In 2008, a survey of 222 state agencies in 27 states was taken, which asked the respondents about their assessment of the aging population, awareness of perceptions of older and younger workers in their agencies, and action steps in recruitment, engagement, and retention of workers. On both a national and state level, it was noted that in 1980, adults 50+ of age were 26% of the workforce and by 2020 that figure will grow to be 37%. The surveyors wanted to know how to best respond to the needs of the aging state workforce. It was noted that the public sector is aging faster than the private sector. Copies of the handouts presented are available at the Council on Aging office.

In Arizona, the challenges in managing staff, as noted by the Human Resource (HR) Managers with the State of Arizona, included: compensation and benefits, unwanted turnover, quality supervision, knowledge transfer, and recruitment. Over 50% of respondents thought positively of older workers because of perceived stability, high skill levels, and established professional networks that mature workers bring to the workplace. Negative perceptions of older workers include the workers’ reluctance to change and keep up with new technologies. In terms of practices, 78% of the HR Managers reported that they recruited all age groups. The *States as Employers-of-Choice Project* published a national report as well as one for each participant state.

Ms. Pitre-Wright reported that she has presented information, both in Washington D.C. and in two web- conferences, about what Arizona is doing in this arena, as an employer. One example noted was the large number of employees at AHCCS who operate from ‘virtual offices.’ Arizona was one of only four states that were asked to present information about practices within their state governments. Every year ADOA must do a state workforce report, which includes the number of state workers that are eligible for retirement.

Ms. Pitre-Wright was asked to provide a one-page summary of some of the information that she verbally shared with the committee today, and she agreed to do so.

## **Mature Worker Website – Jobing Update, Statistics and Blogging**

Greta Suda, Jobing.com, updated the committee on the status of the Arizona Mature Worker Website, hosted by Jobing.com. The Mature Worker Website began 2009 with approximately 6200 new visitors in the month of January, and in December of 2009, the number of new visitors was over 17,000. It was noted that although December’s traffic was lower than many of the prior months, the website is averaging 20,000 visitors a month. There are currently 34 events listed for January and 15 for February 2010. Ms. Suda acknowledged Joel Millman, Division of Aging and Adult Services, for his good work in keeping the Events Page of the website updated. Ms. Suda went on to report that there is an average of two new blogs posted each month. The blogs have assisted in pulling in many new visitors and is generating feedback from the website viewers, which is one of the desired outcomes of blogging. Ms. Suda noted that one of Joyce Finkelstein’s blogs was in Jobing’s e-newsletter, which reaches a very large number of employers and job seekers. At this time, Shawn Trobia thanked the many committee members who have volunteered and authored a blog, noting that their sharing of information and guidance to job seekers is imperative to have consistency in regular blog postings for the Mature Worker Website. Blogging volunteers are scheduled through March 2010. Ms. Suda closed her report by announcing that Jobing.com – Phoenix will be hosting a Career Expo on February 9, 2010 from 2 to 6 p.m. Ms. Suda reminded the committee that job seekers will be able to receive

information and resources at the expo that have been designed to assist them in their job searches.

### **2009 Mature Worker Friendly Employer Certification**

Committee Chair Joyce Finkelstein informed the committee that 14 employers were certified in 2009. She was proud of the additions of IKEA, an international company, which had their Arizona location certified, and Banner Health, a large health care provider in Arizona. Banner Health has over 22,000 employees, about one third of whom are over the age of 55. A press release announcing the completion of the 2009 Employer Certification process is planned for next week.

### **Governor's Office on Aging Update**

Shawn Trobia updated the committee on news from the Governor's Office on Aging. The Maricopa Community College District and Pima Community College representatives are continuing to meet for the development of the curriculum for the certified employers from 2008 that will be seeking re-certification in 2010. As requested by the MCC/PCC group, and then noted at the last Mature Workforce committee meeting, a workgroup was formed to develop "minimum competencies" for said curriculum. The workgroup finished their recommendations and that information will be provided to the college representatives when they next meet at the end of January. Ms. Trobia thanked the volunteers from the Mature Workforce Committee who helped make up the workgroup, and whose input on the curriculum was most appreciated.

### **2008 Certified Employers – Re-certification in 2010**

Ms. Trobia also noted that as per recommendations from this committee, as well as the representatives from the community colleges, a survey will be sent to the Certified Employers from 2008. Development of the survey questions was also done by the workgroup. The employers will also have an opportunity to participate in a conference call in February, where they will be able to share best practices and information about their first year as a Certified Employer.

### **Action Items – Prioritization of 2010 Activities for MWC**

Committee Chair Joyce Finkelstein provided the committee with another copy of the *Possible Activities for the Mature Workforce Committee's Focus in 2010* which was originally developed by the committee at the November 5, 2009 meeting. The Ad Hoc Planning Committee reviewed the list in December, and asked that the committee prioritize them. A copy of the handout is available at the Council on Aging office.

Joyce asked the committee to begin prioritizing the activities by category. Several suggestions were made, including:

- Jan Davie, GateWay Community College, suggested that the committee consider new strategies for the current workforce and economic climate, and work to seek new partners and more employers to get involved in the discussions
- Outreach to new partners is important
- Training and education – get word out about the Employer Certification, get word out to Human Resource professionals and leaders of organizations
- Educate ourselves about the new workforce
- Public outreach and awareness – information about the activities of the work of the committee, as part of the Mature Workforce Initiative, is important

- Council's purpose – how to meet the Council's goals.

Committee members decided to establish two new sub-committees, which will be based upon the two general topics of: (1) Training and Education and, (2) Outreach and Public Awareness.

The committee members were invited to participate in the area of their choosing, and the two groups then met individually for approximately 40 minutes. Ms. Finkelstein then asked a representative from each of the sub-committee's to report on their group's discussions.

Training and Education Sub-Committee – Shawn Trobia and Joel Millman were appointed as the sub-committee co-chairs. Ms. Trobia reported that the sub-committee discussed engaging employers in a dialogue about their current goals and concerns, what they may need for the future, and how the committee may be able to help them in these current conditions. The option of holding a dialogue, in a physical venue, was also discussed. The possibility of conducting a survey of the 2009 Certified Employers, with the goal of re-engaging them in conversations and get updates on their current employer situations, was also mentioned. The group would like to pursue current workforce statistics for Arizona as part of the research and information gathering. It was noted that all of this information would be helpful to the Outreach and Public Awareness Sub-Committee, as they work on their messages and public/employer outreach.

Outreach and Public Awareness – Kathy Nyetrae and Cathy De Lisa were appointed as co-chairs of the sub-committee. Ms. De Lisa reported that the group discussed several activities to pursue, including the evaluation of information that will be gathered from the use of the survey and conference call discussions, once they have been completed with the 2008 Certified Employers. This would be the first step, and will better enable the group to create a direction for a message, assess the existing resources, and define targeted audiences. The group would plan to review what outreach has been done to this point, and determine what has been effective and what has been less so. Carolyn Pitre-Wright, Arizona Department of Administration, offered to provide a promotional plan for the committee's use, when appropriate.

Committee Chair Joyce Finkelstein will provide a report to the Council which covers today's discussions and the committee's two topics of prioritization.

### **Next Steps for the Mature Workforce Committee**

- Ms. Pitre-Wright will provide a one-page summary of some of the *States as Employers-of-Choice Project* information that she verbally shared with the committee today.
- Ms. Trobia will determine if an electronic link to the *Daily Press* article is available, and will provide that to the committee, if found available.

### **Announcements**

- Anne Leap announced Sedona held a Resource Fair on Oct 12, 2009. Over 55 agencies attended, most interacting or meeting for the first time. There is very much a need for these agencies to be familiar with each other, and work together in coordinating services in the area. Ms. Leap also announced that she has been appointed to the advisory council of the Northern Arizona Council of Governments (NACOG).

- Cathy De Lisa informed the Committee that Representative Nancy Barto has introduced legislation, HB 2026, for continuation of the Council; this follows the Committee of Reference recommendation that the Council be continued for another ten years. Wednesday, January 13, 2010, the House Committee on Health and Human Services will review and vote on the Committee of Reference recommendations. Ms. De Lisa indicated that persons wishing to register a position or request to speak in support of the Council need to first register at the kiosks located in the House or Senate and once a password is received, they can then do so remotely at the Arizona State Legislature's website. Also noted was HB 2028 which authorizes continuation of the Arizona Commission for the Deaf and the Hard of Hearing.
- Jan Davie, GateWay Community College, told the Council of ongoing Caregiver Program classes, with the next class beginning next week. Also, the college, with the assistance of Microsoft, has partnered with two other community college campuses to offer a series of classes called "My PC."
- Joyce Finkelstein announced that the United States Census forms will be mailed out beginning in March 2010. She encouraged the committee members to complete their forms, and shared some general information about this year's census form and guidelines. It was noted how important a complete census is to the state, as funding to the state and representation in the Congress is based upon the information gathered in the Census that is conducted every 10 years.

### **Adjournment**

*The meeting was adjourned by Committee Chair Joyce Finkelstein at 2:03 p.m.*

### **Next Meeting:**

**The next meeting of the Mature Workforce Committee of the Governor's Advisory Council on Aging will be March 4, 2010 in the Executive Tower First Floor Conference Room. These meetings are open to the public.**