



## GOVERNOR'S ADVISORY COUNCIL ON AGING

### MATURE WORKFORCE COMMITTEE (MWC)

#### MEETING MINUTES

May 10, 2012

12:00 p.m. – 2:00 p.m.

Arizona Capitol Complex, Executive Tower

Second Floor Conference Room

1700 West Washington Street

Phoenix, Arizona 85007

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

Charles Brown, George Evanoff, Bernadine Hoffman, Marilyn Johnson, Doyle Meredith (Committee Chairman), Trudy Schuett, Joe Woods, Christine Bryson-Lazo, Jan Davie, Roger Forrester, Randy Maskell, Joel Millman, and Bill Walker.

#### **Council Members Absent**

Karen Zanzucchi

#### **Council Staff Present**

Cathy De Lisa, Kim Jennings and Pam Jackson

#### **Guests Present and Signing In**

Yolanda Locher and Ana Romero

#### **Welcome, Introductions, Review & Approval of Committee Minutes**

Committee Chairman Doyle Meredith called the meeting to order at 12:08 p.m. A welcome and introduction period followed. Minutes from the March 8, 2012 MWC meeting were reviewed and Bernadine Hoffman asked for the minutes to be corrected so that she was included on the Council Member Present list. Committee Chairman Doyle Meredith acknowledged her correction to the minutes. *Joe Woods made a motion to accept the minutes as corrected; Marilyn Johnson seconded the motion. The motion passed unanimously.*

#### **Current Economic Trends**

Ms. Nora Hannah, Chief Consortium Officer for Experience Matters, gave a presentation explaining the program and objectives of Experience Matters. The purpose of Experience Matters is to develop and organize the Maricopa County marketplace that connects adults age 50+ to social purpose opportunities. Their mission is to create a community of organizations that foster meaningful work and service opportunities for experienced people in the second half of their lives. This briefing and associated handouts are available for review through the Council on Aging office.

#### **Office Updates**

Program and Project Specialist Kim Jennings invited MWC member partners to present a 10-15 minute update at the July 12, 2012 MWC meeting.

- Mature Worker Website – Program and Project Specialist Kim Jennings provided the following statistics on the number of visitors for the [www.azmatureworkers.com](http://www.azmatureworkers.com) website:
  - March 2012 Visitors – 12,800
  - April 2012 Visitors – 13,875
  - May 2012 Visitors – 19,071
  - The website is experiencing a lot of traffic and gaining momentum.
- Ms. Jennings identified that Jude Williams, Joel Millman and Christine Bryson-Lazo had volunteered to submit a blog for the Jobing.com website after May 2012.
- Recertification/Certification - Program and Project Specialist Kim Jennings provided the following overview: This is the first year for recertification. All employers who were eligible for recertification were contacted by email with a few responses so each was called resulting in a much better response; 48 have chosen to recertify and there was no response from fourteen employers.

### **Marketing Outreach Task Force**

- Tool Kit Update - Joel Millman, Sub-Committee Co-Chairman, informed the group that the tool kits were now posted for a soft-open targeting the One-stop staff although the aim is to assist the job seeker, employer and the staff at the one stop locations. Mr. Millman also explained that a survey for the web site was just added to the Mature Worker website's home page. Ms. Jennings displayed the [www.azmatureworkers.com](http://www.azmatureworkers.com) website and the survey for the committee members to view. Mr. Millman added that an e-mail would be sent to One-Stop staff notifying them that the toolkits were now available and requesting feedback via the survey. Ms. Jennings also asked for feedback on changing the wording on the links specifically the "Mature Worker Friendly Employer Certified" to something that would differentiate it from the "Mature Worker Friendly Certified Employers". Shawn Trobia suggested it be named, "Arizona Certified Employers".
- Council Member Trudy Schuett asked if it was possible to tell from the IP addresses who was looking at the web site. Ms. Jennings said she didn't have that information from the Jobing.com reports. Ms. Schuett recommended asking for more detailed demographic information about the visitors to the web site to better target the resources and content.
- Committee Chairman Doyle Meredith recognized and thanked the team for their hard work making the website user friendly.

### **Announcements**

- Roger Forrester announced that the new Pima County Professional Employment Exploration and Resource Services (PEERS) kicked off on May 9, 2012 in Tucson and it is focused on Networking to target Professionals seeking jobs. They had 121 people attend and only planned for 80.
- Joel Millman and Jan Davie announced that they are researching the viability of building a program to help unemployed individuals become self employed or an independent contractor. Mr. Millman will provide an expanded presentation at a future meeting.
- Ana Romero from Goodwill announced that they had a "Job Fair Palooza" and had over 3,000 people attend.
- Dr. Janice Crist announced that she is interested in starting a retired nursing chapter and exploring ways to help retired nurses stay involved in community assistance.
- Yolanda Locher from the Region One Area Agency on Aging announced that she was planning to start a "Lunch and Learn Program" for individuals not eligible for Senior Community Service Employment Program (SCSEP).

- Shawn Trobia, AARP, announced that the AARP State Andrus Award for Community Service was now open for nominations until June 1, 2012. A copy of the award nomination kit is available for review through the Council on Aging office.
- Don Ritchie, AARP, announced a new program titled, “You’ve Earned A Say” intended to allow citizens to voice their opinions on Medicare and Social Security. A copy of the brochure is available for review through the Council on Aging office.
- Joel Millman asked if the Council would entertain conference call options for this meeting. Executive Director Cathy De Lisa stated she would take the request to the Council Chairman.

### **Adjournment**

*The meeting was adjourned by Committee Chairman Doyle Meredith at 1:41 p.m.*

### **Next Meeting:**

**The next meeting of the Mature Workforce Committee of the Governor’s Advisory Council is scheduled on July 12, 2012. Date and location to be determined and announced by public meeting notice posted at the GACA website: [www.azgovernor.gov/gaca/](http://www.azgovernor.gov/gaca/). These meetings are open to the public.**