



GOVERNOR'S ADVISORY COUNCIL ON AGING

MATURE WORKFORCE COMMITTEE (MWC)

MEETING MINUTES

September 13, 2012

12:00 p.m. - 2:00 p.m.

Arizona State Capitol Executive Tower

Second Floor Conference Room

1700 West Washington Street

Phoenix, Arizona 85007

Council Members, Liaisons, and Participants Present

Becky Brimhall-Lepire, Charles Brown, George Evanoff, Marilyn Johnson, Doyle Meredith (Committee Chairman), Trudy Schuett, Joe Woods, Karen Zanzucchi, Christine Bryson-Lazo, Jan Davie, Roger Forrester, Devin Hearn, Nancy Hecker, Randy Maskell, Jackie Mass, Judy Montini, Jo Reed, Shawn Trobia, JoAnn Villella, and Bill Walker

Council Members Absent

None

Council Staff Present

Cathy De Lisa, Kim Jennings, and Berntari Crosby

Guests Present and Signing In

Charles Thompson (AARP Foundation)

Welcome, Introductions, Review & Approval of Committee Minutes

Committee Chairman Doyle Meredith called the meeting to order at 12:06 p.m. A welcome and introduction period followed. Minutes from the July 12, 2012 MWC meeting were reviewed.

Becky Brimhall-Lepire made a motion to approve the minutes as presented; Marilyn Johnson seconded the motion. The motion passed unanimously.

Office Update

Executive Director Cathy De Lisa reported that as part of the Governor's Office on Aging's annual planning and review process, she had asked stakeholders to brainstorm with her and Kim Jennings on ways to re-energize and potentially refocus efforts of the Mature Workforce Initiative (MWI) which has been an ongoing part of the work of the Office on Aging. According to Ms. De Lisa, she was concerned about the viability of the MWI but felt ideas surfacing from the discussion would help sustain the MWI and those ideas were being shared by staff as part of the agenda item IV. Brainstorming on 2013 MWC Priorities.

Program and Project Specialist Kim Jennings provided website statistics for the www.azmatureworkers.com website. Ms. Jennings stated she is in the process of updating the committee roster and directed those in attendance to sign up sheets to receive the link for the

following reports from CAEL: “Maturity in the Workplace” and “Developing the Workforce as it Matures”.

MWC Partner Updates

- Goodwill Industries of Central Arizona Workforce Development - Ana Romero of Goodwill of Central Arizona was unable to attend the meeting and Devin Hearn, Director of Intensive Services for Goodwill of Central Arizona provided an impromptu overview of the agency. Mr. Hearn stated Goodwill is the largest non-profit work agency and it is participating in business symposiums, targeted events and partnering with community colleges. According to Mr. Hearn, Goodwill is working on developing a senior specific program and if anyone is interested, to contact him.
- Professional Employment Exploration and Resource Services (PEERS) Program Overview - Roger Forrester, PEERS Chairperson, gave a presentation on the program. According to Mr. Forrester, the PEERS program offers networking, workforce development, and resource opportunities to all ages but is not a job placement service. PEERS operates as a connector and collaborator and connecting employees with employers. A copy of Mr. Forrester’s presentation is available for review at the Council on Aging’s office.
- Difference of Nursing Homes and Assisted Living in Staffing and Services - Becky Brimhall-Lepire, Council Member, gave a presentation on the difference between nursing homes and assisted living facilities in staffing and services. According to Ms. Brimhall-Lepire, assisted living is a place where residents can receive assistance in daily living and a nursing home is a place of residence for people who require skilled nursing care and assisted living is an alternative to nursing home care for older adults who cannot live alone but do not require skilled care. A copy of Ms. Brimhall-Lepire’s presentation is available for review at the Council on Aging’s office.
- Changing the Workforce Paradigm: Independent Contracting as an Emerging Career Choice - Jan Davie, Founder and Director for Work in Demand, gave a presentation titled “Changing the Workforce Paradigm”. According to Ms. Davie, independent contracting is an emerging career choice because corporations are disappearing, retirement is being delayed and unemployment is chronic. Work in Demand’s objectives include matching employees with employers and supplying tools to help people navigate the complexities of obtaining employment. A copy of Ms. Davie’s presentation is available for review at the Council on Aging’s office.

Brainstorming on 2013 MWC Priorities

The group reviewed the 2012 priorities and then brainstormed on the following potential priorities for 2013:

- Explore expanding focus of certification to multigenerational
- Learn more about the Workplace Employability Skills Project
- Finish work to enhance website
- On-going marketing effort
- Continue with recertification
- Explore Elder Index and use for Arizona
- Educate or build awareness of “new normal” such as hidden job markets, alternative work experiences, and alternative job search
- Include informational “must have’s” on www.azmatureworkers.com website that includes Work in Demand

- Recruit corporate and industry representatives to MWC

Announcements

- Kim Jennings, program and project specialist announced a webinar that has been scheduled for October 25, 2012, entitled “*Leveraging Mature Talent - Strategies for Servicing Older Workers*” and that the *Encore Career Handbook* is available for preorder.

Adjourn

The meeting was adjourned by Committee Chairman Doyle Meredith at 1:59 pm.

Next Meeting:

The next meeting of the Mature Workforce Committee of the Governor’s Advisory Council will be scheduled in January 2013; date and location to be determined and announced by public meeting notice posted at the GACA website: www.azgovernor.gov/gaca/. These meetings are open to the public.