



GOVERNOR'S ADVISORY COUNCIL ON AGING

MATURE WORKFORCE COMMITTEE (MWC)

MEETING MINUTES

September 12, 2013

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 (Committee Chairwoman), Charles Brown, George Evanoff, Doyle Meredith, Trudy Schuett, C.T. Wright, Christine Bryson-Lazo, Ron Delgado, Nancy Hecker, Nancy Kiflemariam, Judy Montini, Dan Nikolic, Darrell Reagan, Charles Thompson, Shawn Trobia, Bill Walker, Debbie Uptain, Emilio Velez and Tish Wallace

Council Members Absent

Joy Grainger, Bernadine Hoffman, Diane Joens, Deborah Lavinsky, Teresa Lopez, Lisa O'Neill, Allison Perrin and Tonya Watson

Council Staff Present

Cathy De Lisa, Kim Jennings and Berntari Crosby

Guests Present and Signing In

Michelle Bouas, Fred Coon, Shelly Jackson, Diane Jolin and Nancy Mackel,

Welcome, Introductions, Review & Approval of Committee Minutes

Committee Chairwoman Becky Brimhall-Lepire called the meeting to order at 12:00 p.m. A welcome and introduction period followed. Minutes from the July 11, 2013 MWC meeting were reviewed. *Doyle Meredith made a motion to approve the minutes as presented; Trudy Schuett seconded the motion. The motion passed unanimously.*

Office Update

Program and Project Specialist Kim Jennings reported to the Committee that mature worker certified employers can post blogs, volunteer opportunities and events on website. Ms. Jennings announced the Office on Aging is partnering with the City of Phoenix on a project that will include a job fair and workshops for individuals 50 years of age and above. The job fair and workshops are scheduled to be held on September 25th and 26th. According to Ms. Jennings, employers interested in participating in the job fair/workshops may contact her. Ms. Jennings reported a letter from the Committee Chairwoman accompanied a survey that was sent to certified employers in an effort to receive input and suggestions, and nine employers responded. A copy of the survey report is available through the Council on Aging office.

Executive Director Cathy De Lisa informed the Committee that a survey has been developed for senior Action Days targeting stakeholders in an effort to seek input regarding top concerns of older Arizonans. Ms. De Lisa reported that Senior Action Day information and flyers have been posted on the GACA website (www.azgovernor.gov/gaca) and the website was displayed to attendees.

Presentation and Discussion

Fred Coon, (Founder, Chairman and CEO of Stewart, Cooper and Coon) gave a presentation titled “Mature Worker Importance”. According to Mr. Coon, mature workers are unique, self-directed, goal oriented, practical and loyal.

First Featured Employer Presentation

Committee Chairwoman Becky Brimhall-Lepire introduced the first featured employer, Nancy Mackel of Green Valley Recreation, Inc. Ms. Mackel thanked the Committee for featuring her agency and presented a video showcasing the benefits of hiring mature workers. Council Chairman C.T. Wright and Vice Chair and Committee Chairwoman Becky Brimhall-Lepire presented a certificate of recognition to the staff of Green Valley Recreation, Inc. The Green Valley Recreation, Inc. video is available for review through the Council on Aging’s Office.

Discussion and Formulation of Recommendations for 2014 GACA Priorities

The group reviewed the 2013 priorities and then brainstormed on the following potential priorities for 2014:

Marketing efforts expanded

- Brochure updating (continued)
- Target - HR managers who present people to be hired, SHRM, as well as internal and external recruiters
- Partner with media for periodic recognition efforts (employers and employees) with the value of mature workers emphasized to employers; public service announcements, press releases (Cox and Gannett)

Training

- Life Re-imagined, re-careering efforts – disseminate information on free and at-cost resources, services
- Workforce development resource (included in dissemination of information)
- Continue focus on multi-generations in the workplace
- Webinars

Consider barriers to employment

- Transportation
- Training
- Lack of knowledge on where to find resources
- Changing mindset and understanding of return on investment
- Work with LPCC, SHAC on Elder Economic Index issues

Partnerships

- Chambers of Commerce
- SHRM/HR associations
- Local Contacts

A copy of the 2013 MWC Overview and the Discussion and Formulation of Recommendations for 2014 GACA Priorities are available through the Council on Aging office.

Announcements

- Trudy Schuett announced she recently started working for a mature worker friendly employer.
- Doyle Meredith announced a Senior Action Day event is scheduled for October 4th in Prescott.
- Charles Thompson, AARP, gave an update for the Back to Work 50 Plus program: 224 people participated; 27 people have been hired; and 26 people are in training.
- Shawn Trobia, AARP, announced AARP has two informational publications regarding the Affordable Care Act (ACA) available to the public. Ms. Trobia also announced the following websites provide information on ACA: www.healthlawanswers.org, www.healthlawfacts.org, and www.healthcarelawresources.org.
- Darrell Reagan announced the State of Arizona is in the process of finalizing contracts for the One Stop Career Centers.

Committee Chairwoman Becky Brimhall-Lepire asked Committee members to consider adjourning meeting fifteen minutes early at future meetings to allow members an opportunity to network. By general consensus, the group agreed to adjourn meeting fifteen minutes early to give members an opportunity to network.

Adjourn

The meeting was adjourned by Committee Chairwoman Becky Brimhall-Lepire at 1:47 pm.

Next Meeting:

The next meeting of the Mature Workforce Committee of the Governor's Advisory Council is scheduled for January 2014; 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.