



GOVERNOR'S ADVISORY COUNCIL ON AGING

MATURE WORKFORCE COMMITTEE MEETING MINUTES April 3, 2008

Council Members Present

George Evanoff (Chair), Kati Bates, William Engler, Paul Herrmann, Bernadine Hoffman, Marilyn Johnson, Doyle Meredith, Sharon McKinley, Bernadette Polley, Barry Spiker

Committee Participants Present

Todd Aahkus, Christine Bryson-Lazo, Roger Forrester, Victoria Furst, Mai Gabil, Sharon Gartner, David Mitchell, Peter Polk, George Thorne

Guests Present

Jerry Ewing, Anne Leap, Florence Polk, Martha Rockwell, Ruth Romano, Douglas Snyder

Council Staff Present

Melanie Starns, Shawn Trobia, Elsa Gaynor, Sylvia Chuka, Michelle Bouas (Council Volunteer)

Call to Order, Welcome, Introductions, and Approval of Minutes

George Evanoff called the meeting to order at 12:05pm, asked for introductions, and approval of the meeting minutes from March 6, 2008 meeting. *Bernadette Polley made a motion to approve the minutes and it was seconded by Peter Polk. Motion passed unanimously.*

Florence Polk was welcomed to the committee meeting. Mrs. Polk was acknowledged for her recent interview and picture that appeared in the Arizona Republic, and thanked for sharing her story as a mature worker. The front page article about the Arizona Mature Workforce Initiative appeared in the Phoenix newspaper on March 26, 2008.

Action Items Follow-Up

Ms. Shawn Trobia, staff of the Governor's Advisory Council on Aging, provided the following updates:

- The Data Collection Tool was emailed to the members of the Mature Workforce Committee, and subsequently information about a few community resources was then forwarded to the Council office. Ms. Trobia reviewed the purpose of the form, which is to be used by any members of the committee who wish to share information on community resources that may be appropriate for inclusion in the Mature Worker Website under development.
- The Council office has forwarded the final information needed for the design of the Mature Worker Website to Jobing.com. Ms. Trobia spoke to George

Thorne of Jobing.com, who was attending today's meeting, and then reminded the committee that a Resource and Communications Sub-Committee meeting will be held at the Jobing.com office. This sub-committee meeting will take place once Jobing has completed the initial draft of the website, and the website is ready for review. It is expected that the meeting will take place in the latter part of April, as the website is planned for launching in early May.

Conference Discussion – Mature Workforce Track

Ms. Trobia provided the committee members with a copy of the *Agenda at a Glance*, a document listing the complete conference agenda and all sessions of the five tracks of the event. A handout showing the current status of the conference's Mature Workforce Track was then provided to the committee, and reviewed in detail. It was noted that all session presenters for the Mature Workforce track have now been confirmed for the conference. While reviewing the track handout, several presenters who were present at today's Mature Workforce Committee meeting were asked to briefly share information about their co-presenters and/or their session content.

Melanie Starns also noted that a session about the work being done at Yavapai College, with regard to economic development and civic engagement, is included under the Livable Communities track of the conference.

Hard copies of the registration brochures for the conference will be available to the members of the Mature Workforce Committee in a few business days. Participants at today's meeting were asked to notify the Council office if they would like copies mailed to their offices. Conference material and information will also be emailed to the addresses on the MWC distribution list. Committee members are welcome to forward the conference information as appropriate. The committee was once again reminded that the registration information is also available on the conference website, www.azagingconf.com.

Updates from Sub-Committees & Group Discussion

Mature Worker Friendly Employer Certification Sub-Committee

Ms. Starns, co-chair of the Mature Worker Friendly Employer Certification Sub-Committee, provided the committee with a handout of the Employer Application and the Employer Pledge of the Mature Worker Friendly Employer Certification. As the handouts are the current drafts, committee members were asked to take one last look at the documents and provide any final edits to the Council office. Once finalized, the documents will be posted on the Mature Worker Website under development. The MW website will include information on the Employer Certification process.

Governor Napolitano will announce the certification in her luncheon address at the Governor's Conference on Aging, and the Employer Certification process will be officially launched at that time.

Ms. Starns also noted that three other states have requested the certification process and finalized documents be shared with their groups working on mature workforce issues in

their states. The committee agreed that the documents should be shared after they have been put into place in Arizona, in May.

Roger Forrester reported on the employer training being developed at Pima Community College in Tucson. The training is expected to be ready for review by the Council in the next week or so. It was noted that the planning includes having one or two videos of the Governor providing a welcome to the employers, as part of the employer trainings. Group discussion followed, and it was noted that the benefits to an employer for obtaining the MW Friendly Employer Certification status will also be included in the introductory information shared with employers on the website, and in hard copy information.

It is hoped that employers recertifying after the initial two-year certification will have a selection of trainings from which to choose. It was also noted that the sub-committee participants have planned to offer the initial employer training in every county of Arizona, with all trainings in the counties to be provided by the end of September, 2008. The training will be conducted by persons who have been involved in the mature workforce activities in the state and can speak on the issue with a great deal of understanding.

The employer certification applications will be accepted on an annual basis, for a defined time period of several weeks, and will be processed in a specific annual time period, thereafter. Although the applications will only be accepted during a particular time period, the employer certification information will be available on a year-round basis.

Resource & Communications Sub-Committee

Ms. Trobia, co-chair for the Resource & Communications Sub-Committee, circulated four photos to be considered by the committee for inclusion in the mature worker tri-fold brochure. This topic was a follow up to a previous request from the committee, with regard to the tri-fold brochure being developed as part of the public awareness campaign. Committee members were asked to vote for the preferred photo for this purpose. At this time, a suggestion was made by one of the attendees to ask Mr. and Mrs. Polk if they would consider being photographed for this aspect of the brochure being discussed. The Polk's accepted the invitation, and this option of a fifth photo was added to the list of possible images.

Mr. Ewing, the Department of Commerce representative at today's meeting, arranged for a professional photograph to be taken of Mr. and Mrs. Polk immediately following the adjournment of the committee meeting.

Ms. Trobia noted that the sub-committee has not met since the last Mature Workforce Committee meeting, but will be meeting sometime in April at Jobing.com. That sub-committee meeting's agenda will be to review the new Mature Worker Website prior to it "going live" on the internet. Committee members will be advised of the meeting date.

Other Updates, New Business & Announcements

There were no further updates or announcements provided to the committee.

Adjournment

Meeting adjourned at 1:23 p.m.

Next Meeting

The next committee meeting will be held Thursday, July 10, 2008. These meetings are open to the public.