



GOVERNOR'S ADVISORY COUNCIL ON AGING

Mature Workforce Committee Meeting Minutes

July 9, 2009

12:00 p.m.

Arizona State Land Building Room 215
1616 West Adams, Phoenix, AZ 85007

Council Members, Liaisons, and Participants Present

Kati Bates, George Evanoff, Joyce Finkelstein, Marilyn Johnson, Doyle Meredith, Noreen Nickerson-Cruz, Barry Spiker (Chair), Mary Kaye Allen, Christine Bryson-Lazo, Victoria Furst, Rick Hansen, Charlotte Hodel, Ron Loyd, Kathy Nyetrae, Maria Ramirez-Trillo, Melanie Starns and Jutta Ulrich.

Council Members missing

Lynn Adler, Bill Engler, Bernadine Hoffman, and Simone Kelsh.

Council Staff Present

Cathy De Lisa, Shawn Trobia, and Claire Parriott

Guests Present

Roberta Jeffers, Michele Michaels, and Scott Schulz.

Call to Order, Welcome, Introductions & Approval of Minutes

Council Chair Joyce Finkelstein, filling in for Committee Chair Barry Spiker, called the meeting to order at 12:01 p.m., and a welcome and introduction period followed. Minutes from the April 2, 2009 meeting were then reviewed and Committee Chair Barry Spiker asked for a motion for their approval. *Marilyn Johnson made a motion to approve the minutes as written, and Joyce Finkelstein seconded the motion. The motion passed unanimously.*

Action Items Follow Up

Council Staff member Shawn Trobia reported on the status of the Action Items of the April 2, 2009 meeting. It was reported: (1) the two mature worker related news articles are now attached to the Mature Worker Website, (2) MWC members were provided with the web address for the National Business Service Alliance, as requested, and (3) due to the close application deadline for the *When Work Works* program, which immediately followed the April 2nd committee meeting, it was not feasible to provide the application information to the Mature Worker Friendly Certified Employers.

AARP Foundation – Worksearch Assessment System Update

Maria Ramirez-Trillo, AARP Foundation, demonstrated for the committee the use of the mature worker search engine, *AARP Foundation WorkSearch Assessment System*. Access to the tool is available at www.aarpworksearch.org. On the website, mature workers can search for available

jobs, test themselves on essential skills and learn valuable job search skills such as interviewing. To open an account, which is necessary to gain access to the tool, job seekers over 40 years of age have several options; call AARP Foundation, go to one of several community college partners' campuses or access the account information online. The tool is user friendly for those with basic computer skills and draws from a nationwide database, not just jobs in Arizona. Michele Michaels, Arizona Commission for the Deaf and the Hard of Hearing, inquired about features available that would better facilitate the use of the tool by people who are deaf or hard of hearing.

Chandler Chamber of Commerce – When Work Works Update

Charlotte Hodel, Chandler Chamber of Commerce, updated the committee on the campaign *When Work Works*. The Arizona campaign, in its fourth year, recognizes businesses with the Alfred P. Sloan Award for Excellence in Workplace Flexibility. In the seven month campaign, a statewide project, many coalitions and agencies banded together to make the campaign a success. Ms. Hodel told the committee this year there were 28 national award winners in Arizona and that Chandler set the national record for number of applicants for this national award. Ms. Hodel gave special thanks to the Governor's Council on Aging for their support and to Kathy Nytrae for her volunteering and support.

Governor's Office on Aging Updates

Council staff member Shawn Trobia shared with the committee that Maricopa and Pima Community Colleges will join together with the Council to develop training for mature workers and employers, and to create consistent training for the employers seeking recertification of the Mature Worker Friendly Employer designation. She informed the committee that the community college representatives at the table were instrumental in working on the *Training & Technical Assistance* recommendation of the Arizona Mature Workforce Initiative.

Mature Worker Website Review

Council staff member Shawn Trobia updated the committee on the latest status of the Mature Worker Website, hosted by Jobing.com. The Mature Worker Logo has been updated to include 'Arizona' and is now on the website. Ms. Trobia reported that the application time period for the Mature Worker Friendly Employer Certification has been extended to July 31, 2009. Blogging for the Mature Worker Website has been going well, with a goal to post two new blogs every month. A recent blog will be featured in a Jobing.com electronic newsletter released to 40,000 subscribers. Traffic on the Mature Worker Website in June included over 25,000 new visitors, bringing total page views to 108,000. Previous monthly traffic was 17,000 new visitors in May and 15,800 in April. Michele Michaels, of the Arizona Commission for the Deaf and the Hard of Hearing, asked that either the video on the home page be captioned or a transcript be made available. She also inquired as to whether the training for the Mature Worker Friendly Certified Employers included anything about working with someone with hearing loss.

Other Updates, New Business, & Announcements

- Council staff member Shawn Trobia informed the committee that in the June 2009 AARP Bulletin publication, there was a full page article on Arizona's Mature Workers and various resources available to those workers. The AARP Bulletin Today on-line newsletter also featured the article, and included a link to the Mature Worker website.
- Ms. Trobia also noted that today's Arizona Republic included an article on faith based organizations' efforts to help job seekers. The article includes information about meetings

being facilitated by Tim Cleary, a long time member of the Mature Workforce Committee. The meetings are taking place at North Phoenix Baptist Church.

- Ms. Jutta Ulrich, Division of Aging and Adult Services, shared information about the Together We Care: Arizona Conference on Caregiving which is being planned for November 5, 2009. The conference planning is being lead by Gate Way Community College Caregiver Training & Development Program. Ms. Ulrich also noted that she is involved with an employment and disability partnership, AHCCCS “Ticket to Work/Freedom to Work” group that assists people with disabilities who are seeking employment. MWC members were encouraged to speak directly to Ms. Ulrich if they wish to have further information about this activity.
- Ms. Roberta Jeffers, Phoenix College, announced two new trainings that will be offered at several Maricopa Community College campuses: (1) Energy Audit Training and (2) LEED Green Associate credentialing. A handout was provided. Ms. Jeffers also noted that a Pharmacy Technician training program is also available.
- Ms. Chris Long, YWCA of Maricopa County noted that the West Valley Committee on Aging is now part of the YWCA.
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Call to the Public

No comment/input received from the public.

Action Items

- Staff to inquire about captioning or making transcripts available for video displayed on the Mature Worker Website.

Adjournment

A motion to adjourn the meeting was made by George Evanoff and seconded by Doyle Meredith. Committee Chair Barry Spiker called the meeting as adjourned at 1:42 p.m.

Next Meeting:

The next meeting of the Governor’s Advisory Council on Aging’s Mature Workforce Committee will be September 10, 2009 in a location to be announced. These meetings are open to the public.