



GOVERNOR'S ADVISORY COUNCIL ON AGING

Mature Workforce Committee

Meeting Minutes

March 4, 2010

12:00 – 2:00 p.m.

Executive Tower, Second Floor Conference Room

1700 West Washington, Phoenix, AZ 85007

Council Members, Liaisons, and Participants Present

Charles Brown, Bill Engler, George Evanoff, Joyce Finkelstein (Chair), Bernadine Hoffman, Marilyn Johnson, Noreen Nickerson-Cruz, Barry Spiker, Joe Woods, Larry Woods, Karissa Brnak, Christine Bryson-Lazo, Dollie Chauvin, Rick Hansen, Anne Leap, Ron Loyd, Chris Long, Joel Millman, Kathy Nyetrae, and Bill Walker

Council Members missing

Kati Bates, Dana Campbell Saylor, and Simone Kelsh

Council Staff Present

Cathy De Lisa, Shawn Trobia, and Claire Parriott

Guests Present

None

Call to Order, Welcome, Introductions & Approval of Minutes

Committee Chair Joyce Finkelstein called the meeting to order at 12:01 p.m. A welcome and introduction period followed. Minutes from the January 7, 2010 meeting were reviewed. *Bill Engler made a motion to approve the minutes as written, and Bernadine Hoffman seconded the motion. The motion passed unanimously.*

Action Items Follow Up

Council Staff member Shawn Trobia updated the Committee on the status of the Next Steps action items from the January 7, 2010 meeting. There were two action items at the last meeting and both were met. Carolyn Pitre-Wright did provide a summary of her presentation, and it was distributed to Committee Members by the Council staff. Committee Members were also forwarded an electronic copy of the news article from *The Daily Press*, which was provided by the California publication itself.

Mature Worker Website – Jobing Update, Statistics and Blogging Schedule

Shawn Trobia updated the Committee on several changes taking place at Jobing.com-Phoenix, host of the Mature Workers Website. Jobing has begun to offer new recruitment tools to employers, in providing social media services to interested employers. It was noted that Jobing, as the 'parent company,' now has two areas of focus, Jobing.com and now also Jobing technical services. Committee Members were invited to visit www.jobingtech.com for more information

about the new services available to employers from Jobing. It was noted that Jobing's Career Expo originally scheduled for March has been canceled until further notice.

Committee Chair Joyce Finkelstein reported to the Committee that the Mature Workers Website had 22,000 new visitors and over 80,000 pages viewed during the month of January. Ms Finkelstein also thanked Joel Millman for continuing his assistance in maintaining the 'Events' page of the website, with its many postings and updates.

Shawn Trobia thanked volunteers for their ongoing blogs, which are continuing to be posted every two weeks on the Jobing.com-Phoenix website. Ms. Trobia invited everyone to view all of the blogs via a link on the Mature Workers Website, www.azmatureworkers.com. It was noted that upcoming blogs from Joel Millman and Christine Bryson-Lazo will be posted in March. A volunteer sign-up sheet for the months of April, May and June blogs was then passed around the room for Committee Members to use if they wish to submit a blog for posting in coming months.

Ms. Trobia also shared a front page article from the *Career Builder* section of the Arizona Republic from January 10, 2010, where the Arizona Mature Worker Website was mentioned in an article for 'older workers.' On January 13, 2010, an article in the *Tempe Republic* section of the Arizona Republic featured information about the Tempe Community Action Agency, one of the Mature Worker Friendly Certified Employers. This article was also shared with the Committee.

Governor's Office on Aging Update

Shawn Trobia updated the Committee on news from the Governor's Office on Aging. Maricopa and Pima Community College representatives met at the end of January where they continued to work on the curriculum for recertifying the Mature Worker Friendly Certified Employers in 2010. The next meeting will be held at the end of March, when the conversation will include the various technical options available for delivering the curriculum.

Mature Worker Friendly Certified Employers

Employer Survey Results & Conference Call:

Shawn Trobia showed a PowerPoint presentation summarizing the results of the 2008 Mature Worker Friendly Certified Employers survey to the Committee. The survey was sent to the 46 Certified Employers from 2008 and garnered a 70% response rate. The survey responses provided a good amount of insight into the use and perceived value of many aspects of the Mature Worker Friendly Certification program. All survey questions were reviewed, as well as the statistical results from the responses. A variety of employer comments were shared. It was noted that of the 32 employers responding to the survey, only one employer indicated that they would not be pursuing recertification and two (2) employers were unsure. The majority of the statistics and comments were overall very positive. A copy of the PowerPoint presentation is available at the Council office.

A conference call with the 2008 Certified Employers is planned for later in March. Roger Forrester, Pima Council on Aging/Mature Worker Connection, will facilitate the call, which is aimed at gathering best practices and further discussion of survey answers. As requested by the Committee, an option of Committee Members being able to 'listen in' on the conference call will be explored.

Re-Certification Planning for 2010:

Joyce Finkelstein began the discussion by noting that the *Employer Pledge* used in the original employer training sessions is a very important part of the certification process and program. Ms. Finkelstein noted that asking the recertifying employers to provide information about what they have done within their organizations since their original certification with regard to the various points of the pledge may be one of the required components for recertification. Committee members were then asked for their input. After discussion, the Committee agreed to ask for feedback regarding *one* point of the pledge from the Certified Employers applying for recertification. *George Evanoff made a motion to ask the 2008 Certified Employers seeking recertification to complete four different items: attend recertification employer training, provide statistical information regarding number of mature workers (for data information only), provide employer's best practices, and lastly, input on what has been the employer's greatest challenge (and how the Committee may further assist the employers in this area). Marilyn Johnson seconded the motion. The motion passed unanimously.*

Shawn Trobia solicited Committee Members' suggestions for "talking points" for Council Members to use in their communities as they share information about the Mature Worker Friendly Employer Certification. The suggestions for topics of information include:

- Mature Worker Website, number of visitors to the site
- Information sharing opportunities such as webinars and conference calls
- Free job postings
- Volunteer recruiting advantages
- Designation as a certified employer by the Governor's Council
- General credibility
- Use of logo in marketing
- Assist in recruiting employees
- Value of retaining knowledge that is an aspect of having mature workers
- Include the steps to become certified
- Low cost training
- Mature workers are productive, flexible, dependable and have a shorter learning curve
- Organization's future needs are considered with planning, technical expertise retained
- Gain access to a number of resources needed for future strategies
- Consider the 'risk' and 'need' of the employers

Larry Woods suggested the use of an "elevator speech" (very brief and concise) as part of the talking points. Christine Bryson-Lazo suggested an insert be designed that could be put into the Mature Workforce Brochures. Barry Spiker suggested referencing a study validating the value of mature workers.

Break Out Sub-Committees Discussions

The Committee agreed that the Training & Education Sub-Committee will gather statistics, and the Outreach & Public Awareness Sub-Committee will gather testimonials from employers and job seekers. The Co-Chairs of the two Sub-Committees were in attendance today, and agreed to the suggestions. Due to the length of today's discussions, Sub-Committees did not break out for further discussions.

Announcements

- Joel Millman reported that he attended a webinar titled “The Second Awkward Age - Life at 50 & Beyond,” hosted by The Urban Institute. The topics covered included a comparison between France and the United States and how working with mature workers is different in those two countries. One of the presenters also referenced a report from the National Council on Aging (NCOA). Mr. Millman offered to share the electronic links for NCOA and the webinar with the Committee.
- Cathy De Lisa recognized Shawn Trobia on the anniversary of her hire date with the Council.

Next Steps for the Mature Workforce Committee

- Barry Spiker will forward a copy of a study he referenced to Council staff.
- Christine Bryson-Lazo suggested that employers considering Mature Worker Friendly Employer Certification be invited to attend the next Committee meeting. Suggestion was so noted.

Adjournment

Bill Engler made a motion to adjourn and George Evanoff seconded the motion. The meeting was adjourned by Committee Chair Joyce Finkelstein at 2:00 p.m.

Next Meeting:

The next meeting of the Mature Workforce Committee of the Governor’s Advisory Council on Aging will be May 6, 2010 in the Executive Tower Grand Canyon Conference Room. These meetings are open to the public.