



GOVERNOR'S ADVISORY COUNCIL ON AGING

Mature Workforce Committee

Meeting Minutes

May 6, 2010

12:00 – 2:00 p.m.

Executive Tower, First Floor Conference Room

1700 West Washington, Phoenix, AZ 85007

Council Members, Liaisons, and Participants Present

Kati Bates, Charles Brown, Neva Crogan Pomilla, George Evanoff, Joyce Finkelstein (Chair), Bernadine Hoffman, Noreen Nickerson-Cruz, Joe Woods, Larry Woods, Karissa Brnak, Christine Bryson-Lazo, Ron Loyd, Kathy Nyetrae, and Greta Suda

Council Members absent

Dana Campbell Saylor, Marilyn Johnson, Simone Kelsh and Barry Spiker

Council Staff Present

Cathy De Lisa, Shawn Trobia, and Claire Parriott

Guests Present

Yolanda Locher, Connie Nunn Miller and Ginamarie Pellerito

Call to Order, Welcome, Introductions & Approval of Minutes

Committee Chair Joyce Finkelstein called the meeting to order at 12:00 p.m. A welcome and introduction period followed. Minutes from the March 4, 2010 meeting were reviewed. *Noreen Nickerson-Cruz made a motion to approve the minutes as written, and Bernadine Hoffman seconded the motion. The motion passed unanimously.*

Committee Chair Joyce Finkelstein shared two articles with Committee members; 1) Tucson Lifestyle Magazine featured a description of the book “*55 Networking Tips for People Over 55*” by author Donna Reed, and 2) The Arizona Daily Star article titled “*Program provides network for mature OV job seekers.*” The news article shares information about an Oro Valley open house event that provided mature workers with information about the Mature Worker Connection of Pima Council on Aging. The articles “*55 Networking Tips for People Over 55*” and “*Program provides network for mature OV job seekers*” are available through the Council on Aging Office.

Next Steps Follow Up

Council staff Shawn Trobia updated the Committee on the status of the Next Steps action items from the March 4, 2010 meeting. There were two action items at the last meeting:

- 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.

Ms. Trobia reported that she did receive the report from Mr. Spiker titled *Business Case for Workers 50+*. The report was prepared for AARP by Tower Perrin in 2005. Ms. Trobia will forward the report to all interested Committee members upon request. Ms. Trobia also announced that the 2010 Mature Worker Friendly Certified Employer application process will begin on May 17, 2010. An invitation to attend the Committee meeting in July will be extended to all employers that have applied for the Certification as of that point in time.

Mature Worker Website – Jobing Update, Statistics and Blogging Schedule

Greta Suda, Jobing.com, updated the Committee on recent developments at Jobing.com. Ms. Suda reported that April's national job growth was the highest in 18 months. Ms. Suda informed the Committee of a new resume format, JResume, available at Jobing.com. JResume offers new templates, a personalized URL for job seekers which allows them to easily have their most up-to-date version of their resume available on their social media outlets such as Facebook or Twitter. Facebook has 100 million users in the United States who spend an average of 55 minutes a day online. Although the job application process is still the same, social media has made a large change in how employers communicate their open positions to potential new employees. It was noted that outreach and information sharing has expanded into using text alerts for posting jobs. Ms. Suda provided the Committee with a Jobing Technology Services handout, *Employment Marketing Solutions*. A copy of the handout *Employment Marketing Solutions* is available through the Council on Aging Office.

Committee Chair Joyce Finkelstein provided the Committee with the updated statistics of the Mature Worker Website, as of March 1, 2010. It was noted that 16,445 new visitors and 50,610 page views were recorded in the month of February. For the period October 2009-February 2010, the website averaged 56,000 page views per month.

Shawn Trobia informed the Committee that the Mature Worker Friendly Employer Certification program is set to begin its third cycle on May 17, 2010. Ms. Trobia recently completed the annual review of the service agreement with Jobing.com and one new change was reviewed with the committee. Employers will soon be charged \$99 for a (four week) job posting directly onto the Mature Worker Website. This posting will provide the employer with the advantage of reaching their targeted audience, the mature worker, as well as having the added benefit of being easily searched by including the "AZMW" tag to their postings. Ms. Suda noted that employers' postings also include their company logo and a map of their physical location.

Ms. Trobia thanked all those who have written blogs on behalf of the Mature Worker Website in the last two months. Blogging continues to be a wonderful way to attract visitors to the website as blogs are searchable and help to increase SEO (search engine optimization) rankings. Blogs continue to be posted every two weeks as a result of the contributions from many members of the Mature Workforce Committee. Blogging articles are currently needed for the months of June and July and Ms. Trobia passed a Blog Volunteer sign up sheet around the table for Committee members' use. The members were also reminded that they could see all the previously posted blogs by visiting the home page of the Mature Worker Website and click on the Jobing.com link.

This process will bring the visitor directly to the AZ Mature Workforce Initiative Community Blogs.

Alfred P. Sloan “When Work Works” Award

Ginamarie Pellerito, Chandler Chamber of Commerce, spoke to the Committee about the *Alfred P. Sloan Awards for Workplace Flexibility*, part of *When Work Works*, a national project. The Chandler Chamber of Commerce is the program host for the state of Arizona and Ms. Pellerito acknowledged Ms. Charlotte Hodel for her exemplary work in bringing the *When Work Works* program to Chandler Chamber and Arizona. *When Work Works* is a national program that awards businesses for their workplace flexibility. Both employers and employees complete a survey. All private or non-profit businesses as well as government organizations, with a minimum of 10 employees, are eligible to apply for the award. Arizona has been the national leader in the number of award winners for the past three years. Arizona employer applicants in 2010 numbered 70 and 24 were deemed national award winners and 28 were finalists. Other Chandler Chamber partners in Arizona include the Tucson, Sedona and Glendale Chambers of Commerce. Applications will be accepted through May 14, 2010 and an award ceremony to recognize the winners will be held on August 31, 2010 in downtown Chandler. Applications for the award can be accessed at www.whenworkworks.org. Ms. Pellerito provided the Committee with a brochure detailing the Arizona campaign, *How Flexible is your Arizona Business?* A copy of the brochure *How Flexible is your Arizona Business?* is available through the Council on Aging Office.

Ms. Trobia noted that the Council continues to value its partnership with the Chandler Chamber of Commerce and has always felt that the *When Work Works* Award and the Mature Worker Friendly Employer Certification programs are very complimentary to each other. Ms. Hodel noted that flexibility in the workplace is a benefit for workers of all generations.

Governor’s Office on Aging Update

Staff member Shawn Trobia updated the Committee on news from the Governor’s Office on Aging. The Maricopa and Pima Community Colleges’ collaboration is continuing to move forward as the curriculum for the re-certification of the Certified Employers from 2008 continues to be developed. Rio Salado College’s existing curricula for job seekers and employers has been provided to Pima Community College, which in turn has provided curriculum specific for job seekers. The two community college districts will continue to work together in the development of the needed curriculum for the Re-certifying Employers.

Ms. Trobia reported that the Office on Aging was asked to provide input on the development of a National Governor’s Association (NGA) Issue Brief, *Maximizing the Potential of Older Adults: Benefits to State Economies and Individual Well-Being*. A copy of the NGA Brief was shared with the Committee. Much of the Mature Workforce Initiative work that has been done in Arizona is highlighted in the Issue Brief, including; 1) the Mature Worker Friendly Employer Certification, 2) the Mature Workers Website, 3) information about some of the policies of the AZ Department of Public Safety, and 4) the Center for Workforce Transition at GateWay Community College. A copy of the NGA Issue Brief, *Maximizing the Potential of Older Adults: Benefits to State Economies and Individual Well-Being* is available through the Council on Aging office.

Mature Worker Friendly Certified Employers *Maximizing the Potential of Older Adults: Benefits to State Economies and Individual Well-Being*
Employer Re-Certification Update & Conference Call:

Committee Chair Joyce Finkelstein reported that on April 29, 2010, Roger Forrester, Program Administrator of the Mature Worker Connection/Pima Council on Aging, facilitated a conference call among eight of the 2008 Mature Worker Friendly Certified Employers. The purpose of the call was to solicit input from the employers with regard to specific areas of interest as determined by the Employer Survey conducted in January, 2010. The re-certification process criteria for the 2008 Certified Employers was shared with the employers on the conference call. The employers did recommend that the required training for the Certified Employers include information about two items, intergenerational communications within the workplace and flex scheduling and benefits. Another suggestion from the employers was to develop a 10-minute PowerPoint presentation that would be able to be shared with the employers' staff and administration as part of the information sharing within the Certified Employers' organizations. A handout, *Summary of Employer Conference Call Held April 29, 2010*, was provided to the Committee. A copy of the handout, *Summary of Employer Conference Call held April 29, 2010*, is available through the Council on Aging office.

2010 Certification Update – Talking Points for Committee Members:

Committee Chair Joyce Finkelstein provided Committee members with two documents that provide information to employers about the benefits of the Mature Worker Friendly Employer Certification; 1) *Information for Businesses Considering Mature Worker Friendly Employer Certification* and 2) *AZ Mature Worker Certification*. Committee members were encouraged to share these documents with their networks and in their communities. The 2010 Employer Certification application period will begin on May 17, 2010. Committee members were also provided with *Talking Points* to be used as a tool when introducing the Certification program to their local employers. Copies of the handouts, *Information for Businesses Considering Mature Worker Friendly Employer Certification*, *AZ Mature Worker Certification*, and *Talking Points* are available through the Council on Aging office.

Ms. Trobia reminded the Committee that the Mature Worker Friendly Employer Certification has been designed to acknowledge employers with work environments that are friendly for mature workers that hold both paid and un-paid positions. Ms. Finkelstein encouraged more outreach into all areas of Arizona. It was noted that the fee for the certification in 2010 has been lowered to \$25 from the previous \$35. The fee covers the cost of the collateral materials provided to the employers upon certification. The application will be available on-line at the Mature Workers Website, www.azmatureworkers.com.

Training & Education and Outreach & Public Awareness Committee Discussion

Staff member Shawn Trobia asked the Committee members for ideas to increase the profile of the Mature Worker Friendly Employer Certification program throughout the state. Suggestions included the following:

- Be aware of environments where mature workers are employed
- Testimonials would be helpful for public awareness
- Video testimonials as possible tool
- Highlight the retention statistics of mature workers
- Reach out to the networks of the existing Certified Employers
- Chambers of Commerce
- Various media and public interest programs

Announcements

- Council Member Joyce Finkelstein announced that Green Valley recently held a celebration in honor of their centenarian citizens.
- Jan Davie, GateWay Community College, announced a new program for mature workers, the Human Services Para-Professional Program. The Program helps prepare students for social services work in the non-profit and government sectors. The Program includes a 40-hour class followed by 60 hours of “Field Experience” with one of the participating agencies. It was noted that some of the students are eligible for the Senior Community Service Employment Program. The first group of students completed their class work last week. Ms. Davie noted the program represents a mature worker/workforce development model rather than an academic model. GateWay Community College held an Orientation event which allowed the first class of 14 students and the participating agencies to meet each other as part of the Field Experience selection process.

Next Steps for the Mature Workforce Committee

- Members to talk with their networks, appropriate professional organizations, business associations, and community employers about the benefits of becoming a Mature Worker Friendly Certified Employer.
- Committee members to provide any contact information to the Council staff if wishing staff to make direct contact with any employers interested in Mature Worker Friendly Employer Certification.
- Committee members asked to share any further suggestions regarding employer outreach with Council staff as appropriate.

Adjournment

The meeting was adjourned by Committee Chair Joyce Finkelstein at 1:48 p.m.

Next Meeting:

The next meeting of the Mature Workforce Committee of the Governor’s Advisory Council on Aging will be July 8, 2010 in the Executive Tower Grand Canyon Conference Room. These meetings are open to the public.