



## GOVERNOR'S ADVISORY COUNCIL ON AGING

**Mature Workforce Committee  
Meeting Minutes  
July 8, 2010  
12:00 – 2:00 p.m.**

**Executive Tower  
Grand Canyon Room  
1700 West Washington Street  
Phoenix, Arizona 85007**

### **Council Members, Liaisons, and Participants Present**

Charles Brown, George Evanoff, Joyce Finkelstein, Bernadine Hoffman, Noreen Nickerson-Cruz, Barry Spiker, Joe Woods, Larry Woods (Chair), Karissa Brnak, Christine Bryson-Lazo, Ron Loyd, Chris Long, Kathy Nyetrae, and Bill Walker

### **Council Members absent**

Kati Bates, Dana Campbell Saylor, Neva Crogan Pomilla, Marilyn Johnson, Simone Kelsh and Karen Zanzucchi

### **Council Staff Present**

Cathy De Lisa, Shawn Trobia, and Claire Parriott

### **Guests Present**

Marcy Karin, Ruth Romano

### **Call to Order, Welcome, Introductions & Approval of Minutes**

Committee Chair Larry Woods called the meeting to order at 12:04 p.m. Council Chair George Evanoff thanked Council Member Joyce Finkelstein for her work as Chair of the Mature Workforce Committee Chair and welcomed Larry Woods as the new Committee Chair. A welcome and introduction period followed. Minutes from the May 6, 2010 meeting were reviewed. *George Evanoff made a motion to approve the minutes as written, and Charles Brown seconded the motion. The motion passed unanimously.*

### **Next Steps Follow Up**

Council Staff Shawn Trobia updated the Committee on the status of the Next Steps action items from the May 6, 2010 meeting. There were three action items at the last meeting:

- 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.

Ms. Trobia reported that the Council has received Mature Worker Friendly Employer Certification applications from many parts of the state and thanked Committee Members for their outreach in their communities. Further discussion on the *Next Steps* points will take place during a later part of the meeting agenda.

### **States as Employers-of-Choice Project**

Marcy Karin, Director, Work-Life Policy Unit of the Civil Justice Clinic at Sandra Day O'Connor College of Law, Arizona State University, spoke to the Committee about workplace flexibility and the *States as Employers-of-Choice Project*. The State of Arizona is one of two states that are featured in this Case Study.

Ms. Karin also spoke about the Civil Justice Clinic at the Sandra Day O'Connor College of Law, a White House Task Force on Middle Class Working Families, and the White House Forum on Workplace Flexibility.

### **Mature Worker Website – Statistics & Blogging**

Committee Chair Larry Woods shared current statistics on the number of visitors to the Mature Worker Website as well as the number of page views, which is averaging between 50,000 – 70,000 per month in recent months. Mr. Woods also provided several suggestions for blogging topics that committee members may want to consider when volunteering to blog for the Mature Workforce Initiative. A sign up sheet for blogging volunteers was circulated.

### **Employer Resources**

Council Staff Shawn Trobia reminded the Committee that the Mature Worker Website, when originally planned, was to be a resource for both employers and mature workers. Until recently, all the resources on the website were Job Seeker/ Mature Worker resources. As part of the Committee participation from the Maricopa County Community College District, an initial listing of employer resources was developed over a year ago. With that initial listing, and the more recent assistance from a GateWay Community College student in the Human Services Para-Professional Program, *Employer Resources* have now been listed on the Mature Worker Website and can be found, together with the *Mature Worker Resources*, on the 'Resources' page.

### **Governor's Office on Aging Update**

Council Staff Shawn Trobia updated the Committee on news from the Governor's Office on Aging. The Governor's Office on Aging met with an Arizona Republic reporter to speak about the Mature Workforce Initiative. On June 18, 2010, the Arizona Republic ran a front page article on many mature worker programs, including the Human Services Para-Professional Program at GateWay Community College. Within a week of the article, GateWay Community College received 95 applications for this new program. The newspaper article also included extensive information about the Senior Community Service Employment Program (SCSEP). The Arizona Mature Worker Website and the Mature Worker Friendly Employer Certification were also featured in the article. The Arizona Daily Star picked up a portion of the larger article and it was

printed in the June 28, 2010 publication. Ms. Trobia circulated copies of both articles around the Committee. Copies of the *Arizona Republic* and *Arizona Daily Star* articles are available for review through the Council on Aging office.

Ms. Trobia updated the Committee on the collaboration of Maricopa County and Pima Community College Districts, with Rio Salado College also playing a key role in the discussions. The collaborative group has been working on the development of the re-certification curriculum for Certified Employers from 2008. It has recently been determined that actual development of the curriculum through either of the community colleges was cost restrictive. Due to this development, the Governor's Office on Aging has been offered assistance from the Mature Worker Connection in Tucson, where Roger Forrester and two volunteers (with backgrounds in Education) will develop the needed curriculum. The curricula obtained from Pima Community College and Rio Salado College will be helpful in this development. After the development of the curriculum, Pima and Maricopa Community Colleges will be invited to review the material. A community college from a smaller community in Arizona will also be invited to assist in the review. The re-certification courses are planned to be in place by October 2010.

### **Mature Worker Friendly Certified Employers**

#### **Re-Certification of the 2008 Employers**

#### **2010 Certification of New Employers ~ Update:**

Council Staff Shawn Trobia updated the Committee on the applications for the 2010 Mature Worker Friendly Employer Certification. Currently, 22 applications have been received from across the state. Organization sizes range from 3 to 3500 employees and many sectors are represented by the applicants. The application deadline for 2010 has been extended from July 16<sup>th</sup> to July 23<sup>rd</sup>.

Committee Chair Larry Woods asked for Committee Members to consider ways to increase the number of training sessions per year with the goal of accepting employer applications more than once a year. This topic will be placed on the agenda for the next meeting. Members were also asked to share information on the specific outreach they have done or would recommend doing to employers with regard to the Certification. A form was then circulated to the Committee Members in order to provide this information.

Committee Chair Larry Woods provided Committee members with another copy of the *Talking Points for Employers for Use by Council Members and Mature Workforce Committee Members*. A Copy of the *Talking Points* hand is available for review through the Council on Aging office.

### **Training & Education and Outreach & Public Awareness - Discussion**

Committee Chair Larry Woods announced that the Training & Education and Outreach & Public Awareness Sub Committees are being sunset. As had been noted in previous Committee meetings, so much of the activities of these two sub-committees were similar in nature, and moving forward as a full committee appears to be advisable. Kathy Nyetrae and Joel Millman were both thanked for their willingness to serve as co-chairs of the two sub-committees.

It was noted that sub-committees would be formed, as needed, to address certain topics as determined.

A request was made to look into the differences between mature workers at different ages, such as 55, 65, 75, etc. This information may be helpful in determining if we should be offering a variety of programs with regard to mature workers.

### **Announcements**

- Bill Walker, AARP, announced a career fair for 50+ workers to be held on September 8, 2010 at the Hyatt Regency in downtown Phoenix. Employers attending are required to have open positions in order to attend the fair. AARP is expecting 35 employers to attend.
- Barry Spiker noted that AARP, at the national level, has done a study on mature workers.

### **Next Steps for the Mature Workforce Committee**

- A speaker who can share information about the needs of mature workers at different ages will be asked to present to the Committee.

### **Adjournment**

*The meeting was adjourned by Committee Chair Larry Woods at 1:44 p.m.*

### **Next Meeting:**

**The next meeting of the Mature Workforce Committee of the Governor's Advisory Council on Aging will be September 23, 2010. Location to be determined and announced by public meeting notice posted at the GACA website, [www.azgovernor.gov/gaca](http://www.azgovernor.gov/gaca) .**