



GOVERNOR'S ADVISORY COUNCIL ON AGING

**Mature Workforce Committee
Meeting Minutes
November 4, 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, Larry Woods (Chair), Christine Bryson-Lazo, Janet Lilly, Ron Loyd, Joel Millman, Peter Polk, Ruth Romano, Jutta Ulrich, Bill Walker

Council Members Absent

Kati Bates, Dana Campbell Saylor, Bernadine Hoffman, Marilyn Johnson, Simone Kelsh, Noreen Nickerson-Cruz, Barry Spiker, and Joe Woods.

Council Staff Present

Cathy De Lisa and Shawn Trobia

Guests Present & Signing In

Virginia Simmon, Rota Venners

Call to Order, Welcome, Introductions & Approval of Minutes

Committee Chair Larry Woods called the meeting to order at 12:04 p.m. A welcome and introduction period followed. Minutes from the September 23, 2010 meeting were reviewed. *Charles Brown made a motion to approve the minutes as written, and Peter Polk seconded the motion. The motion passed unanimously.*

Follow Up

Council Staff Shawn Trobia noted that there were no follow up items from the September 23, 2010 Committee meeting.

Maricopa Workforce Connections One-Stops

Committee Chair Larry Woods introduced Ms. Janet Lilly, Supervisor of Training & Assessment at Maricopa Workforce Connections. Ms. Lilly began her presentation by providing the Committee with a handout titled "Connections" and sharing background information about the purpose of the One Stops in Arizona. A copy of the handout is available at the Council office. The One Stops are funded through the Workforce Investment Act (WIA), and have three main focus areas: business services, career services and youth services. It was noted that over 147,000 people visited the One Stops in the previous Program Year which ended June 30, 2010. Ms. Lilly reported that several workshops are available to job seekers visiting the One Stops, including extensive resume and interviewing assistance, basic computer classes, and a class titled

“Job Search in the 21st Century.” Over 22,000 job seekers attended the workshops in the previous Program Year. Ms. Lilly provided information about each of the workshops and shared some observations about the job seekers visiting the One Stops and attending workshops. Ms. Lilly then described the format and purpose of a very popular meeting designed for mature workers, titled the “Boomers & Beyond Job Clubs.” The job club meetings take place in both the East and West Valleys in Maricopa County and are very well attended. Mature workers, as well as job seekers of any age, have the opportunity to network with fellow job seekers and obtain updates on job search opportunities and news in their local areas.

Ms. Lilly reported that the Maricopa Workforce Connections organization has a new mandate to work with Veterans and spouses of Veterans. Special meetings, scheduled for 12/3/10 and 12/10/10, will take place for this population being served. Participants will receive resume writing and other job search services in preparation for a job fair that will take place shortly thereafter. Ms. Lilly will provide the times and details of the events to the Council staff, who will then forward the information to the Committee members.

Several additional questions about the Maricopa Workforce Connections services and training resources were asked by Committee members, and Ms. Lilly provided further information to the Committee members.

Mature Worker Website – powered by Jobing.com

Statistics & Blogging

Ms. Holly Schor of Jobing.com was unable to attend today’s meeting, therefore, Mr. Woods and Ms. Trobia shared several updates pertaining to the Mature Worker Website. Current statistics on the number of visitors and page views for the website were reported, including:

- August 2010: almost 78,000 page views were recorded, with over 20,000 new visitors
- April through July 2010: between 22,000 and 38,000 new visitors per month

The Committee was reminded of the many possible topics for Blogging pieces, including the review of informative articles and books. Members were invited to share information about their organization’s particular programs or resources that would be valuable to mature workers. A sign up sheet for blogging volunteers was circulated.

Ms. Christine Bryson-Lazo noted that she will be writing a Blog about the value of learning how to use social media in a job search. This is one example of a topic that would be especially helpful to many mature workers.

Governor’s Office on Aging Update

Employer Re-Certification Curriculum Status

Ms. Trobia briefly updated the Committee on the current status of the Re-Certification curricula under development. The subjects of the curricula are the Multi-Generational Workplace and Flexibility in the Workplace. The draft of the training has been provided to Maricopa, Pima and Yavapai Community Colleges for their final review, and some comments and suggestions have been returned to the Governor’s Office on Aging Staff from Yavapai Community College. It was noted that some committee members at today’s meeting assisted in different aspects of the curricula development.

Committee members were reminded that the Employer Training Sessions for the Re-Certifying Employers will include the participation of two Featured Employers from the organizations that

were certified in 2008. The employer that will be asked to share best practices and anecdotes on managing a Multi-Generational workplace has yet to be finalized. It was noted that *Casa Grande Regional Medical Center* will be participating as the Featured Employer for the flexibility portion of the training session. At this time it appears that the Re-Certification training will be moved to January 2011.

Ms. Trobia reported that information about the Mature Workforce Initiative has been shared with the Governor's Council on Workforce Policy which is staffed by the Arizona Department of Commerce. The information was presented by a Commerce Staff as a Governor's Office on Aging Staff was not available to attend the late October meeting. The Office on Aging Staff is being asked to provide regular updates to the Council on Workforce Policy.

Mature Worker Friendly Certified Employers

2010 Certification of New Employers ~ Training Sessions' Report

Committee Chair Larry Woods introduced Mr. Peter Polk, Committee Member and a Co-Trainer of the Employer Sessions which are attended by the organizations certifying for the first time. This is the third year Mr. Polk has assisted the Council as a volunteer trainer for the Employer Sessions. Mr. Polk became a member of the Older Workers Task Force eight years ago, prior to the task force becoming what is now the Mature Workforce Committee. Mr. Polk reported that the Employer Sessions have been well received by the attendees and that the information is shared in various ways, including with humor and anecdotes. Several examples were shared with the committee. The content includes information about the melding of multiple generations in the workplace, common myths about mature workers and debunking those same myths. Mr. Polk commented that it is very evident from the conversations held during the sessions that many of the employers are well aware of the advantages of hiring and retaining mature workers.

Mr. Polk shared excerpts from the Employer Sessions as well as a brief history of the original development of the trainings five years ago by a sub-committee of the Mature Workforce Committee. With further Committee discussion, Mr. Polk provided the Committee with the names and birth years of the 4 generations now in the workplace.

Mr. Woods presented Mr. Polk with a *Certificate of Appreciation* for his continuing commitment to the Council and mature workers in Arizona. The Committee joined Mr. Woods in thanking Mr. Polk for his time and efforts as a volunteer and Co-Trainer in the Employer Sessions, and as a participant in the Arizona Mature Workforce Initiative.

2010 Mature Worker Friendly Certified Employers Report

Ms. Trobia reported that 25 organizations have completed the process to become Mature Worker Friendly Certified Employers in 2010. The organizations' workforces range in numbers from 3 to 40,700 employees. A summary of the Certified Employers from 2010 was shared:

- Some of the employers that have been certified include: John C. Lincoln Health Network (5 locations & 3600 employees), the State of Arizona (118 locations and 40,700 employees), City of Glendale (20 locations & 1950 employees), City of Sedona (125 employees) and ABRiO Care (9 locations & 450 employees)
- Certified Employers include a charter school in Surprise, a botanical garden in Tucson, a Chamber of Commerce/Visitor Center, and the Human Services Dept of Maricopa County, which includes the Head Start program
- Organizations are from the cities or towns of Camp Verde, Goodyear, Cottonwood, Lake Havasu City, Sierra Vista, Sedona, Sun City, Surprise, Tucson, Yuma and Glendale, with

two organizations being certified from Green Valley, eight in Phoenix and three in Scottsdale

- For-profit and not-for-profit organizations were Certified as well as Government agencies at both the local and state levels

Ms. Trobia shared a few anecdotes from the trainings, including the employer comments made about the care and compassion mature workers often exhibit as employees.

MWC Input for the 2010 Council Planning Meeting

Mr. Woods asked the Committee members for suggestions and possible activities they would like to have presented to the Council as that body begins its planning for the Mature Workforce Committee in 2011. Mr. Woods began the conversation by referring the Committee members to the handout titled *Possible Activities for Mature Workforce Committee's Focus in 2010*, a summary of the planning conversation held in the Committee meeting in November 2009. A copy of the handout is available at the Council office. Several items on the list were accomplished in 2010 and were reviewed at this time.

Further Committee discussion followed and possible activities and areas of focus for 2011 were noted, as listed below:

- Visit Certified Employers to interview them and gather information that may be helpful as we move forward on the Employer Certifications
- Provide information about funded re-training opportunities to job seekers
- Focus on industry sectors that have employment opportunities, such as in the direct-care workforce arena
- Work with One Stops in the local areas, including the education of staff to better assist mature workers with their employment and training needs. Information for mature workers may include opportunities in the direct-care workforce arena, the Senior Community Service Employment Program (SCSEP), and training programs that are available at community colleges such as GateWay Community College
- Develop a product/resource sheet that can be provided to mature workers by the One Stop offices
- Begin the effort of outreach to new employers for the 2011 cycle of the Mature Worker Friendly Employer Certifications
- Explore any policies being lead by the Governor in order to help support, as applicable
- Explore ways to conduct more than one cycle of Employer Certifications per year
- Plan for outreach across the State for the 2011 cycle of the Mature Worker Friendly Employer Certifications
- Promote employment in the four major industries that have been discussed by the Arizona Commerce Authority

Ms. Jutta Ulrich, Department of Economic Security/Division of Aging & Adult Services, was asked to provide information about the direct-care workforce (DCW), as mentioned in the committee discussion. Ms. Ulrich stated the DCW Initiative is focused on having a qualified and stable workforce to support individuals living in their homes, or to support family members who work but who also have caregiving responsibilities. Standardized credentials are being developed for direct-care workers, who are being more and more recognized as skilled professionals. The training requirements will be implemented on January 1, 2011 for workers that provide services thru the Arizona Health Care Cost Containment System (AHCCCS) and

Department of Economic Security/Division of Developmental Disabilities and DES/Division of Aging & Adult Services. The DCW Initiative strives to create more public awareness of job opportunities and the value of direct-care work.

Announcements

- Mr. Woods and Mr. George Evanoff, Council Chair, announced the planning for the Council's Senior Action Days to be held in Spring, 2011. Senior Action Day events, which the Council holds every two years, provide an opportunity for seniors to engage their District Legislators in dialogue about issues the seniors believe are important. The Council plans to hold the Senior Action Days in multiple locations throughout Arizona.
- Mr. Bill Walker, AARP, announced the organization will be participating in the "Financial Fest" at the Phoenix Convention Center on Saturday, November 6, 2010. There is no fee to attend the event.
- Ms. Joyce Finkelstein, Council Member, announced the "Volunteer Clearing House" and the "Mature Worker Connection" in Green Valley are now combined in the community. This allows for more ease in information sharing between volunteers and mature workers.
- Ms. Cathy De Lisa, Deputy Director of the Council, announced that Ms. Ulrich will be presenting information about the Direct Care Workforce Initiative at the Social, Health & Alzheimer's Committee which directly follows today's Mature Workforce Committee meeting.
- Mr. Woods noted that the Mature Workforce Committee will next meet in January, 2011, date to be determined. The Governor's Advisory Council on Aging will hold its annual planning meeting in December, 2010.
- Ms. Christine Bryson-Lazo shared two articles from *The Atlantic*, titled "Where the Creative Class Jobs Will Be" and "Where Service Jobs Will Be." Ms. Bryson-Lazo noted that Arizona is projected to have growth in these areas. Copies of the articles are available at the Council office.

Adjournment

The meeting was adjourned by Committee Chair Larry Woods at 1:59 p.m.

Next Meeting:

The next meeting of the Mature Workforce Committee of the Governor's Advisory Council on Aging will be in January, 2011. Date and location to be determined and announced by public meeting notice posted at the GACA website, www.azgovernor.gov/gaca .