



GOVERNOR'S ADVISORY COUNCIL ON AGING

**MATURE WORKFORCE COMMITTEE (MWC)**

**Meeting Minutes**

**March 3, 2011**

**12:00 – 2:00 p.m.**

**Second Floor Conference Room**

**1700 West Washington Street**

**Phoenix, Arizona 85007**

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

Charles Brown, George Evanoff, (Council Chair) Joyce Finkelstein, Bernadine Hoffman, Marilyn Johnson, Noreen Nickerson-Cruz, Joe Woods, Karen Zanzucchi, Karissa Brnak, Roberta Jeffers, Ron Loyd, Joel Millman, Marcy Karin, Ruth Romano, Virginia Simmon, Shawn Trobia, Jutta Ulrich, Rota Venners, and Bill Walker.

**Council Members Absent**

Allison Perrin

**Council Staff Present**

Cathy De Lisa

**Guests Present & Signing In**

None

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

Council Chair George Evanoff called the meeting to order at 12:03 p.m. A welcome and introduction period followed. Minutes from the January 6, 2011 MWC meeting were reviewed. *Joyce Finkelstein made a motion to accept the minutes as presented; Charles Brown seconded the motion. The motion passed unanimously.* The minutes of the February 23, 2011 MWC Sub-Committee were reviewed. *Shawn Trobia made a motion to accept the minutes as presented; Joel Millman seconded the motion. The motion passed unanimously.*

**Follow Up to 1.6.2011 MWC Meeting**

Deputy Executive Director Cathy De Lisa reported that staff had coordinated a MWC Sub-Committee meeting on January 31, 2011 and February 23, 2011 as follow up to the January 6, 2011 Committee meeting.

**Direct Care Workforce Update**

Jutta Ulrich, Direct Care Workforce Specialist provided an update and overview of the history and progression of the Arizona Direct Care Workforce Initiative. Ms. Ulrich stated the objectives of the initiative consist of stabilizing the direct care workforce through training/credentials, promoting the image and profile of the direct care workforce and exploring strategies to expand the workforce. Many direct care employers value mature workers as employees and have contacted Ms. Ulrich seeking to hire mature workers. According to Ms.

Ulrich, accomplishments of the initiative include standardized curriculum and test (written and skills), competencies for direct care workers, professional development for trainers and new training requirement for Arizona Long Term Care System – ALTCS and the Department of Economic Security – DES in 2012. The *Principles of Caregiving* training is posted at [www.azdirectcare.org](http://www.azdirectcare.org). A copy of the Arizona Direct Care Workforce Initiative handout referenced by Ms. Ulrich is available through the Council on Aging office.

### **Report Back on Sub-Committee & Discussion**

Joel Millman, Sub-Committee Co-Chair provided an update on the work of the Sub-Committee since the last MWC meeting in January and led a review and discussion of the draft survey developed by the Sub-Committee. As part of an environmental scan first step, the Sub-Committee, according to Mr. Millman, will survey One-Stop Career Center staff and leadership to gather information on what services and resources are currently being provided to mature workers. Suggestions from MWC members on changes to the survey language were collected and discussed. Sub-Committee Co-Chair Joel Millman then reviewed and discussed the draft work plan with the Committee. *Joyce Finkelstein made a motion to accept the report from the Sub-Committee and support their moving forward in conducting the survey and moving through the work plan; Charles Brown seconded the motion. The motion passed unanimously.*

### **Mature Worker Connection Update**

Deputy Executive Director Cathy De Lisa provided an update on behalf of Roger Forrester, Program Administrator of the Mature Worker Connection at Pima Council on Aging. A survey of 170 local employers was conducted in November 2010 and feedback from the employers indicated their #1 interest was in learning more about employer certification. As a result, Mr. Forrester is working with the Governor's Office on Aging and the Governor's Advisory Council on Aging and conducting three forums in the greater Tucson area in April. Part of the program will include a presentation by Council Chair George Evanoff regarding the Mature Worker Friendly Employer Certification. A report on the results of the survey is being developed and will be shared with the Office on Aging and the Council on Aging.

### **Mature Worker Website**

Ms. De Lisa shared statistics provided by Jobing.com related to the [azmatureworkers.com](http://azmatureworkers.com) website. New visitors to the website in August, September and October 2010 ranged from more than 25,000 to more than 19,700. Sessions ranged from 26,000 to 20,000. Page views totals ranged from 97,000 to 69,000. Mr. Millman reported that the events page has been continuously updated and that information (event and volunteer information) from outside of Maricopa County is needed. Ms. De Lisa thanked Virginia Simmons for agreeing to provide a blog and then circulated a sign-up sheet for blogging volunteers in the months ahead.

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

Ms. De Lisa stated that interviews for the Program and Project Specialist II position have been on-going, and she is hopeful that the position can be filled before the next MWC meeting in May. Ms. De Lisa provided an update on office staffing that includes one full-time employee, a part-time volunteer and a part-time intern. According to Ms. De Lisa, the event proposal from Mr. Walker as provided at the January 31, 2011 MWC Sub-Committee meeting was reviewed with Governor's staff as he requested, and it was determined the Office on Aging is not in a position to take this on. It was suggested that other partners in the MWC may be able to assist.

## **Announcements**

- Marcy Karin from the Work-Life Policy Unit and Civil Justice Clinic at Sandra Day O'Connor College of Law, Arizona State University, announced the Family Justice Bus would be in Globe/Miami area at the Holy Angels School from 10 am – 3:00 p.m. on Saturday, March 5<sup>th</sup> providing free legal and self-help information in areas of income-tax preparation, bankruptcy, unemployment issues and other concerns and distributed flyers. Ms. Karin also announced the U.S. Department of Labor Workplace Flexibility statewide conference would be held on April 20<sup>th</sup> and offered to provide more information to GACA staff that could be distributed to the Committee. A copy of the Family Justice Bus flyer is available for review through the Council on Aging office.
- Rota Veneers announced that the Chandler Chamber of Commerce will be hosting the When Work Works Arizona Alfred P. Sloan Launch Breakfast & Forum on March 17, 2011 from 7:30 – 9:00 am at the Raddison Hotel Phoenix-Chandler. Ms. Veneers then offered to provide more information to GACA staff to be distributed to the Committee.
- Shawn Trobia of AARP Arizona distributed flyers and announced they are accepting application for the Andrus Award for Community Service that honors outstanding volunteers in the community. Ms. Trobia also announced AARP is partnering with Walgreen's to offer the Wellness Tour bus which will be in Maricopa County in March, Tucson on April 11<sup>th</sup> and Flagstaff on April 18<sup>th</sup>. Copies of the flyers distributed by Ms. Trobia are available for review through the Council on Aging office.

## **Adjournment**

*The meeting was adjourned by Council Chair George Evanoff at 1:36 p.m.*

## **Next Meeting:**

**The next meeting of the Mature Workforce Committee of the Governor's Advisory Council on Aging will be on May 5, 2011. Date and location to be determined and announced by public meeting notice posted at the GACA website, [www.azgovernor.gov/gaca](http://www.azgovernor.gov/gaca) .**