



GOVERNOR'S ADVISORY COUNCIL ON AGING

MATURE WORKFORCE COMMITTEE (MWC)

MEETING MINUTES

November 3, 2011

12:00 p.m. – 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), Christine Bryson-Lazo, Roger Forrester, Ron Loyd, Randy Maskell, Joel Millman, Judy Montini, Karen Poole, Virginia Simmon, and Bill Walker.

Council Members Absent

Kati Bates, Joyce Finkelstein, Bernadine Hoffman, Marilyn Johnson, Anne Morrison, Noreen Nickerson-Cruz, Elizabeth Rohn-Nelson, Nancy Stump, Joe Woods, C.T. Wright and Karen Zanzucchi.

Council Staff Present

Deneen Dantimo, Cathy De Lisa and Kim Jennings.

Guests Present and Signing In

Welcome, Introductions, Review & Approval of Committee Minutes

Council Chair George Evanoff called the meeting to order at 12:00 p.m. A welcome and introduction period followed. Minutes from the September 22, 2011 MWC meeting were reviewed. An error was pointed out by Joel Millman. *Charles Brown made a motion to accept the minutes as corrected; Randy Maskell seconded the motion. The motion passed unanimously.* The minutes of the October 3, 2011 MWC 2011 Priorities Sub-Committee were not reviewed or approved.

Follow Up to September 22, 2011 MWC Meeting

As follow up to the September meeting, Kim Jennings stated that the 2011 Priorities Sub-Committee met on October 3 and that Joel Millman would be giving more information about that meeting next. Ms. Jennings expressed anticipation that the members of the committee brought ideas for the 2012 priorities for the Committee and stated George Evanoff will be leading that discussing after the Marketing/Outreach brainstorm.

2011 Priorities Sub-Committee

Mr. Millman, Sub-Committee Co-Chair, provided an update on the follow-up survey and stated the target date to get it e-mailed out is November 4th. The target population is the One-Stop Comprehensive Center staff to determine which tool(s)/resources are being used for mature workers seeking employment. According to Mr. Millman, the survey will be sent to 14

workforce investment areas, and he has already received responses with contact information from 11 workforce investment areas to receive the survey. Mr. Millman suggested that the Committee share the results from the survey with AZ Disability Partnership.

Marketing/Outreach Task Force

Roger Forrester, Task Force Chair, began with a brief history of the development of the Task Force and referred to his handout, "*Marketing/Outreach Task Force*." Mr. Forrester stated the group needed to answer the following questions to determine the Marketing/Outreach needs of the Mature Workforce Committee:

- What are the needs?
- How are we going to communicate and market?
- Who is going to do this?

Mr. Forrester asked for input from the Committee on what they believe is a tangible need, and the following input from the Committee was listed in priority:

1. Making state aware of the Mature Workforce Committee – 10 votes
2. Website – 8 votes
3. Translating the information received from survey into a tool kit – 6 votes
4. Employee certification – Job seekers – 2 votes
5. Workforce development collaboration – 2 votes
6. Best Practices – 2 votes
7. Certification/recertification – 1 vote
8. Virtual job fair – 1 vote
9. Get Chamber of Commerce involved – 1 vote
10. MW Certified employers have a website to post jobs – 0 votes
11. Maricopa Human Capitol Collaboration – 0 votes
12. Spot light key issues – 0 votes

Mr. Forrester stated now that the needs are prioritized, the next meeting will focus on how to communicate and market the needs.

A copy of the "*Marketing/Outreach Task Force*." document is available for review through the Council on Aging office.

Further Brainstorming Discussion on 2012 Priorities for MWC

Council Chair George Evanoff reminded the committee that the information from the brainstorming would provide input to the Council for their December Annual Planning meeting. Mr. Evanoff referred to the handout, "*2011 MWC Overview*."

Bill Walker suggested that the group continue the following items from the *2011 MWC Overview* as 2012 Priorities:

- (3.) Re-certification of Employers: Continue re-certification program for all certified Mature Worker Friendly Employers;
- (4.) Mature Worker Friendly Employer Certification: Begin the effort of outreach to new employers for the 2011 cycle of the Mature Worker Friendly Employer Certifications and visit Certified Employers to interview them and gather information that may be helpful as we move forward on the Employer Certifications;

(5.) Mature Worker Friendly Employer Certification Enrollment Scope: Explore ways to conduct more than one cycle of Employer Certifications per year and plan for outreach across the State for the 2011 cycle of the Mature Worker Friendly Employer Certifications.

Mr. Millman suggested that the following from the *2011 MWC Overview* be included in consideration for 2012 Priorities in tandem with the efforts of the MWC Sub-Committee:

(1.) One Stop Shop: 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.

Mr. Evanoff stated that the input received appeared to make use of existing resources so he was comfortable with these items and would take them to the December Annual Planning Meeting.

A copy of the *2011 MWC Overview* document is available for review through the Council on Aging office.

Council on Aging & Office on Aging Updates

Ms. Jennings provided an update on Mature Worker Certification applications received which total six. Ms. De Lisa stated that Ms. Jennings had contacted more than half of the certified employers regarding recertification and while she has received positive feedback, some reflected a more negative tone citing the ‘economy’ or the ‘lack of time available’ which reflects how things have changed since the certification was introduced in 2008. Ms. Jennings reinforced that she would be moving forward with both the certification and recertification based on the positive feedback. Roger Forrester reported that volunteers are making follow up calls to those employers that attended the employer forums in Pima County last this spring to promote the certification. Ms. Jennings stated that she needed additional blogs starting in 2012, and she circulated a sign up sheet to recruit more bloggers.

Announcements

Karen Poole brought a career guide that Maricopa Community College created to share with the committee, “*Picture your future. Career Guide.*” Mr. Millman shared an Arizona Republic article, “*Unemployed Boomers may lack skills for the next job.*” A copy of the guide and the article are available for review at the Council on Aging office.

Adjournment

The meeting was adjourned by Council Chair George Evanoff at 1:37 p.m.

Next Meeting:

The next meeting of the Mature Workforce Committee of the Governor’s Advisory Council will be scheduled in January, 2012. Date and location to be determined and announced by public meeting notice posted at the GACA website: www.azgovernor.gov/gaca/. These meetings are open to the public.