



GOVERNOR'S ADVISORY COUNCIL ON AGING

MARKETING AND OUTREACH TASK FORCE
MEETING MINUTES

January 5, 2012
2:30 pm – 4:00 pm

Governor's Office on Aging
1st Floor Conference Room
1700 West Washington Street
Phoenix, Arizona 85007

Council Members & Task Force Participants Present

Roger Forrester (Task Force Chairman), Joyce Finkelstein (telephonic), Christine Bryson-Lazo (telephonic), Randy Maskell (telephonic), Joel Millman, Shawn Trobia, and William Walker.

Council Members Not Participating

None

Council Staff Present

Cathy De Lisa and Kim Jennings

Guests Present & Signing In

None

Welcome, Introductions, Review & Approval of Minutes

Chair Roger Forrester called the meeting to order at 2:31 pm. A welcome and introduction period followed. After a review of the draft minutes from the November 30, 2011 meeting, *William Walker made a motion to approve the minutes as presented; Joel Millman seconded the motion. The motion carried unanimously.*

Discussion:

Chairman Roger Forrester began by reinforcing the three needs of the Mature Workforce Committee (MWC), what the components are, and delivery mechanisms. Randy Maskell stated, and the group agreed by general consensus, that the initiative is the umbrella and the certification and the recertification, website, and the toolkit are the deliverables. Chairman Forrester stated that due to the small size of the group that it would be more beneficial to discuss the needs as a group and not have break out groups as planned.

Chairman Forrester started the discussion with the certification and recertification and he referred everyone to the handout, *Mature Workforce Committee Marketing Needs*. A copy of the handout is available for review through the Council on Aging office.

The group discussed then identified the following:

Certification and Recertification

- 1.) Stakeholders – Businesses, chambers of commerce, companies that work with One Stop Career Centers, business associations, Council of Governments (COGs) that have mature worker programs, Society of Human Resource Management (SHRM), various economic development councils, Res Care Workforce, mature workers, senior centers, and community colleges
- 2.) What to market – Website, certification and recertification, and the Arizona Mature Workforce Initiative.
- 3.) Marketing tools to use - Social media, email, website, brochure, webinars, in-person workshops, PowerPoint presentation for the speaker in a box (speakers bureau), media blast (once products are finalized), inserts in mailings, and testimonials in all aspects.
- 4.) Tasks to be completed and assignments – develop toolkit and market, goals, outcomes, timelines, nurture communication with one-stops, review documents that we already have to market, and reach SHRM.
- 5.) Outcomes – Measure results with certification numbers from prior years.
- 6.) Timeline for outcomes to be achieved – to be discussed and determined later.

Website

- 1.) Kim Jennings, GACA Staff, stated she had been in contact with Jobing.com staff and provided an update on the work she is doing on the website. The following changes are being implemented:
 - a. Update the home page and replace the existing video with You Tube video that features training or potentially highlights a certified employer as the ‘Employer of the Quarter’.
 - b. Combine the Resource/Events pages
 - c. Use the former events page for the development of the ‘toolkit’ page
 - d. Employers will be able to email the Arizona Mature Worker address request information or a speaker or gather presentational information through the speaker in a box.
- 2.) Stakeholders – Job seekers, employers, non profits that work with seniors, churches/faith based organizations helping mature workers, career one-stops, senior centers, AZ Links employment page, community colleges, and private employment agencies.
- 3.) What to market – website address, website
- 4.) Marketing tools to use – anything that is affordable
- 5.) Tasks to be completed and assignments to develop the content.
 - a. Christine Bryson- Lazo stated she would be willing to create a report about how to reach mature workers and businesses
- 6.) Outcomes – statistics from website should show an increase in the number of employers who contact the website.
- 7.) Times for the outcomes – to be determined at a later date.

Toolkit

- 1.) What are we going to market – one stop staff, website (toolkit page)
- 2.) Who are the stakeholders we are targeting – one stop staff and the same stakeholders as the certification stakeholders.

- 3.) What marketing tools will we use – one page fact sheets, community resource list, on-line links to information, electronic newsletters, in-person presentations, and web-conferencing workshops.
- 4.) What tasks must be completed and who should complete the tasks – community resource guide, develop a layout, and toolkit page.
- 5.) What outcomes should be achieved – long term is to follow up on survey by online or e-mail, hits on the webpage of the ‘toolkit.’
- 6.) When should the outcomes be achieved – to be determined at a later date.

Chairman Forrester stated that the next steps would be to summarize what we have determined today and report to the Mature Workforce Committee meeting on the 12th of January.

Break Out Groups:

Based on the extensive discussion and limited number of committee members, the group agreed by general consensus not to have break out groups.

Report Back of the Group’s Discussion:

No report backs occurred due to no break out of groups.

Next Steps

Chairman Forrester asked that the GACA staff consider a potential date for the next meeting of the group. February 16, 2012 was proposed as a potential date, and the staff agreed to work on meeting location and protocols for calling the meeting. The Committee Chairman indicated he wished to circulate a draft agenda for input as well as ideas for individual assignments ahead of the February meeting to help expedite the efforts of this group. Cathy De Lisa requested that Joel Millman prioritize the list of the documents that needed to be created from question 10 on the total survey. She referred everyone to the handout, *Total Survey Responses*. A copy of the handout is available for review through the Council on Aging office.

Announcements

None

Adjourn

The Committee meeting was adjourned by Chair Roger Forrester at 4:06 pm.

Next Meeting:

The Marketing and Outreach Task Force is scheduled to meet on February 16th at 9:30 am. Location to be confirmed and announced by public meeting notice posted at the GACA website, www.azgovernor.gov/gaca. These meetings are open to the public.