

# **Governor's Advisory Council on Aging**

## ***Possible Activities for Mature Workforce Committee's Focus in 2010***

Joyce Finkelstein, MWC Chair, asked the committee members to consider what activities they would like to see considered by the Council, for the committee in 2010. Discussion from the November 5, 2009 MWC meeting, and additional suggestions from Council and committee members, are as follows:

### **Outreach / Public Awareness for MWI in General:**

- A multi-media, statewide campaign to spread information about the Mature Workforce Initiative
- Provide speakers and information to public service media/AAAs

### **Training & Education for Job Seekers & Employers:**

- Promote trainings for mature workers and information about the Employer Certification to human resources directors
- Work to further educate several sectors/groups about the value of the mature workforce, sectors to include Education, Workforce and Economic Development
- Create a video extolling the benefits of mature workers for employers' viewing
- Create an economic development package for local Chambers of Commerce with information about mature workers in Arizona, employer services and training
- Include business and professional groups in outreach, such as Manufacturing Associations, realtors, builders, engineering groups, etc.
- Work to include statistics about 50+ workers in the "Arizona Indicators," which is developed by Arizona State University and the AZ Department of Commerce.
- Work to get more employers to post job & volunteer opportunities on MW Website

- Emphasize finding MW Friendly employers who already realize the benefits of hiring MW's & help facilitate MW's finding those employers
- Provide more education on benefits of MW's and their 'soft skills' to employers
- More training workshops/discussion for job seekers on creative ideas to get that interview leading to employment success

### **Civic Engagement/Volunteerism & the Mature Workforce:**

- Pursue civic engagement opportunities and partnerships with volunteer centers
- Co-locate mature worker employment and volunteer sites, when possible

### **Mature Worker Friendly Employer Certifications:**

- Promote Mature Worker Friendly Employer Certification through speaker bureaus and business councils
- Conduct web conferences on "best practices" for the certified Mature Worker Friendly Employers in early 2010
- Ask Certified Employers what their experiences have been, both good and bad
- Determine criteria for the re-certifying employers (from 2008) to meet, in 2010, in order to be re-certified

### **Funding Opportunities/Partnerships:**

- Explore non-governmental funding and partners
- Monies from funding partners to be directed toward assisting the MW in their job search, rather than multi-media and development packages

### **Outreach to new Partners for the MWI:**

- Identify and work with organizations that would take the responsibility for running the mature workforce program in their area. Check on where the One-Stops are located and see if they could do this.