



## GOVERNOR'S ADVISORY COUNCIL ON AGING

### MATURE WORKFORCE COMMITTEE MEETING MINUTES November 6, 2008

#### **Council Members Present**

Barry Spiker (Chair), Kati Bates, William Engler, Joyce Finkelstein, Sharon McKinley, Doyle Meredith, Bernadette Polley

#### **Committee Participants Present**

Todd Aahkus, Christine Bryson-Lazo, Julie Castro, Jan Davie, Victoria Furst, Charlotte Hodel, Jennifer Kaufman Fourness, Anne Leap, Kathy Nyetrae, Carolyn Pitre Wright, Peter Polk, Karen Poole, Maria Ramirez-Trillo, Jutta Ulrich (for Joel Millman), Chad Wentz

#### **Guests Present**

Marki McCormick, Mary Lou Nazario

#### **Council Staff Present**

Melanie Starns, Shawn Trobia, Elsa Gaynor

#### **Call to Order, Welcome, Introductions, and Approval of Minutes**

The meeting was called to order by Mr. Barry Spiker at 12:05pm. Mr. Spiker called for approval of the minutes from October 2, 2008 meeting. *William Engler made a motion to approve the minutes, it was seconded by Peter Polk. Motion passed unanimously.*

#### **Action Items Follow-Up**

Ms. Starns noted that the Employer Certification Training has started. Five companies have completed their certification training and more are scheduled for the upcoming trainings. There are many benefits to becoming certified. Certification trainings will be completed on November 20, 2008.

#### **Mature Worker Website Review – Website hosted by Jobing.com**

Ms. Shawn Trobia accessed the Mature Worker Website via the internet and reviewed the various pages with the committee members. It was noted that the website currently has about eight job positions that have been posted by employers wishing to attract mature workers. It is possible that in the future only employers that have been certified as Mature Worker Friendly Employers will be able to post positions at no cost, for a four week time period, onto the Mature Worker Website. It is our intention to have enough positions posted to be helpful to the job seekers and employers, while not posting such a large number that the listing of positions becomes too extensive, and therefore having the appearance of being less 'featured.'

Ms. Trobia then visited several other pages of the Mature Worker Website, and committee discussion followed with regard to current content and plans for future content. Group discussion included the extensive resources available to the public, and the tasks to be completed in order to get those resources posted onto the website.

Committee members were encouraged to assist with getting workforce-related events posted onto the website. The *Events* page was visited, and the opportunity for job seekers to visit this page to learn more about workshops, job fairs, and other related events was noted. Ms. Julie Castro, Arizona Department of Commerce, was thanked for her assistance in posting the events onto the website.

### **MW Friendly Employer Certification & Trainings – Status**

Ms. Starns reported that a total of 62 people have signed up for the employer training, and this number represents 40 organizations across the state. Discussion followed about the number of organizations that have registered for the training as compared to the number of organizations that originally submitted applications for the certification. The Council office has received feedback from many of the organizations that have chosen to not complete the certification process, with comments including difficulty in paying the fee (\$35.00), or dedicating three hours of their time to attend the required training.

Ms. Starns noted that due to the process in place for employers to become certified as Mature Worker Friendly, the employers that have chosen to complete the process and obtain certification is indicative of those organizations' commitment to mature workers in Arizona. The certification process, as designed by the committee participants, does require sufficient information and time commitment of the employers. Due to the productive conversations that have taken place during the training sessions that have already occurred, it appears that the first group of certified organizations will include employers that are truly committed to the tenants of the Mature Workforce Initiative.

Mr. Peter Polk, who is co-presenting at the employer sessions with Ms. Starns, continued the report. Five employer training sessions have taken place and the consistent feedback has been very positive. Employers are pleased with the sessions and many have stated that they have learned new information that will be useful to them in their workplaces. There will be two more sessions, scheduled for November 12<sup>th</sup> and 20<sup>th</sup>. Mr. Polk reported on the two formats being used for the sessions, with most sessions being delivered via webinar, and two sessions being delivered in person. Ms. Julie Castro attended one of the webinars, and was asked for her input. Ms. Castro reported that she thought the session went very well. Ms. Jennifer Kaufman Fourness also attended the in-person session held at Maricopa Community College District Office, and she commented on the resource sharing that occurred between the employers at the end of the session.

Ms. Starns thanked Mr. Polk for assisting with the employer sessions. It was noted that Roger Forrester with Pima Council on Aging/Mature Worker Connection was not able to participate in the trainings after all (as was originally planned), and Ms. Starns noted how much she appreciated Mr. Polk's willingness to assist on short notice. Due to Mr. Polk's extensive professional background, and his level of community involvement since

becoming 'retired,' his contributions and involvement as a presenter have been most welcome.

Ms. Starns reported that one of the groups of employers that have attended the sessions made an interesting suggestion – that we hold regularly scheduled follow up meetings with the certified employers, where information can be shared about successful practices within their companies. These meetings could be conducted via conference call, and would provide valuable information that would be helpful to all employers. Once the certification process has closed, staff will explore this possibility.

Barry Spiker (Chair) thanked Ms. Starns, Mr. Polk and Ms. Trobia for their work in delivering the employer training sessions.

Ms. Starns reported that a recent interview about the Arizona Mature Workforce Initiative (MWI) was conducted with *Governing* magazine. The vision and leadership within the Mature Workforce Committee was noted by the journalist. As the only state in the nation to have this certification, the Council office continues to receive inquiries for more information about the MWI from other states as well as national media.

#### **Future Meetings' Structure and Tasks**

*Mr. Spiker directed committee members to the meeting minutes from October 2, 2008, and in particular to the suggestions for committee and Council activity priorities listed on page 3.*

#### **Website Tasks**

Due to the economic changes in the workplace, it is anticipated that workers in many organizations will have increased responsibilities at their desks, and will not have as many opportunities to travel to off-site meetings. For these reasons, there will most likely be a decrease in the number of committee meetings and Council meetings in 2009. Upon Council review and approval, it is anticipated that this committee will meet every other month next year. With this in mind, committee members were asked to consider helping further the work being done, in a strategic manner. Discussion then followed about members assisting with specific tasks, and being able to provide this assistance while working at their own offices. Committee members agreed that this was a good approach to the work to be done, while also minimizing commute time and expenses to attend committee or sub-committee meetings. It was noted that workgroups would be formed as needed.

A discussion for increasing the number of new members at the committee meetings then followed, with several good suggestions made by participants. It was also noted that if the committee meetings are held once every two months, attendance may be more possible for those wishing to participate.

At this time, Ms. Jennifer Kaufman Fourness suggested that the committee consider adding the need to assist with the Mature Worker Website content to the list of committee priorities, as outlined in the meeting minutes from October 2, 2008.

## **Community Colleges**

It was noted that several community colleges across the state have expressed an interest in being involved with the development of workshops for mature workers and employers. The MWC has previously noted its goal to have a core set of workshops available at community colleges across the state. Ms. Karen Poole updated the committee on her recent activities with many organizations in the Maricopa County area. The Maricopa Community College District is working to coordinate activities that are already underway, or under discussion, with regard to trainings and workshops for job seekers and employers.

## **Chambers of Commerce**

Ms. Charlotte Hodel, Chandler Chamber of Commerce, reported on the “When Work Works” program, which encourages flexibility in the workplace, as well as recognizes employers who practice this important aspect of a mature worker friendly environment. The Chandler Chamber has met with Ms. Starns and Ms. Trobia and has expressed an interest in working closely with the Council and the Arizona Mature Workforce Initiative. The Chandler Chamber is working with the US Department of Labor - Women’s Bureau, the Business Journal, various Chambers across the state, and members of a Tucson area coalition, to name a few organizations currently involved in discussions.

The Chandler Chamber is working on various activities, including the development of coalition documents, employer trainings, an Arizona publication to showcase Certified Mature Worker Friendly Employers and Top Flexibility Employers, and the development of eight to ten coalitions across the state.

At this time, Ms. Hodel announced the upcoming launch of the *Arizona When Work Works Campaign*, which will be held on December 12, 2008. All committee members are invited to attend, and were asked to contact the Chandler Chamber of Commerce for more information. Registration is required.

## **Other Updates, New Business and Announcements**

- Ms. Victoria Furst, Life Care Centers of America, announced that the Life Care Center of Yuma was recently recognized with a Best Employer Award.
- Ms. Christine Bryson-Lazo announced the upcoming *Seniors in Action Business Alliance* meeting, which is being held on November 18 in Sedona. The meeting will focus on education and training for business owners and seniors. *At this time, Ms. Starns thanked the organizations at today’s meeting that represent the Sedona area, and have done so much to further the awareness of the value of mature workers.*
- Ms. Jan Davie, GateWay Community College, announced several upcoming events for boomers that will take place in November and December. The *Boomers’ Think Tank* and *Boomers Work Exploration* events will be submitted to the Mature Worker Website and posted on the Events page as soon as possible.

### **Action Items**

- The committee meeting dates for 2009 will be forwarded to all the committee members once they have been confirmed with the Council.
- Ms. Trobia will provide a list of specific tasks to be considered by committee members, as follow up to the discussion held today. This list will be presented at the next MWC meeting.

### **Adjournment**

Meeting adjourned at 2:05 pm.

### **Next Meeting:**

The next meeting of the Mature Workforce Committee will be held on Thursday, January 8, 2009. These meetings are open to the public.