CCoA Sponsored Forum:
Shining Stars in the Workforce - Experienced Workers

May 1, 2024, 12:45 p.m. – 2:30 p.m.
San Jose Marriott, San Jose Ballroom

VIRTUAL ATTENDANCE THROUGH ZOOM
Register in advance for this meeting:
https://us06web.zoom.us/meeting/register/tZAuce6rrzopE9DTR5vlCS2gQ8OxY6AX45-Y#/registration
After registering, you will receive a confirmation email containing information about joining the meeting and a private link.

1. **Welcome**
   Cheryl Brown, CCoA Chair

   Cheryl Renee Brown is a former Assemblywoman, publisher, small business owner, and current Chair of the California Commission on Aging who has devoted much of her life to public service. Cheryl Brown has been recognized by countless local, state, and national organizations for her work on behalf of the community in various capacities.

   From the years 2012-2016, Cheryl Brown served in the California State Assembly representing California's 47th District. Prior to her election to the legislature, Cheryl Brown served on the San Bernardino County and City Planning Commissions for 17 years.

   As an active community member, Cheryl Brown has worked with such groups as the Inland Empire Urban League, National Council of Negro Women (NCNQ), Kiwanis, Arrowhead United Way, YWCA, San Gorgonio Girl Scout Council and her church, the San Bernardino St. Paul A.M.E. where she serves as a trustee. Before being elected, she served as the president of the San Bernardino County NAACP.

2. **Opening Remarks**
   Brendalynn Goodall, Commissioner

Brendalynn Goodall's activist and social justice roots are anchored in the East Bay as a native of Oakland. Ms. Goodall is an accomplished Administrator and Social Worker with more than 30 years in the field of aging, mental health, and workforce development. Professionally retired nine years ago as the City of Oakland's, Aging & Adult Services Division Manager, she oversaw programs for elders and adults with disabilities and provided services to 4,000 vulnerable older adults annually. Commissioner Goodall's deep commitment to and engagement with aging services and policy issues, centered on principles of equity, has spanned many years. She has served on numerous boards, advisory groups and commissions. Brendalynn is an advocate and voice for elders, People of Color, and LGBTQ individuals on a local, state, and national level.

3. **Keynote Presentation: Age-Inclusive Management Strategies: Solving Old Problems with New Approaches**
Brian Kaskie, Ph.D., Professor, University of Iowa College of Public Health

The Bureau of Labor Statistics recently affirmed the American workforce is growing older. Between now and 2030, the number of employees over 55 will grow at three times the rate of those under the age of 55, and the annual increase in employees over the age of 65 will reach nearly 5.0 percent. Prior work has established a relationship between employer HR policies and desirable outcomes. With the continued aging of the workforce and the altogether new challenges presented in a post-pandemic workplace, employers have become more interested in recruiting and retaining older workers. Experienced employees bring benefits to the workplace including organizational stability and diversity of experience. The Age-Inclusive Management Strategies (AIMS) platform provides resources to employers about how to meet the specific needs of experienced workers while balancing competing organization priorities.

Learning objectives:
● Recognize how age demographic trends affect the labor force.
● Integrate age into your equity, diversity, and inclusion efforts.
● Understand the unique opportunities presented by older workers and identify best practices for recruitment and retention.
● Learn how to conduct an organizational self-assessment and select an age-inclusive management strategy to benefit your firm.

Brian Kaskie, Ph.D., Professor, University of Iowa College of Public Health, has studied the intersection between aging and work for more than twenty years. He has evaluated programs for aging workers in the states of California, Colorado, and Iowa, collaborated with the TIAA Corporation to illuminate the challenges presented by an aging academic workforce, and directed an investigation of America's older workforce for the United States Senate Special Committee on Aging. Brian currently is working in AIMS 3.0: Dissemination and Implementation across Illinois funded by the RRF Foundation in Aging.

4. **Presentation: Older Workers in the Unemployment Insurance System**
Peter Mannino, Data Analyst, California Policy Lab, University of California Los Angeles

This presentation will explore how administrative unemployment insurance (UI) and earnings data can provide insights on the experiences of displaced older workers in the labor market. Utilizing these and other administrative datasets, policymakers can better understand the challenges facing older workers and make informed decisions in their own work. We will briefly illustrate the insights these data can generate by examining outcomes among older UI claimants across different industry or demographic groups.

Peter Mannino is a Data Analyst at the California Policy Lab, where he conducts research on labor and the social safety net. His research focuses on how workers in California engage with the Unemployment Insurance (UI) system and how they fare in the labor market afterwards. To support the State of California's efforts to serve an aging population, Peter has analyzed the relative experiences of older and younger workers on UI and presented his findings to both policymakers and other researchers. In addition to UI research, Peter is partnering with government agencies to evaluate California's workforce training programs.

5. **Panel Discussion: Innovative Programs Serving Experienced Workers (1:40-2:20)**
This panel will introduce two innovative programs supporting experienced workers re-enter the workforce.

Karen Boyd, Ph.D., Economist, Director of Research, San Diego Regional Policy and Innovation Center, Older Adult Workforce Development Pilot

Karen Boyd, Ph.D. is an economist and the Director of Research at the San Diego Regional Policy and Innovation Center. In this role, she is responsible for developing, executing, and sharing actionable, equity-focused research on the region's most pressing economic, social, and environmental problems. She has published and presented research on artificial intelligence and the future of work in a variety of top-tier academic venues and was an editor for JASIST's Special Issue on "Artificial Intelligence and Work."

Karen earned her Ph.D. from the University of Maryland, College Park (2020), where she studied ethics in the curation of training data for machine learning models. She completed a postdoctoral fellowship at the University of Michigan School of Information, studying the ethical implications of automated emotion recognition algorithms designed for use in the workplace. She also has an MBA from the Rady School of Management at the University of California, San Diego (2011) and a bachelor's degree from San Diego State University.

Don M. Ambrose, President, Del Mar Healthcare, Inc.

Don is a founder and president of Del Mar Healthcare, Inc., a 501(c)(3) private foundation investing in innovative programs for older adults in San Diego and elsewhere across the United States. Don founded and operated Ambrose Capital Group, Inc. for nearly 30 years. Ambrose Capital provided financial advisory services to the older adult housing and care industry, providing equity, debt, and strategic planning for developers, owners, and operators of senior housing and healthcare facilities. Don has a B.A. in Economics from Albion College and a Master of Health Administration from the University of Michigan.

Travis Anderson, Title V Director, Los Angeles Department of Aging, Older Workers Employment Program

Travis Anderson, MPA, is the Director of the Title V Senior Community Service Employment Program and City Older Worker Employment Program for the City of Los Angeles (PSA 25). Mr. Anderson is responsible for executing, directing, and developing equal employment paid training

opportunities through meaningful community service and skills development for older workers. He is committed to serving low-income and unhoused older adults, from helping older adults navigate through the two job training programs to connecting them to other vital services towards providing a more stable income and improved quality of life. Mr. Anderson earned his Bachelor of Science Degree in Business Administrative Management at Cal State University of Los Angeles (1999) and his master's degree in public administration at Cal State University of Northridge (2008). Aside from his dedication in serving older adults, he enjoys being at his son's Amateur Athletic Union travel ball games and spending time with his daughter at the mall and watching movies.

6. **Q&A**