

# Soft Skills Committee Minutes

## Brevard Healthcare Workforce Consortium

August 30, 2017, 3:00-5:00 p.m.

### **Attendees:**

Dr. Murielle Pamphile (Keiser University) via conference call, Teri Jones (Macedonia Education Technology and Career Academy), Wayne Brown (Eastern Florida State College), Teresa Sykes (Aging Matters), Ahmanee Collins-Bando (CareerSource Brevard), Antoinette Broomfield (CareerSource Brevard), Michelle Jones (CareerSource Brevard), Wayne Brown (Eastern Florida State College) and Megan Cochran (Careersource Brevard).

### **Not In Attendance:**

Karolena De Clercq (Aging Matters), Dr. Barbara Clift (BPS-Adult Education), James Carlson (Brevard Family Partnership), Debra Wallace (Vista Manor), Dr. Paulette Howell (Eastern Florida State University), Lee-Ann Levasseur (Wuesthoff Health System), Kathleen Werbicki (Courtenay Springs Village), Corendia Tinsley (Macedonia Education Technology and Career Academy), Mary Jane Brecklin (Health First), Jerry Phillips (Macedonia Education Technology and Career Academy), Kara Anderson (Simplifying Senior Living) and Caroline Joseph-Paul (CareerSource Brevard).

### **Order of Business:**

**Introductions:** Committee Members introduced themselves.

### **Survey Results and New Surveys**

- Reviewed results of the Healthcare Vacancy Baseline and Benchmarks survey (<http://takeaimbrevard.com/wp-content/uploads/2017/07/Healthcare-Vacancy-Baseline-and-Benchmarks-Survey-Remove-Names-080217.pdf>)
  - 6 employers took the survey representing Hospital, Assisted Living Facility, Home Health Agency, Home Companion Agency and Community with Skilled Nursing/Rehab/Long Term Care/ALF and Independent Residents
  - Data for the most part showed vacancies increasing over time
  - Reasons listed for turnover fall under the following categories
    - Pay & Benefits 29% (no OT, better benefits, short pay, no or poor mileage reimbursement, low pay scale, job elsewhere pays more inside/outside of healthcare)
    - Schedule 29% (not enough hours, too many hours, work two jobs, not enough staff)
    - Soft Skills 29% (not prepared, no soft skills, first job, terminations, lazy, not computer literate)
    - Relocation 7%

- Overqualified 6%
  - Vacancies also contribute to increased costs for staffing and revenue loss when consumers are unable to be served.
  - More participation in the survey is needed for the purpose of measuring vacancy rates over time to see if Consortium efforts are impacting rates.
- Reviewed results for Behavioral-Based Expectations survey (<http://takeaimbrevard.com/wp-content/uploads/2017/07/Behavioral-Based-Expectations-Survey-080217.pdf> )
  - 8 employers took the survey, 2 employers did not hire Homemaker Companion, HHA or CNA
  - Behavioral Attributes were listed and supporting interview questions were developed
  - The attributes and questions will be used to help individuals in workforce and training programs understand the behavioral-based expectations for healthcare and be able to provide appropriate interview responses
- The Healthcare Industry Exploration Opportunity Survey was sent out 8/15/17 and results will be shared at next committee meeting
- To get increased survey responses, during the October 5 Consortium meeting, Megan will highlight the opportunity to take the surveys and show where they are and also will ask consortium members to recommend a point person for surveys in the future.

### **Time to Placement Information Broken Down by Field**

Dr. Pamphile informed that Keiser University has graduation three times a year for most programs, April, August and December. She provided information for the 2016 placement rates and explained that placement occurs typically when students have passed the licensure / boards requirements, which typically happens soon after graduation. The Medical Assisting, Nursing, BSN and Radiologic Tech programs experienced 100% placement. Radiation Therapy was 88% placement. Nuclear Med Tech was 83% placement and many students had to leave Brevard to secure employment. Occupational Therapy Assistant was 67% and now it is hard to find full time jobs in this occupation, so this program will be phased out. Dr. Pamphile indicated that soft skills training is now mandatory for many of the programs.

Wayne Brown touted the importance of soft skills. Lack of soft skills links to patient errors/outcomes and ultimately money. Students must learn how to conduct themselves in facilities to keep relationships with colleges and for students to get a job.

### **New at CareerSource Brevard - Career MAPS Workshop**

Ahmanee Collins-Bandoo discussed the new Career Maps Workshops being offered to youth, welfare transition and SNAP customers. The workshop is 24 hours in length held over 1-2 weeks. The workshop incorporates basic finances, employability skills, soft skills and job keeping skills. Customers who complete training attain a certificate and work with Staffing Specialists and Business Liaisons to help secure employment. We are in the process of conducting the workshop with 35 customers enrolled and pending outcomes, it will be made available to the general public. Customers also go through face-to-face mock interviews and use the Optimal Resume video interview which allows them to view themselves and practice.

Antoinette Broomfield shared that scholarship candidates must take the Win Soft Skills training modules in the employflorida.com Skills Assessment site and earn an 80% or higher on the corresponding assessment tests as part of the scholarship application process.

### **Talent Pipeline Efforts**

Teri Jones with Macedonia Education Technology and Career Academy – Elderly Compassionate Care Program discussed her efforts to connect community members to high demand career fields in health care. 120 individuals attended an orientation for HHA, CNA, and LPN training assistance. Attendees learned how to access scholarship resources through CareerSource Brevard and Community Action Agency to pay for training. Participating training institutions include Keiser University, Harris-Casel Institute and Horizon. Approximately 70 students made it through initial processes and 34 have submitted applications for scholarships.

Antoinette Broomfield provided an update on the CareerSource Brevard Healthcare Career Exploration event in partnership with Health First, Eastern Florida State College, Keiser University and Harris-Casel Institute that was held on July 25, 2017. Health First discussed employment opportunities and behavioral expectations. Training providers to include Eastern Florida State College, Keiser University and Harris-Casel Institute presented on their programs. CareerSource Brevard provided labor market information and scholarship resources. It was attended by 27 career seekers and some followed up with training institutions. Future events are to be held.

### **Soft Skills Toolbox – Megan Cochran**

- A grant proposal has been submitted by CareerSource Brevard for Soft skills tools and credential development and possible a SHRM or SCHRA pilot.

- A Soft Skills Toolbox document with links and contacts for soft skills resources is being put together and will be posted on the [takeaimbrevard.com](http://takeaimbrevard.com) website as a resource to employers.
- If Committee members have resources (free or fee-based) they would like to add to the Soft Skills Tool Box, please email Megan Cochran the information.

## Action Plan Development

### Taking action on Action Items to Prepare for October 5 Consortium

- **A flyer advertising the October 5 Healthcare Consortium meeting** will be included with the minutes. Committee members are encouraged to invite their professional colleagues.
- **Wayne Brown** will report out on behalf of the Soft Skills Committee
- **Megan Cochran** will provide the presentation information to Wayne Brown
- **Training partners** will be given a table for the Consortium where they can provide program information to attendees

## SOFT SKILLS COMMITTEE ACTION PLAN

June 7, 2017

Issue	Desired Outcome	Performance Measures	Challenges	Strategies and Timeline
<b>Increase interpersonal skills/work readiness skills in current and future workforce</b>	Improvement in customer satisfaction and better patient outcomes	<ul style="list-style-type: none"> <li>• Decrease in overall turnover rate within the first 90 days of employment</li> <li>• (Number to be identified) improvement in time to placement upon graduation/completion from training/</li> </ul>	<ul style="list-style-type: none"> <li>• Coordination of training among education, workforce and industry</li> <li>• Cost of training integration into all educational and workplace settings</li> </ul>	<ol style="list-style-type: none"> <li>1. Develop a Soft Skills toolbox that employers can access               <ol style="list-style-type: none"> <li>a. Focus on improving employability skills for CNA, HHA and PCT roles</li> <li>b. Employers can access resources on the <a href="http://www.takeaimbrevard.com">www.takeaimbrevard.com</a> site</li> </ol> </li> <li>2. Tool Box               <ol style="list-style-type: none"> <li>a. Explore potential access to CareerSource Brevard Employer-Based Training grants</li> <li>b. CareerSource Brevard Pre-Hire Workshops</li> </ol> </li> </ol>

		<p>educational program (educational partners)</p> <ul style="list-style-type: none"> <li>• 5% increase on consumer satisfaction may be another performance measure</li> </ul>		<ul style="list-style-type: none"> <li>c. Win Soft Skills through employflorida.com to be tested as a training/retention tool.</li> <li>d. Keiser University Seminar Series Required for new healthcare grads</li> <li>e. EFSC Seminar Series available to students</li> <li>f. Private Pay Training <ul style="list-style-type: none"> <li>i. Workplace Engagement and Empowerment by Anderson Advisory Group</li> <li>ii. Software for soft skills evaluation and development</li> </ul> </li> </ul> <p>3. Survey employers after placement</p> <ul style="list-style-type: none"> <li>a. Recommendation for educational partners when following up on student placement with employers at the 6 month mark to pose a question like "Is this employee serving consumers in a respectful and compassionate manner?" to identify any trends and to drive curriculum adjustments as necessary <ul style="list-style-type: none"> <li>i. This will be a formal recommendation to the consortium.</li> </ul> </li> </ul>
			<ul style="list-style-type: none"> <li>• Faculty and Student Buy-In to increase participation in currently offered soft skills</li> </ul>	<ol style="list-style-type: none"> <li>1. Highlight the importance of soft skills required for occupational success.</li> <li>2. Recommendation to the April 25, 2017 Brevard Healthcare Workforce Consortium that member healthcare employers list desired soft skills as leading indicators on Homemaker Companion,</li> </ol>

			<p>training provided by educational institutions</p>	<p>Home Health Aide and Certified Nursing Assistant position descriptions and vacancy announcements.</p> <ul style="list-style-type: none"> <li>a. It was recommended to replace a laundry list of skills with “hiring smiles,” or another tag line to convey organizational culture. Additional comment was to list skills, but not a laundry list. Will this information be conveyed at the October 5, 2017 Brevard Healthcare Workforce Consortium?</li> </ul> <p>3. Challenge Identified: Assessing career-seekers’ soft skills to evaluate suitability for healthcare employment</p> <ul style="list-style-type: none"> <li>a. Prove It has potential assessments</li> <li>b. What other ways can we assess career seeker soft skills?</li> </ul> <p>4. Recommendation to the Brevard Healthcare Workforce Consortium that member healthcare employers provide examples of Homemaker Companion, Home Health Aide and Certified Nursing Assistant behavioral-based expectations and interview questions to facilitate a greater understanding for educational and workforce professionals of the behavioral-based qualities desired in employees.</p> <ul style="list-style-type: none"> <li>a. The Behavioral-Based Survey is to be distributed week of July 1, 2017. Results to date will be discussed at July 19, 2017 Committee Meeting and presented to the next Consortium</li> </ul>
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				<p>meeting on October 5, 2017</p> <p>5. Recommendation to the Brevard Healthcare Workforce Consortium on April 25, 2017 that member healthcare employers partner with member educational institutions, CareerSource Brevard and community-based organizations to integrate employer visits to educate students/participants regarding employer behavioral-based expectations</p> <p>a. Healthcare Career Exploration Workshop scheduled on July 25, 2017 is an opportunity for employers to educate participants regarding employer behavioral-based expectations.</p> <p>b. What other ways can this happen?</p> <p>6. Explore inclusion of soft skills necessary for career success in educational program promotional materials to align with recommendation to the Consortium for employers to list soft skills as leading indicators – Future Committee Meeting.</p>
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