



The Brevard Healthcare Workforce Consortium

Healthcare Sector Strategy

- **The Healthcare Sector Strategy** is a local, employer-driven partnership of the healthcare industry, education and training, workforce development and other stakeholders that focus on the workforce needs of healthcare employers in the Brevard County labor market.



Brevard Healthcare Workforce Consortium Vision

Brevard County produces skilled, available talent to meet the current and future needs of local healthcare industry organizations.



Consortium Values

- A Strong Healthcare System
 - Has a local pipeline of skilled, available talent
 - Provides employment opportunities with sustainable wages or career ladders to self-sustaining wages for local workers
 - Is vital to the local economy
 - Is in the best interest of all Brevard County Citizens





Brevard Healthcare Workforce Consortium Committee Work

Committee Reports

- Three Committees
 - Soft Skills
 - Education, Training and Technology
 - Staffing





Soft Skills Committee

ISSUE BEING ADDRESSED

Increase interpersonal skills/work readiness skills in the current and future workforce



Committee Initiatives

- Development of a Tool Box for employers
- Listing soft skills as leading indicators of success
- Increased exposure to healthcare work environment



Follow-Up to the Recommendation for the Consortium from April 25, 2017

- Consortium industry partners provide examples of Homemaker Companion, Home Health Aide and Certified Nursing Assistant behavioral-based expectations and interview questions
 - The Behavioral-Based Expectations Survey was sent out in August, 2017
 - 8 responses were received and of the 8, 3 employers hire Home Health Aide and 4 employers hire Certified Nursing Assistants

Behavioral-Based Expectations Survey Results

- Most Important behavioral-based competencies for a Home Health Aide
 - Dependable
 - Ability to work independently in fast-paced environment
 - Respect for elders / Compassionate
 - Ability to communicate effectively / speaks clearly
 - Courtesy for co-workers / team player/ ability to establish and maintain working relationships

Behavioral-Based Expectation Survey Results

Interview questions to assess behavioral-based competencies

Q. Do you know what a live in assignment is?

A. Live in aides get to sleep hourly, aides do not

Q. Explain your ability to work in a fast-paced environment.

A. Superior – gives examples of 3 or more examples of multi-tasking

Q. If you did not know a resident's name what would you call them to refer to them?

A. Sir, Ma'am

Behavioral-Based Expectation Survey Results

Interview questions to assess behavioral-based competencies

Q. Client requests you pick up bread, milk, eggs and gives you cash for it.

A. Politely refuse and contact my manager or office

Q. Tell me about your organizational skills and how you have used them in the past.

A. Superior – able to give examples of organizational skills and usage in the past

Q. If a resident is not willing to dress, what would you do?

A. Wait a few minutes and re-approach

Behavioral-Based Expectations Survey Results

- Most Important behavioral-based competencies for a Certified Nursing Assistant
 - Good judgement skills
 - Same as Home Health Aide
 - Skilled and high care standards
 - Polite / respectful
 - Able to lift 50lbs alone
 - Understanding & patient demeanor
 - Responsible / dependable and reliable
 - Ability to complete documentation

Behavioral-Based Expectation Survey Results

Interview questions to assess behavioral-based competencies

Q. Client has a fall and appears distressed, what will you do?

A. Do not move on my own call 911 then contact my supervisor

Q. If a resident told you “ I want to go home” how would you respond

A. Is there anything I can do for you now to make you feel more comfortable?

Q. Your client is on hospice and you see a change in their condition.

A. Contact Hospice first then call my supervisor

Q. If a resident insisted they had not eaten right after lunch, and you knew they ate, how would you respond?

A. What can I get you to eat that you would like?

Soft Skills Tool Box

- The Committee is working on a Soft Skills Tool Box for employers
 - Assessments
 - Pre-hire workshops
 - After hire supports



Soft Skills Tool Box Assessments

- **PROVE IT!®** assessments offered through CareerSource Brevard at no cost to Brevard businesses, is a nationally respected assessment tool that identifies qualified candidates through tests created by subject-matter experts.



Soft Skills Tool Box

Pre-hire Workshops

- Educational partners are providing soft skills training for students
- CareerSource Brevard offers program based soft skills training, weekly workshops and one-on-one coaching



Soft Skills Tool Box After Hire Supports

- Community Partners offer portable Soft Skills training that can be customized to fit business needs
- Additional links to free online resources are available for employers to access
- The Soft Skills Tool Box is located in takeaimbrevard.com –Healthcare / Resources

Increased Exposure to the Healthcare Work Environment

- We encourage Member Healthcare employers to partner with member educational institutions, CareerSource Brevard and Community Based organizations to integrate employer visits to educate students/participants regarding employer behavioral-based expectations





Education, Training and Technology Committee

ISSUES BEING ADDRESSED

1. Current Brevard pipeline of CNAs, LPNs and RNs does not produce enough talent to fill local employer needs
2. Retention of healthcare-oriented students in Brevard County
3. Attraction of Nursing Faculty to fill vacancies
4. Alignment of classroom technology with technology required in varying environments

Committee Initiatives

- 360 Degree survey for clinicals
- Educational enrollment vs. capacity survey
- Mentoring of new employees
- Career mapping web-based tool
- Increasing local clinical capacity
- Increase awareness of nurse faculty vacancies



Follow-Up to the Recommendation for the Consortium from April 25, 2017

Consortium industry partners complete the Job Shadowing and Volunteer Opportunities Survey (renamed Healthcare Industry Exploration Opportunity Survey).

- Survey was sent out on 8/15/17
- 8 responses were received, 7 from the Healthcare Industry and 1 from Education and Training partner



Healthcare Industry Exploration Opportunity Survey

- Results from the Healthcare Industry Exploration Opportunity Survey
 - 5/8 offer occupation shadowing opportunities
 - 5/5 offer opportunities to Students 18+ enrolled in healthcare related course of study
 - 4/5 offer opportunities to career-seekers and job applicants 18+
 - 1/5 offer opportunities to students under 18

Healthcare Industry Exploration Opportunity Survey

Shadowing opportunities...

- Are available year round
- Are promoted via presentation to students, website, information provided to applicants and word of mouth
- Can be 1-2 hours in length depending on the occupation
- Can be requested through website application, letter or in person

Healthcare Industry Exploration Opportunity Survey

- 5/8 offer volunteer opportunities
 - 4/5 to anyone over the age of 18
 - 1/5 to students 16 or older
 - Other response- students 13 years and older- supervised through the activity department
- Special requirements for volunteering
 - 100% require Drug Test and Level II Background Screening
 - 50% require Letters of Recommendation and High School Transcripts
 - 25% require Specific GPA Attainment and College Transcripts

Healthcare Industry Exploration Opportunity Survey

- Positions offered that do not require experience or training
 - Dietary positions – Cooks, Aides
 - Housekeeping/Laundry
 - Receptionist Customer Service Rep
 - Lab Assistant
- Positions offered full time, part time, 1st and 2nd shift, weekends, some Per Diem
 - 5/5 Adults 18+ with high school diploma or GED
 - 1/5 Students 16+
 - 1/5 Adults 18+ no high school diploma or GED

Follow-Up to the Recommendation for the Consortium from April 25, 2017

Local healthcare organizations maximize the availability of exceptional student experiences within their organizations.

- Additional contributions were made to this recommendation.
 - Questions for Brevard Public Schools Nursing Assistant Students
 - 360 Degree Survey



Questions for Brevard Public Schools Nursing Assistant Students

- Approximately 40 Seniors from Melbourne High and Titusville High were surveyed (results are posted in takeaimbrevard.com – Healthcare Staffing section)
- Questions were related to student perceptions on Nursing Assistant, LPN and RN occupations
- Feedback is being shared to improve experiences and encourage retention of students in Brevard County



360 Degree Survey

- Recommend clinical sites develop and formalize a feedback loop and program improvement process through surveys to students, host members, and Clinical faculty
- Recommend all clinical sites develop a recognition program for high achieving students, hosts and faculty
- Develop a formal feedback loop through survey of Brevard Public School and post secondary students in fall and spring to see trends to drive cultural change.



Healthcare Career Exploration Opportunity for Educators

February 8, 2018 Brevard Public School's Curriculum Contacts Meeting will be hosted by Health First and Hibiscus Court ALF and Memory Care

- Approximately 40-45 Assistant Principals and curriculum staff will attend the meeting
- A healthcare industry panel will discuss occupational needs
- A facility tour will be arranged and Q & A session



Recommendation from the Education, Training and Technology Committee

Consortium industry partners offer **peer mentoring** for newly employed healthcare training graduates.





Staffing Committee

ISSUES BEING ADDRESSED

1. Recruitment and retention of Homemaker Companions, Home Health Aides, Certified Nursing Assistants and Practical Nurses
2. Recruitment and retention of experienced Registered Nurses
3. Recruitment and retention of new-to practice Registered Nurses

Committee Initiatives

- Branding campaigns
- More exposure to healthcare career fields
- Upskilling existing workers
- Strategies to extend careers



Follow-Up to the Recommendations for the Consortium from April 25, 2017

- Consortium industry partners complete the Healthcare Vacancy Baseline and Benchmarks Survey to establish baseline data and report annually to benchmark any improvement.
 - The survey was sent out the first week in July, 2017
 - 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

Healthcare Vacancy Baseline and Benchmarks Survey

Current overall employee vacancy rate
13%
50%
30%
10%
We use 25% agency

Healthcare Vacancy Baseline and Benchmarks Survey

What was your overall vacancy rate for past years?

2016
50%
10%
20%
25%

2015
40%
5%
10%
28%

Healthcare Vacancy Baseline and Benchmarks Survey

- Reasons listed for turnover fall under the following categories
 - Pay and Benefits 29%
 - Schedule 29%
 - Soft Skills 29%
 - Relocation 7%
 - Overqualified 6%

Healthcare Vacancy Baseline and Benchmarks Survey

- Cost of turnover to the organization

Temporary Staffing Use

\$300 per employee

\$25,000 per month

Business Impact

Unable to serve 8 consumers

\$500,000 lost revenue

Branding Campaign

- Local campaign focus is to promote healthcare careers / healthcare training
 - Promote critical occupations of Senior Companion, HHA, CNA, LPN and RN
 - Use feedback from BPS Survey to craft campaign
- Grassroots career ladder awareness campaign
 - Committee members spearhead outreach plan
 - Non-paid outreach campaign engaging consortium members to share via social media



Branding Campaign

- Shared resources have been developed for out of area recruiting
 - Community and Talent Attraction Resources
 - Partner Placement Services Flyer





Partner Placement Services

CAREER CENTERS

TITUSVILLE:
2323 S. Washington Ave., Ste. 102
(Appointments Available)

ROCKLEDGE:
295 Barnes Blvd.

PALM BAY:
Country Club Plaza
5275 Babcock St. NE, Ste. 8B

Days/Hours of Operation
MONDAY-THURSDAY
9am-6:00pm
& **FRIDAY** 8am-12pm

careersourcebrevard.com

CALL (321) 504-7600

An EQUAL OPPORTUNITY employer program.
Auxiliary aids and services are available upon request to individuals with disabilities. All voice telephone numbers on this document may be reached by persons using TTY/TDD equipment via the Florida Relay Service at 711.

Looking for a job in Brevard County due to your partner's work relocation? We can help!



Partner Placement Services

Job Search Assistance:

- Labor Market Information
- Resume Assistance
- Interview Preparation
- Referral to Local Job Openings
- Access to Copier, Computers, Fax

Additional Services:

- Entrepreneurial Resources, Support and Referral
- Veteran's Employment Assistance
- Community Resource Workshops

Virtual Services Available Before You Arrive:

- Check out our full compliment of online resources located at www.careersourcebrevard.com
- Get started on your resume and interview preparaton at <http://careersourcebrevard.com/job-seekers/job-search-preparedness/resumes>

Contact pps@careersourcebrevard.com for more information or to request assistance

To expedite receipt of individualized assistance and to view current job postings, please create a user account at www.employflorida.com

Contact us at careersourcebrevard.com or call (321) 504-7600



For daily Hot Jobs and other updates:

- [facebook.com/careersourcebrevard](https://www.facebook.com/careersourcebrevard)
- [linkedin.com/company/careersourcebrevard](https://www.linkedin.com/company/careersourcebrevard)
- twitter.com/csbrevard
- [youtube.com/careersourcebrevard](https://www.youtube.com/careersourcebrevard)



Branding Campaign

Central recruiting website proposal

- Hosted by CareerSource Brevard
 - Modeled after Engineering Recruitment site which supports built in links to website sponsors
<http://engineers.careersourcebrevard.com/>
 - Funneled to CSB recruiters who are familiar with various healthcare work settings, culture, etc.
 - Work with each individual to match customer needs with workplace fit



More Exposure to Healthcare Careers

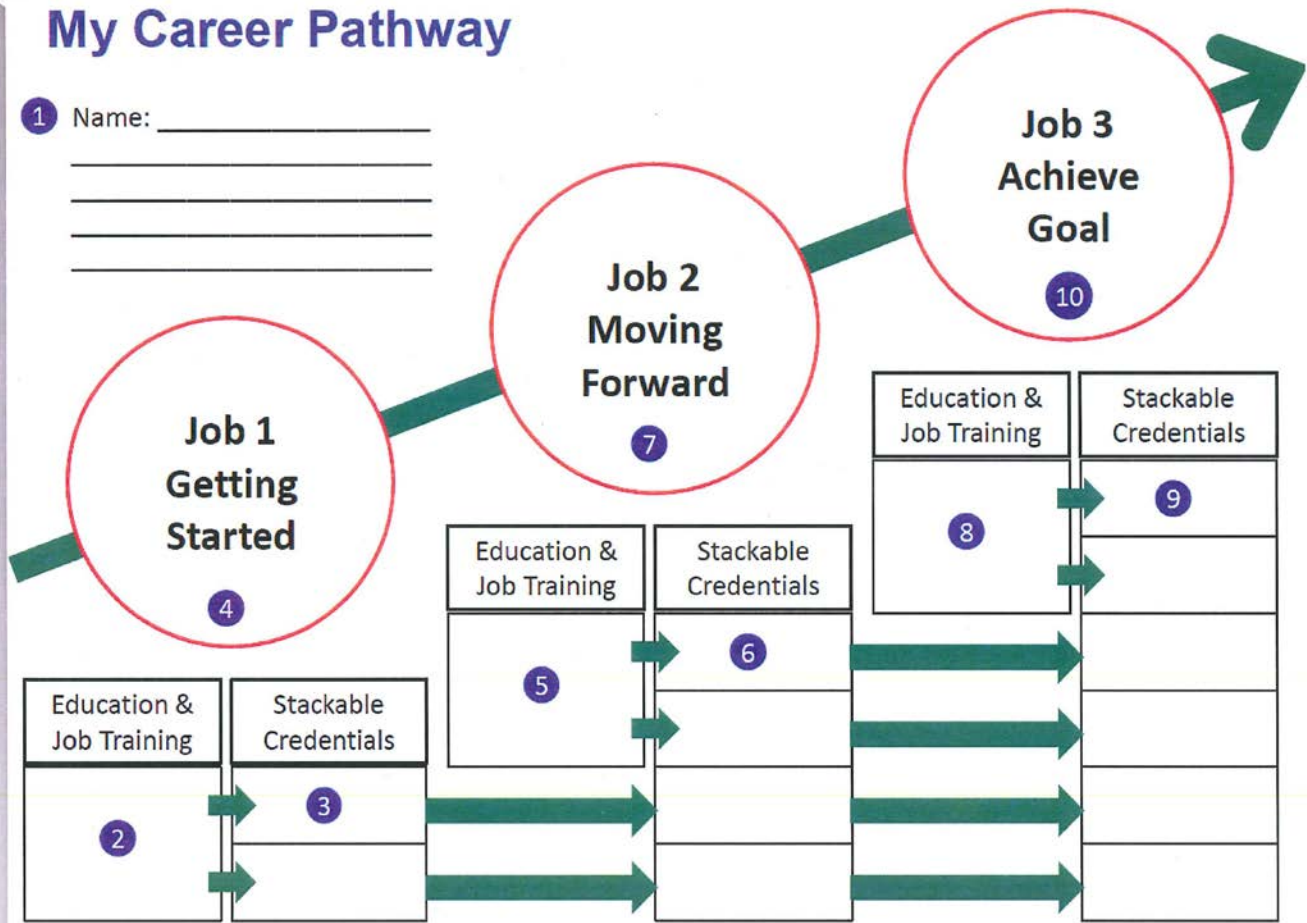
- Healthcare Career Exploration Workshop
 - In partnership with CareerSource Brevard, Health First, Eastern Florida State College, Harris-Casel Institute and Keiser University
- Healthcare Industry Survey Results
 - Further review and action planning

Upskilling Existing Workers

MERCY HEALTH

My Career Pathway

1 Name: _____



Strategies to Extend Careers

- Offer part-time employment
- Offer varying shift lengths (4, 6 , 8, 10 & 12 hours)
- Offer flexible schedule to those working toward BSN
- Move into other less strenuous employment such as case management and combine with mentorship of less experienced nurses
- Provide pay experience differentials



Training Information

Apprenticeship Opportunities in Healthcare

- **Guest Speakers, Steven Lindas, Apprenticeship Training Representative (ATR) and Stephen Seville, ATR, Florida Department of Education**



Workforce Training Resources

- Jennifer Lasser, Industry Relations Manager and Sheryl Cost, Business Liaison, CareerSource Brevard



Break Out Sessions

- Review Committee Recommendations and issues of focus for Committees
- Brainstorm ideas to further focus issues
- Any urgent issues to be addressed in the future



Recruiting Opportunity

Veteran's Job Fair, Wednesday

November 8, 2017, 10am

CareerSource Brevard, Palm Bay



Upcoming Committee Meetings

- Soft Skills Committee 11/15/17 8am – 10am
- Education, Training and Technology Committee 11/16/17 8am – 10am
- Staffing Committee 11/9/17 8am – 10am
- EFSC Healthcare & Life Sciences Industry Advisory Council 11/7/17 8:30am – 10am

Adjourn

- Please complete the Consortium survey and hand to CareerSource Brevard staff
- If you would like to serve on a committee, please complete the Committee Member Interest Form and hand to CareerSource Brevard Staff

