

Staffing Committee Minutes

Brevard Healthcare Workforce Consortium

November 10, 2017, 8:00 – 10:00 a.m.
Location: CareerSource Brevard Conference Room

Attendees

Via conference call, Dr. Frances Iacobellis (UCF – College of Nursing), Jeff Jurinak (Health First), Teri Robotti (PSA Healthcare), Richard Rossell (Health First), Cindy Mitchell (Visiting Angels), Denise Biondi (CareerSource Brevard), Sheryl Cost (CareerSource Brevard), Gary Sulski (CareerSource Brevard), Michelle Jones (CareerSource Brevard), and Megan Cochran (CareerSource Brevard).

Not In Attendance

Debbie Holland (Health First Center for Learning), Kara Anderson (Simplifying Senior Living), Heidi Kuchenbacker (Hibiscus Court), Jeff Arnott (Brevard Public Schools – Adult Education), Debra Wallace (Vista Manor), Gail Kroen (Wuesthoff Health System), Anita Stremmel (Department of Health – Brevard), Joe or Amarilis Gitto (BrightStar Care), Derek Ganary (Consulate Health), Christine Hoffner (Solaris Healthcare Merritt Island), Vianelis Martinez (Champion Home Health Care), Lisa Turner (Wuesthoff Health System).

Order of Business

Roll Call and Introductions

Megan Cochran welcomed new members Cindy Mitchell and Richard Rossell.

Puerto Rican evacuees entering Brevard County was added to the agenda. United Third Bridge is coordinating relief efforts. Evacuees are in need of food, clothing, transportation, shelter and employment. Contact utblopez@aol.com or call 321-557-4470.

Reviewed small group discussion feedback from Brevard Healthcare Workforce Consortium

<http://takeaimbrevard.com/wp-content/uploads/2017/10/Healthcare-Consortium-Group-Notes-October-2017.pdf>

Soft Skills feedback from the consortium small group discussions was reviewed by committee members.

- Megan Cochran reported, colleague Tina Berger submitted a proposal and CareerSource Brevard was awarded a Soft Skills grant that will have SHRM review different training software to determine the best. Candidates will take

the training and follow on research to see if improvements in hiring/retention occur. Follow on grant will drill soft skills down to industry sector needs.

- Jeff Jurinak recommended gamification of soft skills training and used Chick-fil-A as a customer service standard to work toward.
- Cindy Mitchell recalled helping a candidate get her health documents organized and suggested training preparation should include organization.
- Frances Iacobellis informed UCF nurse training includes a Professional Roles course that is reinforced in the clinical setting. She also stated UCF is seeking additional Clinical sites in Brevard County for their nursing program. (Email address is frances.iacobellis@ucf.edu if you have recommendations for clinical sites)
- Teri Robotti recommended employment orientation is crucial as well to success.
- Richard Rossell informed when a company closed and was transitioned to Health First, he noticed many long term employee caregivers did not possess needed computer skills.
- Concern was raised if soft skills are being addressed in high schools.

Talent pipeline needs feedback from consortium indicated I.T. occupations were also in demand.

- Gary Sulski, I.T. Sector Strategy Program Manager was introduced. He facilitates the American Promise Grant, which is to help with talent pipeline I.T. certification training. This training is directed to young population not plugged into colleges, incumbent workers, and downsized/unemployed workers. This grant can be a resource for employers and career seekers. (email address is gsulski@careersourcebrevard.com for more information)

Consortium group discussion determined there is an interest for Apprenticeship programs for Medical Assistants. Megan Cochran will be convening interested employers, training providers and workforce members in late January. (email mcochran@careersourcebrevard.com if you would like to participate in this meeting)

Survey feedback from Consortium meeting – <http://takeaimbrevard.com/wp-content/uploads/2017/11/Brevard-Healthcare-Workforce-Consortium-Meeting-Survey.pdf>

- Early March 2018 next Consortium meeting
- Nurse retention, issues impacting retention

- Frances Iacobellis stated nurse to patient ratio needs to be addressed
- It was brought up that Medicaid funded care pays less money for staffing than Medicare and that is being addressed through lobbying efforts
- Retention was cited several times and recommend Staffing committee put together actions
 - Sheryl Cost informed CareerSource Brevard will be putting on a Retention Business Learning Event for all industry sectors

A Healthcare Virtual Career Chat was held on 11/8/17 at CareerSource Brevard center locations and Workforce centers in Texas. Teri Robotti volunteered and represented PSA Healthcare home health careers. Employers from Texas represented hospital careers and rehabilitation center careers. Virtual Career Chat was supplemented locally with handouts highlighting career exploration and training provider program information. In addition, follow up appointments to meet with a Staffing Specialist were provided for assistance with training and employment. Teri stated this was a forward moving way for career exploration.

Branding Campaign Update

- Local campaign to connect pipeline to training/certification resources -Megan Cochran provided mockup of business cards and flyers directing individuals to CareerSource Brevard for training and employment services. These tools can be used by healthcare employers to connect non-qualified applicants to resources.
- CareerSource Brevard for Out of Area Talent Attraction Campaign – Denise Biondi informed she received \$17,500 for an outreach campaign for the Healthcare Sector. She needs input from employers regarding the change drivers that drive nursing talent to relocate to our area and where they are from. Would like to use healthcare logos that link to employer websites in advertising to help garner interest. A CareerSource Brevard Recruiter will engage candidates and connect to companies based on skills and desired occupational schedule and work settings.

Nursing Grant Award

Based on consortium needs for CNAs, PCAs, and LPNs and that these training programs are not at capacity enrollment, a Career Pathways grant proposal was submitted. CareerSource Brevard was awarded \$225,500 scholarship dollars to train 20 CNAs to LPNs and train 20 CNAs or PCAs. Macedonia Education Technology Career Academy (Teri Jones, tmack8873@gmail.com) will help with recruiting candidates. For

information on training scholarships, contact Megan Cochran (mcochran@careersourcebrevard.com or 321-394-0543).

- Jeff Jurinak recommended scholarship candidates go through a thorough vetting process to insure scholarship money is going to candidates that will result in successful outcomes. Is there an online assessment that can predict this?

Action Plan Development

- Recommendation from consortium meeting to also address retention issues
- An action item was given for industry partners, staffing specialists and METCA to work on training suitability measures to insure scholarship recipients have a successful outcome.

Identify Next Steps for the Committee

Next meeting to be held in January 2018

STAFFING COMMITTEE ACTION PLAN November 10, 2017

Issue	Desired Outcome	Performance Measures	Challenges	Strategies and Timeline
Recruitment and Retention of Homemaker Companions, Home Health Aides, Certified Nursing Assistants and Practical Nurses	A robust pipeline of new and experienced LPNs and CNAs, HHAs and Homemaker Companions for employers	<ul style="list-style-type: none"> • Increased awareness among healthcare providers and educational institutions regarding employer needs and education program output • Partnerships built among employers, educational partners, workforce 	Filling part-time needs <ul style="list-style-type: none"> • Low Pay • No benefits Low Pay in some settings	<ol style="list-style-type: none"> 1. Vacancy Benchmarks <ol style="list-style-type: none"> a. Results are posted http://takeaimbrevard.com/wp-content/uploads/2017/07/Healthcare-Vacancy-Baseline-and-Benchmarks-Survey-Remove-Names-080217.pdf b. Determine how to use the data to establish goals and areas of focus. 2. Branding campaign <ol style="list-style-type: none"> a. Promote critical occupations of Senior Companion,

		<p>and other stakeholders to facilitate talent development and maximize current available talent</p> <ul style="list-style-type: none"> • Provision of current vacancy data by employers • Reduction of vacancies • Reduction of business lost due to staffing limitations 		<p>Home Health Aide, CNA, LPN and RN</p> <ol style="list-style-type: none"> Local Campaign to promote healthcare training Out of area campaign to attract RNs and more <ol style="list-style-type: none"> Job Shadowing/Volunteer Survey <ol style="list-style-type: none"> Survey was disseminated on or about 8/15/17 Staffing Committee will review and develop strategies Survey BPS students in Healthcare programs to gain insight regarding future plans. BPS CTE has committed to sending survey in early November and late Feb/early March to capture information on exiting students and to allow time for staffing strategies to be implemented. Request to transition CNA Compensation strategy from ET&T Committee to the Staffing Committee
Issue	Desired Outcome	Performance Measures	Challenges	Strategies and Timeline
Recruitment and retention of experienced nurses (RNs and BSNs)	A robust pipeline of experienced nurses focusing on those with specialty experience	Reduction in RN/BSN vacancies	<ol style="list-style-type: none"> 1. Retirements 2. Nurses can make more in a traveling nurse role 3. Difficulty in moving nurses in critical specialty roles into less 	<ol style="list-style-type: none"> 1. Market RN refresher courses to individuals whose licenses may be inactive (Maybe a “we need you” campaign) 2. Develop a Retention Recommendations Tool Box for takeaimbrevard.com

			<p>strenuous positions</p> <ol style="list-style-type: none"> 4. Expense of obtaining BSN 5. Difficulty in working while obtaining BSN 6. Identifying inactive nurses and how to reach them 	
Issue	Desired Outcome	Performance Measures	Challenges	Strategies and Timeline
Recruitment and retention of new-to-practice Registered Nurses				Needs further development