

Staffing Committee Minutes

Brevard Healthcare Workforce Consortium

January 17, 2:30 pm – 4:30 pm

Location: CareerSource Brevard Conference Room

Attendees

Jeff Jurinak (Health First), Teri Robotti (PSA Healthcare), Richard Rossell (Health First), Cindy Mitchell (Visiting Angels), Nancy Cook (FL Dept. of Health), Denise Biondi (CareerSource Brevard), Sheryl Cost (CareerSource Brevard), Murielle Pamphile (Keiser University), 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 (Rockledge Regional Medical Center), 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 (Rockledge Regional Medical Center).

Order of Business

Roll Call and Introductions

Megan Cochran welcomed new member Nancy Cook.

Branding Campaign Progress

Local campaign to connect pipeline to training/certification resources through the Nursing Career Pathway Training Grant.

- Megan Cochran reported, METCA, a grant partner is hosting a recruitment fair tonight for individuals interested in scholarship assistance for CNA, PCA or LPN training. Candidates will be pre-screened for grant eligibility requirements and referred to CareerSource Brevard for scholarship eligibility process. The hope is to increase training program enrollments, thus increase talent pipeline locally. A concern was raised regarding candidate suitability. It was explained CareerSource Brevard uses formal assessments to include TABE (diagnostic test to determine a person's skills and aptitudes) and CareerScope (a standardized interest and aptitude assessment) along with general information to determine suitability for training.
- Sheryl Cost shared that METCA is located in south Brevard County, so CareerSource Brevard will conduct another Healthcare Career Exploration

workshop in the Titusville Career Center. She will also be contacting employers to see if they have CNAs who would like to advance to LPNs.

- Richard Rossell informed TD Bank may help with gap between grant and cost of school.

Denise Biondi provided an update on the progress of the out of area talent attraction campaign. Discussion ensued regarding cities and states to target for the campaign. She asked industry partners to share videos and employee pictures with testimonials on why they like working and living in Brevard county. The campaign should kick off in February.

Chick-fil-A Customer Service Standard

At the last meeting, Chick-fil-A's customer service standard was highlighted. The committee reviewed two training videos for Chick-fil-A.

<https://prezi.com/bge-ua75yags/reciepe-for-se/>

<https://www.youtube.com/watch?v=2v0RhvZ3lvY>

Career Pathways Model Input

As part of the local outreach strategy to connect individuals to training, the development of a career pathway model to show career progression in healthcare was discussed. This will be funded through a portion of the outreach dollars assigned to the Nursing Career Pathway Training grant. The thought was to develop models showing occupational advancement in specific career fields. Jeff Jurinak stated that Health First helps staff with their career advancement on an individual basis and that not all paths are linear. Further research will be conducted on the model to determine the best information to provide at the lowest cost.

Certified Nursing Assistants – Retention Strategies

Megan Cochran provided feedback from the Education, Training and Technology Committee that CNA graduates are not sticking with employment. It was suggested younger, inexperienced may not possess the needed soft skills. Cindy Mitchell stated she requires one year experience because they prefer not to hire straight out of school. In Assisted Living vs Home Health, 12-16 people on a shift vs 1 person. HHAs sign up with multiple agencies to get enough hours, but this creates scheduling problems.

Planning for March 7, 2018 Brevard Healthcare Workforce Consortium Meeting

It was determined that Jeff Jurinak will provide the committee report. The committee was in agreement to highlight the committee recommendations and post them on the takeaimbrevard.com/healthcare site under the resources tab. In addition, committee members reviewed and approved Serving Our Sisters Spiritual Food to have their

information at the consortium meeting. Finally, contributions were made for small group discussion prompts to include soft skills, building the talent pipeline and recruitment of training candidates.

Identify Next Steps for the Committee

Next meeting to be held in April 2018

STAFFING COMMITTEE ACTION PLAN January 17, 2018

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 and other stakeholders to facilitate talent development and maximize current available talent • Provision of current vacancy data by employers 	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://takeaimbreva.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, Home Health Aide, CNA, LPN and RN b. Local Campaign to promote healthcare training c. Out of area campaign to attract RNs and more 3. Job Shadowing/Volunteer Survey <ol style="list-style-type: none"> a. Survey was disseminated on or about 8/15/17

		<ul style="list-style-type: none"> • Reduction of vacancies • Reduction of business lost due to staffing limitations 		<p>b. Staffing Committee will review and develop strategies</p> <p>4. 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.</p> <p>5. Request to transition CNA Compensation strategy from ET&T Committee to the Staffing Committee</p>
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 strenuous positions 4. Expense of obtaining BSN 5. Difficulty in working while obtaining BSN 6. Identifying inactive nurses and how to reach them 	<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

Issue	Desired Outcome	Performance Measures	Challenges	Strategies and Timeline
Recruitment and retention of new-to-practice Registered Nurses				Needs further development