

Staffing Committee Minutes

Brevard Healthcare Workforce Consortium

April 20, 2018

Location: CareerSource Brevard Conference Room

Attendees

Jeff Jurinak (Health First), Teri Robotti (PSA Healthcare), Richard Rossell (Health First), Cindy Mitchell (Visiting Angels), Sheryl Cost (CareerSource Brevard), Murielle Pamphile (Keiser University), and Megan Cochran (CareerSource Brevard)

Not In Attendance

Debra Wallace (Vista Manor), Denise Biondi (CareerSource Brevard), Amber Silverthorn (Life Care), Ken Van Dyck (Life Care Center of Melbourne), Heidi Kuchenbacker (Hibiscus Court), Jeff Arnott or Anna Ryan (Brevard Public Schools – Adult Education), Gail Kroen (Rockledge Regional Medical Center), Anita Stremmel or Nancy Cook (Department of Health – Brevard), Joe or Amarilis Gitto (BrightStar Care), Kristin Kruz (Champion Home Health Care) Derek Ganary (Consulate Health), Samantha Miller (Palm Cottages), Yolanda Ryan (Anchor Care Rehabilitation), and Frances Iacobellis (UCF College of Nursing)

Order of Business

Roll Call and Introductions

Megan Cochran welcomed committee members.

Pre-meeting Discussion

Teri Robotti, Richard Rossell and Cindy Mitchell all expressed concerns over the declining candidate pool. They believe there is a marked decrease in candidates even from last month and Jeff Jurinak agreed.

- Prometric has a back-log, so certification/licensure reciprocity is delayed.
- Teri said it is especially difficult to locate talent in northern Brevard County. Megan offered that Titusville area high school Nursing Assistant students often attend Daytona State College and which may be a hiring resource for Northern Brevard.
- Dr. Pamphile stated they had 150 job seeking students at the Keiser Job Fair, which included the public and students. Most of their participating employers were from Healthcare, so there are many employers competing for skilled workers. Dr. Pamphile offered employers opportunities to speak with her healthcare students to share about work opportunities and can coordinate through her.

- Richard Rossell informed staffing personnel are sometimes not well received by Assisted Living Facility existing workers, who perceive them as responsible for loss of overtime.
- Megan Cochran referred to the Healthcare Vacancy Baseline and Benchmarks Survey conducted in July 2017 which had only 6 responses and offered to craft a survey that would be more user friendly in order to capture current hiring trends.

Review Feedback from March 7 Brevard Healthcare Workforce Consortium Meeting
 Meeting Summary <http://takeaimbrevard.com/wp-content/uploads/2018/03/Brevard-Healthcare-Workforce-Consortium-March-Meeting-Summary.pdf> - highlights were noted

- 46 participants representing 30 organizations and 12 interested in serving on one or more committees

Group Discussion Prompts Feedback <http://takeaimbrevard.com/wp-content/uploads/2017/06/Group-Discussion.pdf>

- Talent pipeline needs other than current focus included Medical Assistants, Respiratory Therapists, Administrative/Front Desk staff or anything related to allied health

Survey Results <http://takeaimbrevard.com/wp-content/uploads/2018/03/March-7-Consortium-Survey-Feedback.pdf>

- 24 surveys received, most had favorable reviews
- Changes incorporated for the next consortium meeting include having a time keeper, changes to slides to make them less busy, add a break to the agenda, promote more networking time and may not have a key note speaker but instead have breakout sessions.
- Talent pipeline topics should include retention, recruitment and placement preparation

The Education, Training and Technology Committee members recommended to hold the next Brevard Healthcare Workforce Consortium meeting in late August. A proposed date to hold the next meeting is August 28, 2018.

Educational Capacity vs Enrollment

The committee members reviewed the Educational Capacity vs Enrollment data for Eastern Florida Community College, Harris-Casel Institute and Keiser University. CNA and LPN classes are below capacity. It was also noted that there is a high demand for Medical Assisting and EFSC is not meeting enrollment capacity. Dr. Pamphile stated they offer day and evening options for Medical Assisting and open enrollment.

Certified Nursing Assistant – New Grad Job Retention Issues

Earlier it was stated that Hobby Lobby pays their workers \$15 per hour, so it is hard to retain Certified Nursing Assistants when retail pays more. Wage data for CNAs was reviewed:

2017 Wage Estimates Brevard County Entry: \$10.91 Median: \$12.28 (source Florida Occupational Employment and Wages Brevard County). Sheryl Cost offered to provide labor market statistics/occupational salary information for employers to help with salary comparison and encouraged employers to report salary information with new hire reporting for jobs posted in employflorida.com.

Branding Campaign Update

Committee members reviewed updates for the local branding campaign.

- Web-Based Interactive Career Map for Nursing Under construction

<https://careersourcebrevard.com/career-services/explore-healthcare-careers>

This landing page is being developed with outreach resources through the Nursing Career Pathway Training grant for the purpose of providing web-based career information to help candidates explore and plan their options. The goal is to get them to engage with CareerSource Brevard so they can access resources for training and employment. Committee members were asked to review and make recommendations.

- Outreach resources <http://takeaimbrevard.com/wp-content/uploads/2018/03/Unqualified-Candidate-Referral-Flyer.pdf>

This link to the Considering a Career in Healthcare flyer are for use at job fairs and community events. Sheryl Cost also issued business referral cards for healthcare employers' non-qualified candidates (see image below).

Interested in a Career in Healthcare?



Services for Job Seekers:

- Career Exploration
- Skills Assessment and Testing
- Training Resources Identification
- Finding Employment

(321) 504-7600 • healthcare@careersourcebrevard.com

- The committee discussed ideas to attract caring talent for training candidates. It was recommended to attract care givers of terminally ill/convalescing family members who may find this to be their calling. Ideas on how to outreach to them included through magazines/publications you find in medical offices.

- Out of area talent attraction campaign under construction

<https://healthcare.careersourcebrevard.com/>

Committee members reviewed the out of area Facebook campaign scheduled to begin April 28, 2018. Interested individuals who provide their email address will be followed up with by a CareerSource Brevard Recruiter. In addition, they will receive three different direct mailers from the campaign over time after the campaign ends to promote re-engagement. Locations include Texas as a whole, Charlotte, Cleveland, New York and Michigan.

- Terri Robotti recommended highlighting the Compact License (<http://floridasnursing.gov/enhanced-nurse-licensure-compact-faqs/>) which makes it easier to work from state to state for RNs and LPNs.
- Cindy Mitchell recommended we post this campaign on LinkedIn and thinks we should share the link so other healthcare providers can post this in their social media.

Identify Next Steps for the Committee

STAFFING COMMITTEE ACTION PLAN

April 20, 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, 	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. Create a new survey for 2018, make it more user friendly to garner more responses. 2. Branding campaign

		<p>workforce 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 		<ul style="list-style-type: none"> a. Promote critical occupations of Senior Companion, Home Health Aide, CNA, LPN, MA and RN b. Local Campaign to promote healthcare training https://careersourcebrevard.com/career-services/explore-healthcare-careers c. Out of area campaign to attract RNs and more https://healthcare.careersourcebrevard.com/ <p>3. Job Shadowing/Volunteer Survey</p> <ul style="list-style-type: none"> a. Survey was disseminated on or about 8/15/17 b. Staffing Committee will review and develop strategies <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	A robust pipeline of	Reduction in RN/BSN vacancies	1. Retirements	1. Market RN refresher courses to individuals whose licenses

retention of experienced nurses (RNs and BSNs)	experienced nurses focusing on those with specialty experience		<ol style="list-style-type: none"> 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 	<p>may be inactive (Maybe a “we need you” campaign)</p> <ol style="list-style-type: none"> 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