

Combined Staffing and Education, Training and Technology Committees Minutes

Brevard Healthcare Workforce Consortium

June 6, 2018

Location: CareerSource Brevard Conference Room

Attendees

Teri Robotti (PSA Healthcare), Richard Rossell (Health First), Diana Brimo (Keiser University), Sheryl Cost (CareerSource Brevard), Ginger Kreigh (Health First), Cheryl Howard (Serving Our Sisters Spiritual Food), Jeff Jurinak (Health First), Denise Biondi (CareerSource Brevard), Michelle Jones (CareerSource Brevard), and Megan Cochran (CareerSource Brevard)

Order of Business

Roll Call and Introductions

Megan Cochran welcomed committee members.

Branding Campaign Update – Denise Biondi

- Out of area talent attraction campaign <http://takeaimbrevard.com/wp-content/uploads/2018/06/Healthcare-Talent-Recruitment-Campaign-2018.pdf>

Denise Biondi made a presentation on the status of the out of area talent recruitment campaign. CareerSource Brevard was awarded outreach funds to develop the healthcare talent recruitment campaign, which launched in early May. The campaign was directed to cold weather states and areas where quality of life or employment is not great. The campaign messaging highlights the scenic beauty, quality of life, and lower cost of living to attract families to move to Brevard (the salaries of nursing occupations alone may not allow for relocation). Ads were placed on LinkedIn and in Google AdWords. LinkedIn received 1,317 clicks from Healthcare professionals and Google AdWords received 432, ad exposure reached over 186,000. 155 individuals supplied emails and will automatically receive three crafted outreach emails. 2 individuals contacted our Recruiters for more information. Our recruiters will also have access to the 155 emails for future outreach after the campaign ends at the end of June.

The link to the campaign is on the CareerSource Brevard website and can be shared on LinkedIn, Facebook and other social media for continued exposure after the campaign ends. Here is the campaign link <http://healthcare.careersourcebrevard.com/>

Teri Robotti informed that Florida is a Compact state, which is an agreement that allows mutual recognition of a nursing license between member states. RNs and LPNs from participating states can move here and not have to apply for a new license. Here is a link to the map showing the participating states <https://www.nursecompact.com/index.htm#map> . Teri encouraged this be promoted along with the campaign (the campaign has been updated with the Compact License information as a result). Ginger Kreigh recommended we check with the Board of Realtors and Chamber for potential free posting. Denise Biondi informed she would reach out to our partners to include the recommendations after the campaign to see if they can share and also have Megan Cochran connect with our representative at the Military Advocate Office regarding the Compact License.

Strategic Planning for Talent Pipeline Development Initiatives –Megan Cochran

Plans to support talent pipeline development for the healthcare sector were discussed. Focus will be on promoting healthcare training opportunities and scholarship resources by targeting potential individuals who may possess compatible skills and interests. Potential hidden talent could include care givers and volunteers. Placing ads in some Brevard publications that are distributed in bulk to doctor's offices, and other public venues is part of the strategy. Outreach efforts will possibly include sponsorship (depending on budget/cost) of the Alzheimer's Walk 2018, hold a healthcare career fair and support other community events to get awareness out about healthcare employment opportunities and training. Teri Robotti suggested that parents of medical needs children receiving Medicaid may qualify to become licensed to take care of their own children.

Ginger Kreigh reported that Health First held a Student Appreciation day for High School and Collegiate programs on May 23rd. More than 100 students participated in activities to include resume and interview preparation Richard Rossell reported a successful recruiting event for Private Duty Staffing at the Cape Canaveral hospital and they will be hosting an open house for Home Health on June 7th.

Salary Information for Key Occupations –Sheryl Cost

• <http://takeaimbrevard.com/wp-content/uploads/2018/06/Regional-LMI-for-4-different-nursing-careers-May-2018.pdf>

The committee reviewed salary information for LPNs, MAs, CNAs and RNs for local area and surrounding counties. Findings were that Brevard County pays more in most cases.

Jeff Jurinak suggested if this trend continues, we should promote the information to help with recruitment/retention. As an action item, Sheryl Cost will update the report (she believes the information is updated quarterly) and reports will be posted in the takeaimbrevard.com website.

Retention Survey Proposal – Megan Cochran

Because some of the Staffing Committee had reported slow vacancy response rates for April, it was decided we would send out a new Healthcare Vacancy Baseline Survey. In preparation for proposing a new survey, this link was found on Building a Recruitment and Retention Plan, which has good information <http://toolkit.ahpnet.com/Building-a-Recruitment-and-Retention-Plan/Introduction.aspx> . The committee reviewed the results (6 survey responses) from the survey submitted in July of 2017 <http://takeaimbrevard.com/wp-content/uploads/2017/07/Healthcare-Vacancy-Baseline-and-Benchmarks-Survey-Remove-Names-080217.pdf> to provide feedback on whether similar questions should be answered. They determined the length of the survey needs to be reduced and that some of the statistical questions would be difficult to answer and compare. The committee recommended several questions to determine the causes of vacancy, turnover and retention to help the consortium target efforts. The survey will be restructured as advised and sent out in July so results can be captured for the August 28th consortium meeting.

Brevard Public Schools Updates

Sheryl Cost provided an update on the Graduating Student Job Fair held on May 24, 2018. 31 companies participated about 100 students attended. Next year there will be earlier marketing efforts to promote higher attendance.

Brevard Public School's CTE CNA Student Survey – Megan Cochran

<http://takeaimbrevard.com/wp-content/uploads/2018/06/BPS-Survey-052518-43.pdf>

41 Brevard Public School's CTE CNA students took the survey in May 2018. Results overall show a positive outlook on CNA work and a likelihood they will continue on in a healthcare career. Suggestions were made on how to market healthcare careers to students.

For more information on CTE programs offered, go to

http://www.edline.net/pages/Brevard_County_Schools/Departments/Departments_A-J/Career_and_Technical_Education/CTE_Programs .

Educational Capacity vs Enrollments Update – Megan Cochran

- CSB scholarship allocation will continue to support Healthcare Sector Initiative in the coming year. Occupations that are important to the consortium and are not filling classrooms to capacity include LPN, CNA and MA, so these occupations will be emphasized.
- The Test of Basic Adult Education (TABE) has proven to be a barrier to some candidates pursuing CNA or LPN training. We encourage training candidates to engage CareerSource Brevard as soon as possible to take the TABE assessment so remediation resources can be provided.
- EFSC – is looking for a RN Instructor. The position is posted on their website <http://www.easternflorida.edu/administration-departments/human-resources/employment-needs-opportunities/employment-opportunities.cfm> .

Next BHWC meeting is scheduled for August 28, 2018

Richard Rossell recommended inviting another business like Chick-fil-A (not healthcare) to share best practices. Ginger Kreigh recommended inviting another CareerSource region to share their best practices. Megan Cochran suggested healthcare support organizations that groom future talent (Scouts, Junior Achievement, Boys and Girls Club, Club Esteem), highlighting organizations like this at the consortium. Teri Robotti believes organizations like the Scouts and Junior Achievement receive a lot of support and we should highlight organizations like Big Brothers Big Sisters for healthcare to embrace.

The next combined committee meeting is July 25, 2018, 8am-10am.

**STAFFING and EDUCATION, TRAINING AND TECHNOLOGY
COMMITTEES ACTION PLANS
June 6, 2018
(STAFFING COMMITTEE)**

Issue	Desired Outcome	Performance Measures	Challenges	Strategies and Timeline
Recruitment and Retention of Homemaker Companions, Home Health Aides, Certified Nursing Assistants	A robust pipeline of new and experienced LPNs and CNAs, HHAs and Homemaker Companions	<ul style="list-style-type: none"> • Increased awareness among healthcare providers and educational institutions regarding employer needs and 	Filling part-time needs <ul style="list-style-type: none"> • Low Pay • No benefits Low Pay in some settings	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

<p>and Practical Nurses</p>	<p>for employers</p>	<p>education program output</p> <ul style="list-style-type: none"> • 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 • Reduction of vacancies • Reduction of business lost due to staffing limitations 		<ul style="list-style-type: none"> b. Create a new survey for 2018, make it more user friendly to garner more responses. c. Email survey July 2018 for results to be shared at the August consortium meeting. <p>2. Branding campaign</p> <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/ d. Share link to campaign for BHWC to post. Add information regarding Compact License <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</p>
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				<p>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. CSB will provide Nursing Salary comparisons for Brevard and Surrounding counties either monthly or quarterly updates. http://takeaimbrevard.com/wp-content/uploads/2018/06/Regional-LMI-for-4-different-nursing-careers-May-2018.pdf</p> <p>6. CSB will organize/host a targeted Healthcare Job/Career Fair</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 	<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 3. Hold a healthcare job/career fair.

			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

(EDUCATION, TRAINING AND TECHNOLOGY)

Issue	Desired Outcome	Performance Measures	Challenges	Strategies and Timeline
Current Brevard pipeline of CNAs, LPNs and RNs does not produce enough talent to fill local employer needs.	A robust pipeline of talent for all levels of care in Brevard County.	<p>Nursing Assistant programs will be at maximum capacity in student acceptance levels in Brevard County by July 2018</p> <ul style="list-style-type: none"> Conduct Educational Capacity vs. Enrollment in Healthcare programs survey in October 2017 and April 2018 Need performance measures for LPN and RN 	Discouraging preceptors/poor clinical experiences	<ol style="list-style-type: none"> Web-based interactive career map for nursing <ol style="list-style-type: none"> Web page developed instead of interactive career map https://careersourcebrevard.com/career-services/explore-healthcare-careers Mentors for New Employees, draft recommendation for future Consortium meeting Develop Healthcare Career Exploration Opportunities <ol style="list-style-type: none"> CareerSource Brevard will host a Healthcare Career Exploration event Keiser University hosts periodic open houses Harris-Casel offers CNA orientation every 6 weeks Brevard Public Schools Job Fair May 24th
Issue	Desired Outcome	Performance Measures	Challenges	Strategies and Timeline
Retention of Healthcare-oriented students in	Train in Brevard and stay in	<p>Benchmarks need to be established prior to development</p> <ul style="list-style-type: none"> Education partners will 	Higher compensation and bonus packages outside of area	<ol style="list-style-type: none"> Communicate how to compare compensation with cost of living for students who may be looking at relocation

Brevard County	Brevard to work	benchmark metrics related to location of students that trends can be identified and performance measures can be formulated		5. Feedback loop survey for BPS and Post-Secondary Students – Megan create survey for Spring http://takeaimbrevard.com/wp-content/uploads/2018/06/BPS-Survey-052518-43.pdf
			Recapturing students from Brevard who leave Brevard for education	1. Work with County Commission, Tourism Board to market living in Brevard a. http://spacecoastedc.org/LivePlayHere 2. Look at other employer models for talent attraction 3. CareerSource Brevard has developed an out of area talent attraction campaign to run April 28, 2018: https://healthcare.careersourcebrevard.com/
Issue	Desired Outcome	Performance Measures	Challenges	Strategies and Timeline
Alignment of Classroom Technology with Technology required in varying environments				Needs further development