

# Combined Staffing and Education, Training and Technology Committees Minutes

## Brevard Healthcare Workforce Consortium

July 25, 2018

Location: CareerSource Brevard Conference Room

### **Attendees**

Teri Robotti (PSA Healthcare), Richard Rossell (Health First), Diana Brimo (Keiser University), Muriel Pamphile (Keiser University), Ginger Kreigh (Health First), Melanie Shatzer (Health First) Cheryl Howard (Serving Our Sisters Spiritual Food), Kimberly Weatherby (CareerSource Brevard), Michelle Jones (CareerSource Brevard), and Megan Cochran (CareerSource Brevard)

### **Order of Business**

#### **Roll Call and Introductions**

Megan Cochran welcomed committee members and introduced Kimberly Weatherby, CSB Career Counselor for the Military Family Employment Advocacy Program

#### **Member Updates**

Janice Scholz (BPS)- lost EMT teacher, will not offer 911 program next year, PCA Teachers retired in Rockledge and Astronaut HS, Need Fitness Specialist with 6 years' experience with degree 2 years' experience

Diana Brimo (Keiser) – recruiting CNA candidates for upcoming classes

Murielle Pamphile (Keiser) – employers are coming to present to students, Re-Vamped BS Nursing, takes 1 year instead of 1.5-2 years, working on LPN program, imaging program BS revamped to 1 year

Teri Robotti (PSA) –doing clinicals with colleges, home health RN or LPN, good fit for LPNs moving to RN

Ginger Kreigh (HF) – managing the MA program and is working with the Eau Gallie High School sports medicine program

Melanie Shatzer (HF)- CNA and RN needs reported for Oncology, seeking to expand with a Career Advisor role (BS Level, career advising and possibly school experience)

Richard Rossell (HF) –Job Fair August 4, can hire LPNs for private duty, two new ALF facilities coming, Discovery ALF added 30 beds, facilities use CNAs and there are currently not enough to serve current needs

## **Branding Campaign Results – Megan Cochran**

- Out of area talent attraction campaign <http://healthcare.careersourcebrevard.com/>  
Targeting healthcare talent in the Northeast, Midwest, California, New York and Michigan

- Linked In

- # of target population reached –42.1k
- # that clicked on the Ads – 558

- Google Search from google ads

- # of targeted populations reached – 35.5
- # that clicked on the Ads – 1.3k

- Campaign totals

- # that entered their email for more information – 232 (followed up by CSB Recruiter)
- # of hits to company websites featured on the web page- PSA Healthcare 19, Health First 17, Visiting Angels 15, Rockledge Regional 12

Megan announced CSB will be getting more funding to run the campaign again and recommendations from the committee included running the campaign in the winter (last one was run in the spring) and target Nursing Compact states. Committee members recommended to include the link above in the minutes so members can share on their social media.

## **FETPIP Presentation – Janice Scholz**

- <http://fldoe.org/accountability/fl-edu-training-placement-info-program>

Janice Scholz demonstrated how to pull training and employment reports on graduating high school students and college students. The information can be broken down by county.

## **Prometric FL CNA Stakeholder Meeting – Diana Brimo**

A meeting was held with Prometric due to the length of time it takes for the CNA certification exams and other problems training providers were experiencing. Florida Health, Prometric and Florida Board of Nursing are intertwined in the certification process and were there to hear the problems and provided a presentation that would help solve some issues and then are taking the feedback to improve processes. One suggestion is for the high school programs in the same district to communicate with each other in coordination of the exams (limited Prometric staff and resources due to peak periods of testing). Here is a link to their presentation:

[http://takeaimbrevard.com/wp-content/uploads/2018/07/FLCNA-Stakeholder-Meeting\\_7.17.18.pdf](http://takeaimbrevard.com/wp-content/uploads/2018/07/FLCNA-Stakeholder-Meeting_7.17.18.pdf)

## Florida Occupational Employment and Wages

Sheryl Cost provided information on wages for different nursing occupations for Brevard and surrounding counties. Here is a link <http://takeaimbrevard.com/wp-content/uploads/2018/10/Copy-of-Regional-LMI-for-4-different-nursing-careers.pdf>

## Florida Nursing Statewide Strategic Plan

Megan Cochran shared the Florida Nursing Statewide Strategic Plan which developed action areas to address the nursing shortages.

[https://www.flcenterfornursing.org/DesktopModules/Bring2mind/DMX/Download.aspx?Command=Core\\_Download&EntryId=1428&PortalId=0&TabId=151](https://www.flcenterfornursing.org/DesktopModules/Bring2mind/DMX/Download.aspx?Command=Core_Download&EntryId=1428&PortalId=0&TabId=151)

Areas we can impact would include

- Education Solutions
  - Promote educational advancement, offer models of incumbent worker education
  - Attract youth into the field
  - Affordable and Accessible
- Work Environment
  - Retention Strategies

## Brevard Healthcare Workforce Consortium Meeting

The meeting is scheduled for August 28, 2018. Committee reports will be given by Jeff Jurinak for the Staffing Committee and Janice Scholz for the Education Committee.

Meeting adjourned.

### STAFFING and EDUCATION, TRAINING AND TECHNOLOGY COMMITTEES ACTION PLANS July 25, 2018 (STAFFING COMMITTEE)

Issue	Desired Outcome	Performance Measures	Challenges	Strategies and Timeline
<b>Recruitment and Retention of Homemaker Companions, Home Health</b>	A robust pipeline of new and experienced LPNs and CNAs, HHAs	<ul style="list-style-type: none"><li>• Increased awareness among healthcare providers and educational</li></ul>	Filling part-time needs <ul style="list-style-type: none"><li>• Low Pay</li><li>• No benefits</li></ul> Low Pay in some settings	1. Vacancy Benchmarks <ul style="list-style-type: none"><li>a. Results are posted </li></ul>

<b>Aides, Certified Nursing Assistants and Practical Nurses</b>	and Homemaker Companions for employers	institutions regarding employer needs and education program output <ul style="list-style-type: none"> <li>• Partnerships built among employers, educational partners, workforce and other stakeholders to facilitate talent development and maximize current available talent</li> <li>• Provision of current vacancy data by employers</li> <li>• Reduction of vacancies</li> <li>• Reduction of business lost due to staffing limitations</li> </ul>		Vacancy-Baseline-and-Benchmarks-Survey-Remove-Names-080217.pdf <ol style="list-style-type: none"> <li>b. Create a new survey for 2018, make it more user friendly to garner more responses.</li> <li>c. Email survey July 2018 for results to be shared at the August consortium meeting.</li> </ol> <ol style="list-style-type: none"> <li>2. Branding campaign             <ol style="list-style-type: none"> <li>a. Promote critical occupations of Senior Companion, Home Health Aide, CNA, LPN, MA and RN</li> <li>b. Local Campaign to promote healthcare training  <a href="https://careersourcebrevard.com/career-services/explore-healthcare-careers">https://careersourcebrevard.com/career-services/explore-healthcare-careers</a> </li> <li>c. Out of area campaign to attract RNs and more  <a href="https://healthcare.careersourcebrevard.com/">https://healthcare.careersourcebrevard.com/</a> </li> <li>d. Share link to campaign for BHWC to post. Add information regarding Compact License</li> </ol> </li> <li>3. Job Shadowing/Volunteer Survey             <ol style="list-style-type: none"> <li>a. Survey was disseminated on or about 8/15/17</li> </ol> </li> </ol>
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				<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. CSB will provide Nursing Salary comparisons for Brevard and Surrounding counties either monthly or quarterly updates.  <a href="http://takeaimbrevard.com/wp-content/uploads/2018/06/Regional-LMI-for-4-different-nursing-careers-May-2018.pdf">http://takeaimbrevard.com/wp-content/uploads/2018/06/Regional-LMI-for-4-different-nursing-careers-May-2018.pdf</a></p> <p>6. CSB will organize/host a targeted Healthcare Job/Career Fair</p>
<b>Issue</b>	<b>Desired Outcome</b>	<b>Performance Measures</b>	<b>Challenges</b>	<b>Strategies and Timeline</b>
<b>Recruitment and retention of experienced nurses (RNs and BSNs)</b>	A robust pipeline of experienced nurses focusing on those with specialty experience	Reduction in RN/BSN vacancies	<ol style="list-style-type: none"> <li>1. Retirements</li> <li>2. Nurses can make more in a traveling nurse role</li> <li>3. Difficulty in moving nurses in critical specialty roles into less strenuous positions</li> <li>4. Expense of obtaining BSN</li> </ol>	<ol style="list-style-type: none"> <li>1. Market RN refresher courses to individuals whose licenses may be inactive (Maybe a “we need you” campaign)</li> <li>2. Develop a Retention Recommendations Tool Box for takeaimbrevard.com</li> <li>3. Hold a healthcare job/career fair.</li> </ol>

			<p>5. Difficulty in working while obtaining BSN</p> <p>6. Identifying inactive nurses and how to reach them</p>	
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"> <li>Conduct Educational Capacity vs. Enrollment in Healthcare programs survey in October 2017 and April 2018</li> <li>Need performance measures for LPN and RN</li> </ul>	Discouraging preceptors/poor clinical experiences	<ol style="list-style-type: none"> <li><b>Web-based interactive career map for nursing</b> <ol style="list-style-type: none"> <li>Web page developed instead of interactive career map <a href="https://careersourcebrevard.com/career-services/explore-healthcare-careers">https://careersourcebrevard.com/career-services/explore-healthcare-careers</a></li> </ol> </li> <li><b>Mentors for New Employees, draft recommendation for future Consortium meeting</b></li> <li><b>Develop Healthcare Career Exploration Opportunities</b> <ol style="list-style-type: none"> <li>CareerSource Brevard will host a Healthcare Career Exploration event</li> <li>Keiser University hosts periodic open houses</li> <li>Harris-Casel offers CNA orientation every 6 weeks</li> <li>Brevard Public Schools Job Fair May 24th</li> </ol> </li> </ol>

Issue	Desired Outcome	Performance Measures	Challenges	Strategies and Timeline
Retention of Healthcare-oriented students in Brevard County	Train in Brevard and stay in Brevard to work	Benchmarks need to be established prior to development <ul style="list-style-type: none"> <li>• Education partners will benchmark metrics related to location of students that trends can be identified and performance measures can be formulated</li> </ul>	Higher compensation and bonus packages outside of area	<ol style="list-style-type: none"> <li>4. <b>Communicate how to compare compensation with cost of living for students who may be looking at relocation</b></li> <li>5. <b>Feedback loop survey for BPS and Post-Secondary Students – Megan create survey for Spring</b>  <a href="http://takeaimbrevard.com/wp-content/uploads/2018/06/BPS-Survey-052518-43.pdf">http://takeaimbrevard.com/wp-content/uploads/2018/06/BPS-Survey-052518-43.pdf</a> </li> </ol>
			Recapturing students from Brevard who leave Brevard for education	<ol style="list-style-type: none"> <li>1. <b>Work with County Commission, Tourism Board to market living in Brevard</b> <ol style="list-style-type: none"> <li>a. <a href="http://spacecoastedc.org/LivePlayHere">http://spacecoastedc.org/LivePlayHere</a></li> </ol> </li> <li>2. <b>Look at other employer models for talent attraction</b></li> <li>3. <b>CareerSource Brevard has developed an out of area talent attraction campaign to run April 28, 2018:</b>  <a href="https://healthcare.careersourcebrevard.com/">https://healthcare.careersourcebrevard.com/</a> </li> </ol>
Issue	Desired Outcome	Performance Measures	Challenges	Strategies and Timeline
Alignment of Classroom Technology with Technology required in varying environments				Needs further development