

Staffing Committee Minutes

Brevard Healthcare Workforce Consortium

October 30, 2018

Location: CareerSource Brevard Conference Room

Attendees

Adam Miller (Health First), Tina Bennett (Comprehensive Health Services), Julie Lombard, RN, Jeysa Hook (Comprehensive Health Services), Teri Robotti (PSA Healthcare), Michelle Jones (CareerSource Brevard), Sheryl Cost (CareerSource Brevard), Kimberly Weatherby (CareerSource Brevard) and Megan Cochran (CareerSource Brevard)

Order of Business

Roll Call and Introductions

Megan Cochran welcomed committee members.

Member Updates

Adam Miller informed there will be a Homecare/Hospice recruiting event and they are expecting 45 RN and LPNs from 4pm-7:30pm today.

Jeysa Hook is recruiting for healthcare overseas diplomatic Iraq and Afghanistan. This is a slower period of time for recruiting due to the holidays.

Kimberly Weatherby is assisting military spouses with employment and is currently working with a recent Phlebotomy graduate and an individual who completed nursing school but never attained licensure.

Brevard Healthcare Workforce Consortium Feedback

The committee reviewed feedback from the Workforce Needs and Recruiting Break Out session <http://takeaimbrevard.com/wp-content/uploads/2018/10/Notes-from-Workforce-Needs-and-Recruiting-Break-Out.pdf>

Sheryl Cost provided information on the IBM assessments, it used to be called Prove It and assesses occupational skills. This resource is available to employers through CareerSource Brevard at no cost.

Julia Lombard commented on LPN students not having the ability to learn acute care and recommended that clinical rotations should be full shifts so they see what the actual job entails.

The committee reviewed the hardest to fill jobs include Nursing Instructors and CNAs. Transportation barriers might be one issue. Jeysa Hook shared a strategy where business recruited talent from the retirees from the Villages and would provide bus

transportation to and from the work site. Adam Miller discussed a similar strategy in Orlando where employers were picking up individuals at the train station. Both scenarios offer a new pipeline of people to the job site.

Tina Bennett recommended community involvement activities as a different approach to connect with hidden talent.

The committee members then reviewed the survey feedback

<http://takeaimbrevard.com/wp-content/uploads/2018/10/August-28-Consortium-Survey-Feedback.pdf>

Conversation continued regarding recruiting and things to try in a career fair. Tina Bennett informed she posts a Job Fair position on indeed and lists occupations within the posting and offers a Health fair, virtual job fair. She also saw where Harris is using a virtual walk tour on ads and hosting virtual job fair events. Jeyssa Hook said you have to know the demographics and what social media platforms they are using, like Snapchat or Pinterest. Adam Miller said they are trying an out of area campaign after noticing Orlando Health is the number one poster in major markets and saw an increase in August and September for relocation and sign on bonus.

Per Jeyssa Hook's recommendation, CareerSource Brevard will issue a certificate of participation for Consortium events moving forward. This will show appreciation and may also help participant's capture their community involvement. Julia Lombard agreed the certificate can be a resume builder. We will investigate to see if CE's can be offered for participation.

Healthcare Out of Area Talent Campaign Update

There is a change in focus on our outreach funding to replace the Healthcare out of area marketing campaign to a local campaign to reach underemployed. With this said, the out of area campaign still exists and can be shared through social media

<http://healthcare.careersourcebrevard.com/> . Here is a link to the EDC's live big Space Coast information that can be shared as well, that shows why it is great to live and work in Brevard County <http://livebigspacecoast.com/>

Tina Bennett recommended connecting with Family Promise of Brevard as their focus is to help underemployed families secure and keeping housing.

Addressing Nursing / Skill Shortages

In concert with engaging underemployed individuals, education solutions to upskill healthcare workers could both fill vacancies with skilled workers and promote

retention. CareerSource Brevard offers tuition assistance and work based training resources to help workers and business with skill development.

Tina Bennett shared how CHS offers tuition reimbursement and bonus for certain credential attainment.

Julia Lombard shared a best practice where a nursing facility outsourced CNA training to be held on site. This promoted team building in the workforce and successful outcomes for permanent employment.

Adam Miller shared a similar strategy with Health First's partnership with Eastern Florida State College for the Medical Assistant program.

Megan Cochran learned that Florida Hospital is using scribes for nurses and the pilot program is reducing overtime and increasing nurse satisfaction. They are using Scribe America.

Candidate Recruitment Strategies

Sheryl Cost provided an update on the September 19th Healthcare Career Fair informing there were 22 companies and 139 candidates. Feedback on the event was good with exception of the parking. Committee members recommended scheduling blocks of time for candidate attendance. Another recommendation was to allow High School students to gain volunteer hours (needed for Bright Futures) at the next job fair, where they can help with parking and administrative duties. Sheryl said there are several upcoming events CSB is hosting so the next healthcare recruiting event will take place sometime next year.

Sheryl explained the importance of keeping CNA students engaged after training because of the time it takes to sit for their certification exam. She is compiling a list of employers who hire student graduates.

New Discussion Items

Tina Bennett recommended Doximity for physician recruitment. She also stated that individuals ending deployment may be potential candidates for local opportunities and their local workers who work in the office need to keep skills fresh and may help to work a couple shifts a month.

Megan Cochran informed we are looking into forming a Local College Access Network which promotes post-secondary credential attainment. We have formed partnerships with the Nursing Career Pathway training grant and are looking to using this model of collective impact for new initiatives. <http://floridacollegeaccess.org/>

Next Meeting is December 19, 2018

STAFFING COMMITTEE ACTION PLAN
October 30, 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 • Reduction of vacancies • Reduction of business lost due to staffing limitations 	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://takeaimbreward.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. c. Email survey July 2018 for results to be shared at the August consortium meeting. 2. Branding campaign <ol 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/

				<ul style="list-style-type: none"> d. Share link to campaign for BHWC to post. Add information regarding Compact License 3. Job Shadowing/Volunteer Survey <ul style="list-style-type: none"> a. Survey was disseminated on or about 8/15/17 b. Staffing Committee will review and develop strategies 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. 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 6. CSB will organize/host a targeted Healthcare Job/Career Fair
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	Reduction in RN/BSN vacancies	<ul style="list-style-type: none"> 1. Retirements 2. Nurses can make more in a traveling nurse role 	<ul 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

	specialty experience		<ul style="list-style-type: none"> 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 	3. Hold a healthcare job/career fair.
Issue	Desired Outcome	Performance Measures	Challenges	Strategies and Timeline
Recruitment and retention of new-to-practice Registered Nurses				Needs further development