

Staffing Committee Minutes

Brevard Healthcare Workforce Consortium

December 19, 2018

Location: CareerSource Brevard Conference Room

Attendees

Richard Rossell (Health First), Tina Bennett (Comprehensive Health Services), Sarah Saylor (Commute with enterprise) Jeysa Hook (Comprehensive Health Services), Teri Robotti (PSA Healthcare), Keith Howell (Visiting Angels), Michelle Jones (CareerSource Brevard), and Megan Cochran (CareerSource Brevard)

Order of Business

Roll Call and Introductions

Megan Cochran welcomed committee members.

Member Updates

Teri Robotti said they are experiencing 700-800 unstaffed hours per week. They have hired graduates who are waiting on their licenses.

Tina Bennett informed they are recruiting Program Managers and IT support positions.

Keith Howell shared staffing is spread thin, HHAs have a lack of availability. They no call no show even for interviews. Committee members agreed they are all feeling the crunch with hiring.

A Potential Transportation Barrier Solution

Sarah Saylor was the guest speaker and provided information on the Space Coast Area Transit Van Pool program. Benefits include talent attraction/retention, frees up parking spaces and helps the environment. The average van pool has 6.75 riders. This is best for employers with larger workforce. Some entities also use van pools to pick up their customers and could potentially pick up employees. Here is a link to her presentation <http://takeaimbrevard.com/wp-content/uploads/2018/12/Stakeholder-Meeting-Career-Source-Brevard.pdf> .

Healthcare Out of Area Talent Campaign Alternative Being Explored

CareerSource Brevard Director of Communications is exploring alternatives to replace last year's out of area talent campaign and is seeking a proposal from Local IQ, which is part of Gannett (Florida Today) marketing. The advantage is they are affiliated with nationwide newspapers and have analytics to help drive the best out of area marketing

campaigns. Future action is to be determined. Here is a link for more information <https://localiq.com/about-us> .

A Call to Action – Addressing Healthcare Workforce Shortages

Mary Lou Brunell with the Healthcare Workforce Research Initiative led a work group comprised of diverse healthcare stakeholders convened at the Florida Chamber Foundation Future of Florida Forum. The purpose was to put together a high level narrative of the healthcare workforce shortage and the need for action as it presents a public health crisis. The paper will be introduced at the February 5th Consortium meeting.

After reviewing a draft of the call to action, Tina Bennett recommended using this to address the testing delay for CNA graduates. She also recommended highlighting program prerequisites and dual enrollment to help high school grads accelerate their training. Jeysa Hook provided an example how the aerospace industry provides aeronautical camps and scholarships to students and this should be replicated in some form of healthcare camp. Industry should be getting into schools and exposing students to different career opportunities. Tina shared how a couple she knows taught CPR to high school at risk youth.

February 5th Brevard Healthcare Workforce Consortium Planning

The committee agreed retention should be addressed at the Consortium meeting. Salary information for entry level workers in healthcare and other occupation comparisons (Walmart, Chick-fil-A, Hobby Lobby, banking, call centers, etc.) should be supplied. The cost of onboarding and turnover. Tina also shared a recruitment strategy they are using down in Homestead targeting seasonal workers whose jobs will be ending.

Next meeting will be scheduled after the February 5, 2019 Brevard Healthcare Workforce Consortium.

**STAFFING COMMITTEE ACTION PLAN
October 30, 2018**

Issue	Desired Outcome	Performance Measures	Challenges	Strategies and Timeline
Recruitment and Retention of	A robust pipeline of new and	<ul style="list-style-type: none"> • Increased awareness among 	Filling part-time needs <ul style="list-style-type: none"> • Low Pay 	1. Vacancy Benchmarks <ul style="list-style-type: none"> a. Results are posted http://takeaimbrev.com

<p>Homemaker Companions, Home Health Aides, Certified Nursing Assistants and Practical Nurses</p>	<p>experienced LPNs and CNAs, HHAs and Homemaker Companions for employers</p>	<p>healthcare providers and educational institutions regarding employer needs and 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"> • No benefits <p>Low Pay in some settings</p>	<p>rd.com/wp-content/uploads/2017/07/Healthcare-Vacancy-Baseline-and-Benchmarks-Survey-Remove-Names-080217.pdf</p> <ol 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> <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/ 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 <ul style="list-style-type: none"> 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 specialty experience	Reduction in RN/BSN vacancies	<ul 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 	<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 3. Hold a healthcare job/career fair.

			<ul style="list-style-type: none"> 4. Expense of obtaining BSN 5. Difficulty in working while obtaining BSN 6. Identifying inactive nurses and 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