

Overview:

Healthcare industry representatives, educational partners, workforce development entities and other community stakeholders have come together to form the Brevard Healthcare Workforce Consortium (BHWC) to develop a local healthcare sector strategy to identify and implement actionable strategies to strengthen the **local healthcare talent pipeline**. The meeting was attended by 40 participants representing 31 organizations. 2 attendees expressed interest in serving on one or more BHWC committees. The information below is a summary of this meeting. Meeting information and presentations are archived here <http://takeaimbrevard.com/healthcare/>.

Committee Reports:

- **Staffing Committee Report** – Megan Cochran, Healthcare Sector Strategist, CareerSource Brevard
  - Gave an update on committee initiatives to include the local campaign to promote healthcare training, out of area talent attraction and talent retention.
  - Shared information on the September Healthcare Career Fair and other talent search recommendations.
  - Recommended hiring training cohorts to promote workplace retention.
  - Suggested replicating strategies used in Orlando to bus talent in from other areas by using Commuter Van Pools through Commute with Enterprise locally.  
<http://takeaimbrevard.com/wp-content/uploads/2018/12/Stakeholder-Meeting-Career-Source-Brevard.pdf>
- **Education, Training and Technology Committee** – Janice Scholz, CTE Director, Brevard Public Schools
  - Reviewed the Educational Capacity vs Enrollments for local healthcare training through Eastern Florida State College and Keiser University. <http://takeaimbrevard.com/wp-content/uploads/2019/01/Educational-Capacity-VS-Enrollment-Fall-2018.pdf>
  - Explained Harris Casel Institute, a long standing community healthcare training provider closed, however, Brevard Nursing Academy is now open.
  - Informed that Brevard Nursing Academy is the County's new Prometric Regional CNA test location and provided an update on the Prometric CNA certification process.  
[http://takeaimbrevard.com/wp-content/uploads/2019/02/FLCNA-Stakeholder\\_Brevard-County-Healthcare-Consortium\\_1.24.19.pdf](http://takeaimbrevard.com/wp-content/uploads/2019/02/FLCNA-Stakeholder_Brevard-County-Healthcare-Consortium_1.24.19.pdf)
  - Reported on the upcoming Nurse Faculty vacancies for Brevard Public schools to get the word out for future leads.
  - Highlighted committee's exploration of what other Florida regions are doing to promote post-secondary credential attainment to students and their parents.
- **Soft Skills Committee** – Wayne Brown, Program Manager Health Sciences, Eastern Florida State College

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- Previewed, coming soon, the Florida Ready to Work site will be available to employers at no cost, and includes the same Soft Skills training and certification currently used by CareerSource Brevard.
- Provided the Soft Skills grant update – 461 enrolled, 408 received a credential, 144 have obtained employment, survey feedback from employers and candidates were high
- Shared that committee participants have volunteered their time as guest speakers to support teaching soft skills.
- Reported the committee is exploring creating a Local College Access Network since we have committee collaboration to include healthcare industry, education, workforce development and community/faith based stakeholders.
- Highlighted Eastern Florida State College’s Minority Male Initiative, to increase the graduation rates of male minorities and encouraged involvement and support.

**Call to Action- Addressing Healthcare Workforce Shortages** – Mary Lou Brunell, RN, MSN, with Healthcare Workforce Research Initiative and Florida Center for Nursing introduced a position paper that stemmed from the Future of Florida’s Healthcare Workforce, during the Florida Chamber Foundation 2018 Future of Florida Forum. The purpose is to, “Assure an adequate, qualified, engaged and resilient workforce to meet Florida’s healthcare needs today and in the future with the goal for optimal health and wellness.” The paper is being finalized by the Florida Chamber and will be available to present to all concerned citizens, government and legislature.

Break Out Sessions:

- **Create a Culture for Effective Recruitment and Retention** –Jennifer Lasser, Industry Relations Manager, and Sheryl Cost, Business Liaison, CareerSource Brevard
  - Presenters provided labor market statistics and provided recruitment, onboarding and management strategies to foster retention.
- **Attracting Talent Through Career Discoveries** –Kathy McDonald, Assistant Director of Network Partnerships, Florida College Access Network
  - Kathy McDonald provided information on Florida College Access Network and how other communities are inspiring career aspirations in students. Using Plan It Florida’s method to Expose, Explore, Experiment and Execute, participants came up with ways we can help students locally.
- After the Break Out Sessions, surveys were administered and the meeting was adjourned on time.

To learn more or join the Brevard Healthcare Workforce Consortium or a committee, please contact Megan Cochran, CareerSource Brevard Healthcare Sector Strategist at [mcochran@careersourcebrevard.com](mailto:mcochran@careersourcebrevard.com) or 321-394-0543.