

Staffing Committee Minutes

Brevard Healthcare Workforce Consortium

April 5, 2019

Location: CareerSource Brevard Conference Room

Attendees

Adam Miller (Health First), Angela Carrillo (Hibiscus Court), Sheryl Cost (CareerSource Brevard), and Gary Sulski (CareerSource Brevard)

Order of Business

Roll Call and Introductions

In Megan Cochran's absence, Gary Sulski facilitated the meeting and welcomed Angela, Adam and Sheryl.

Local College Access Network Grant Award

Gary Sulski announced CareerSource Brevard was awarded a seed grant to establish a Local College Access Network to promote post-secondary credential attainment to help Brevard's employers develop the needed skilled workforce. This initiative will strengthen Brevard Healthcare Workforce Consortium's talent pipeline development initiatives. Here is a link to more information on Local College Access Networks <http://takeaimbrevard.com/wp-content/uploads/2018/11/CareerSource-Brevard-Mtg-Oct.-25-2018.pdf>

February 5th Brevard Healthcare Workforce Consortium Meeting Follow-up

Committee members reviewed feedback from the Attracting Talent through Career Discoveries break out session <http://takeaimbrevard.com/wp-content/uploads/2019/02/4-Es-Brain-Storming.pdf> and discussion ensued regarding ways to help high school youth discover career options.

Brevard Public Schools encourages business involvement with students and has developed the Partners in Education model as a means to connect business to schools. Here is a link for more information [https://www.brevardschools.org/site/handlers/filedownload.ashx?moduleinstanceid=4159&dataid=20818&FileName=PIE Brochure.pdf](https://www.brevardschools.org/site/handlers/filedownload.ashx?moduleinstanceid=4159&dataid=20818&FileName=PIE%20Brochure.pdf) and information on school contacts <https://www.brevardschools.org/Page/1303>

Proposed Regional Targeted Occupations List Review

Sheryl Cost explained CareerSource Brevard updates the Regional Targeted Occupations list to identify in demand occupations in Brevard County. This list is used to determine where scholarship and on-the-job training funds can be allocated. Committee members reviewed the listing and agreed with the data as presented with no additions or deletions to recommend. Here is the link to the listing <http://takeaimbrevard.com/wp-content/uploads/2019/04/RTOL-2019-20-DRAFT-3-19-LWDB-13-COLOR.pdf>

Using Technology for Recruitment and Retention

Gary Sulski provided examples of how technology can aid in recruitment and retention. He reviewed On-Shift's technology approach to attract and retain millennials, who make up 78% of new hires in Senior Care settings. Their research showed other industries are using Snapchat filters, hashtags and videos to attract talent. They developed automated interview scheduling via text and expanded the technology to foster retention capabilities. Here is a link to the On Shift presentation <http://takeaimbrevard.com/wp-content/uploads/2019/03/On-Shift-Recruitment-Retention.pdf>

Next, AL Cloud Care was featured as innovative technology that automates labor intensive tasks allowing assisted living facility staff to focus on the patient. <http://www.al-cloudcare.com/>

Recruitment Challenges and Opportunities – Healthcare Perspective Webinar

Gary Sulski discussed highlights of the webinar with committee members to promote effective recruitment and retention strategies and shared a handout. Here is a link to the webinar which featured Jeff Jurinak, Health First Talent Acquisition Director. <https://www.gotostage.com/channel/3dfac69f82474734aeb45b04e0d5392b/recording/993d29c550f240a397820321efd6cbe1/watch?source=CHANNEL>

Meeting adjourned.

STAFFING COMMITTEE ACTION PLAN

April 5, 2019

Issue	Desired Outcome	Performance Measures	Challenges	Strategies and Timeline
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<p>Recruitment and Retention of Homemaker Companions, Home Health Aides, Certified Nursing Assistants and Practical Nurses</p>	<p>A robust pipeline of new and experienced LPNs and CNAs, HHAs and Homemaker Companions for employers</p>	<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 	<p>Filling part-time needs</p> <ul style="list-style-type: none"> • Low Pay • No benefits <p>Low Pay in some settings</p>	<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://healthcarecareersourcebrevard.com/ d. Share link to campaign for BHWC to post. Add information regarding Compact License
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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 	<ol style="list-style-type: none"> 1. Create a Local College Access Network to foster post-secondary credential attainment. 2. Market RN refresher courses to individuals whose licenses may be inactive (Maybe a “we need you” campaign)

			<p>nurses in critical specialty roles into less strenuous positions</p> <ol 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 	<ol style="list-style-type: none"> 3. Develop a Retention Recommendations Tool Box for takeaimbrevard.com 4. 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