



**Brevard  
Healthcare  
Workforce  
Consortium**  
TAKING **aim** IN **HEALTHCARE**

# Sector Strategy

**The Healthcare Sector Strategy** is an employer-driven partnership with education providers, workforce development and community stakeholders that focus on the workforce needs of healthcare employers in the Brevard County labor market.

<http://takeaimbrevard.com/healthcare/>



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[careersourcebrevard.com](http://careersourcebrevard.com)

**FLORIDA**  
COLLEGE ACCESS NETWORK

**Guest Speaker, Marcia Gaedcke, IOM  
President  
Titusville Area Chamber of Commerce**



Supporting Student Career  
Transition through Community-  
Based Business Education

[careersourcebrevard.com](http://careersourcebrevard.com)

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**Brevard Healthcare Workforce Consortium**

# Staffing Committee is Focused on Talent Recruitment & Retention

- Home Health Aides
- Certified Nursing Assistants
- Medical Assistants
- Licensed Practical Nurses
- Registered Nurses

# Committee Initiatives

- Local Campaign to Promote Healthcare Training
- Out of Area Talent Attraction
- Talent Retention

# Education Committee's Focus

- Current Brevard pipeline of CNAs, MAs, LPNs and RNs does not produce enough talent to fill local employer needs
- Retention of healthcare-oriented students in Brevard County
- Attraction of Nursing Faculty to fill vacancies
- Alignment of classroom technology with technology required in varying environments



# Committee Initiatives

- Educational Capacity VS Enrollments Tracking
- Developing a Local College Access Network
- Increasing Awareness of Nurse Faculty Vacancies
- Post-Secondary Credential Attainment

# Soft Skills Committee's Purpose

Increase interpersonal skills/work  
readiness skills in the current and future  
workforce

# Committee Initiatives

- Develop soft skills training options and opportunities for entry level and supervisory level healthcare employees

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# Why Aren't More Individuals Interested in the Nursing Profession?



# Florida Occupational Employment and Wages

## Palm Bay - Melbourne - Titusville MSA (Brevard County)

| Title  | 2018<br>Employment | Hourly Wage<br>(2018 wage estimates in dollars) |        |         |        |
|--|--------------------|---|--------|---------|--------|
|  |                    | Mean  | Median | Entry** | Exp*** |
| Nursing Assistants                                   | 2,400              | 13.04   | 12.72  | 10.85   | 14.13  |
| Customer Service Representatives                     | 5,150              | 15.16   | 13.56  | 10.65   | 17.42  |
| Retail Salespersons                                  | 8,030              | 12.13   | 10.78  | 9.09    | 13.64  |
| Tellers  | 680                | 14.49   | 14.19  | 12.70   | 15.39  |
| Food Preparation Workers                             | 1,920              | 11.28   | 11.01  | 9.46    | 12.19  |
| Dining Room and Cafeteria Attendants and<br>Cashiers | 1,050<br>7,390     | 12.19   | 9.78   | 9.00    | 13.79  |
| Combined Food Preparation and Serving V              | 5,730              | 10.42   | 9.49   | 8.94    | 11.16  |
| First-Line Supervisors of Food Preparation           | 1,840              | 17.27   | 16.29  | 10.96   | 20.42  |
| First-Line Supervisors of Retail Sales Work          | 1,860              | 20.95   | 19.94  | 13.77   | 24.54  |
| Stock Clerks and Order Fillers                       | 2,830              | 12.75   | 11.85  | 10.23   | 14.00  |
| Office Clerks, General                               | 3,960              | 14.65   | 13.54  | 9.97    | 16.99  |
| Receptionists and Information Clerks                 | 1,920              | 13.76   | 13.48  | 10.55   | 15.37  |

# Ways to Support Employee Training and Development



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Let's  
work  
together.



**Brevard Healthcare Workforce Consortium**



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**Thank you for being part of this industry-led effort to help build smart local and sustainable talent pipeline solutions for Brevard.**



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