

Combined Staffing and Education Committee Notes

Brevard Healthcare Workforce Consortium

July 22, 2020

Attendees

Susan Bosse (CareerSource Florida), Jeff Jurinak (Health First), John Roy (Health First), Ginger Kreigh (Health First), Tyler Hayes-Ross (Health First), Loretta Beorlegui (Eastern Florida State College), Dr. Paulette Howell (Educare Envision College of Nursing), Denise Biondi (CareerSource Brevard), Lisa Fitz-Coy (CareerSource Florida), Michelle Jones (CareerSource Brevard), and Megan Cochran (CareerSource Brevard)

Order of Business

Member Updates

Diana Brimo informed Prometric is now allowing students to take the written portion of the CNA test and not requiring the skills portion through September. They are scheduling students for testing and offering prep sessions because of the delay experienced due to COVID-19.

Susan Bosse is CareerSource Florida's new Director, Business & Workforce Development with a focus on the Healthcare industry. She welcomes Consortium partners to contact her. Susan can be reached at 850-542-3648 or sbosse@careersourceflorida.com.

Loretta Beorlegui shared Eastern Florida State College will continue with online and hybrid courses in the fall.

Ginger Kreigh and Tyler Hayes-Ross reported students are working remotely and a decision has not been made yet regarding students performing clinicals at Health First in the fall semester.

Megan Cochran informed there will be a Business Learning Event for Administrator Training for the Florida Ready to Work Soft Skills courseware on August 13th. Access to this is no cost to employers.

- The event was held and if you missed it, here is a link to the recorded session <https://attendee.gotowebinar.com/recording/3789604672997708044> and a link to the PowerPoint presentation <http://takeaimbrevard.com/wp-content/uploads/2020/09/CS-Brevard-Soft-Skills-Presentation.pdf>. If you would like to gain administrator access

to the courseware, please contact Valencia Strowder directly for the next steps at vestrowder@floridareadytowork.com and 904.200.0990 or 888.717.9461.

Talent Attraction Campaign

Committee members reviewed brainstorming recommendations from the consortium meeting <http://takeaimbrevard.com/wp-content/uploads/2020/06/Brainstorming-Solutions.pdf>.

- Ginger Kreigh offered Health First has a campaign why I love what I do/my job.
- John Roy emphasized the need to attract talent vs providing the community with the healthcare it needs and suggested the possibility of attracting dislocated hospitality workers to healthcare.
- Lisa Fitz-Coy offered several considerations on putting together a campaign to attract millennial talent.
 - What is common to the age group, gender, area?
 - What are the benefits of the career? Capitalize on the Superhero
- Ginger Kreigh suggested to inform healthcare is hiring and it is safe
- Denise Biondi recommended to infuse what you are looking for in a worker in the talent campaign. “you have what it takes...compassion...loving...can get paid to share compassion. At the same time, lead with the benefits. Use Instagram and other mediums that have been effective. She reminded CareerSource Brevard can help with social media posts, shared posts, and flyers.

Enhance Salaries to Promote Nurse/Certified Nursing Assistant Retention

Committee members reviewed pay comparison information for healthcare related occupations <http://takeaimbrevard.com/wp-content/uploads/2020/07/Healthcare-Labor-Market-Information.pdf> and entry occupations outside of healthcare <http://takeaimbrevard.com/wp-content/uploads/2020/07/Brevard-Salary-Comparisons-All-Occupations.pdf>

John Roy emphasized the challenges of competing with other healthcare facilities and staffing needs to accommodate snowbirds coming down in the fall. With COVID-19, they are working on transitioning to a new normal and keeping morale up.

The committee discussed using a career ladder as a means to increase pay and promote retention, like CNA - LPN – RN – BSN. Tyler Hayes-Ross offered they use a career lattice tailored to individual preference to promote work-life balance.

Nursing Teacher Retention

Committee members reviewed brainstorming recommendations

<http://takeaimbrevard.com/wp-content/uploads/2020/06/Brainstorming-Solutions.pdf>.

Loretta Beorlegui informed Eastern Florida State College will use their Nursing Instructors with Master's degrees to proctor the testing of Brevard Public School CTE students in the CNA programs to meet state requirements. This will alleviate the need for Brevard Public Schools to hire Master's level instructors, which should help the situation. In addition, they have hired someone to oversee the program.

Susan Bosse suggested a campaign to attract Nurses approaching retirement to teaching and highlight the benefits.

Action Items

- Work on talent campaign – tool kit
- Enhance salaries/perks
- Teacher attraction