

Community Resources/Funding for Services
and Training Committee Minutes
Brevard Healthcare Workforce Consortium
March 1, 2017, 8:00 – 10:00 a.m.

Attendees:

Dana Blackwell (Home Instead Senior Care), James Carlson (Brevard Family Partnership), Michelle Jones (CareerSource Brevard), and Carol Macrander (CareerSource Brevard).

Not In Attendance:

Joan Junkala (Community Stakeholder), Sara Hanlon (Empower Outcomes), Colleen Happenny (careamerica.org) and Tim Mutton (Parrish Medical Center)

Order of Business:

Introductions: Committee Members introduced themselves

Issue Referred from Soft Skills Committee for Action:

The following issue was discussed: Resources to sustain the Healthcare Sector Strategy coordinated effort, curriculum development and integration.

- It was determined that the Consortium needs a good way to monetize Consortium volunteer time to show in-kind leverage when making grant applications in the future. James Carlson said that Brevard Family Partnership does this and should be able to provide a resources for information.

Develop Action Plan

See attached Action Plan

Identify Next Steps for the Committee

Carol Macrander will submit a request to support the “A Community Thrives” grant opportunity to CareerSource Brevard to see if we have the resources to support application due on March 31st. She will report back to The Committee regarding determination as soon as it is made. **Update:** On March 2nd it was determined by CareerSource Brevard Senior Leaders that CareerSource Brevard is not the appropriate entity to pursue this funding opportunity and that a local charity would have a better chance of securing the funding. CareerSource Brevard staff has reached out to some

charitable organizations who are members of the Consortium to see if they want to pursue the funds or partner with other Consortium members to pursue.

Carol Macrander will present the issue of PELL Guideline changes to the Regulations Committee on March 2nd.

Carol Macrander will present Career Ladder models and all items associated with Branding Campaign at the March 13th Staffing Committee Meeting.

Carol Macrander will provide information on CNA scholarship opportunities to the Education, Training and Technology Committee on March 15th.

James Carlson will research the monetization of volunteer time and will forward to Carol Macrander if a resources is located.

The **Committee** has chosen to fold its work into the other existing Committees of the Healthcare Workforce Consortium. **All Committee Members** are asked to review the minutes of the other committees and to let Carol know which they would like to join.

Carol Macrander will send out the minutes from the other Committees. The **Committee** may meet one final time if it is determined the “A Community Thrives” funding opportunity will be pursues.

**COMMUNITY RESOURCES/FUNDING FOR SERVICES
AND TRAINING COMMITTEE ACTION PLAN
March 1, 2017**

Issue: Lack of available talent in the occupations of Homemaker Companion, Home Health Aide and Certified Nursing Assistant

1. Desired Outcome: **Increase in pool of available, appropriate talent**
2. Performance Measure(s): **(Number to be identified) number of community partnerships developed to promote occupational awareness to potential talent pools**
3. Anticipated Obstacles:
 - a. **Low wages**
 - b. **Need for flexibility with number of hours worked and duty hours**
 - c. **Candidates with clean backgrounds**
 - d. **Finding hidden talent pools and potential willing partners**
4. Strategies:
 - a. **Develop a Branding Campaign to market to career seekers**
 - i. **Develop collateral that explains the opportunities available in these professions**
 - ii. **Target hidden populations for employment**
 1. **Find new ways to market to 50+ job seekers**
 - a. **Faith-based organizations**
 - b. **AARP**
 - c. **Senior Centers**
 2. **Brevard Public Schools**
 - a. **18+ Seniors in High School**
 - b. **Adult Education Students**
 - c. **18+ Exceptional Education Students**
 3. **Brevard Family Partnership**
 - a. **Young adults aging out of foster care**
 4. **Community Services for individuals with disabilities**
 - a. **Brevard Achievement Center**
 - b. **Promise of Brevard**
 - c. **Vocational Rehabilitation**

- a. **Research current regulations that govern PELL Grants and any efforts to allow payment for CNA training**
- b. **Map potential local, State and National funding resources**

5. **Implementation Plan with Timeline**

- a. **Per Committee guidance Carol researched PELL Regulations and discovered that CNA training is not covered under PELL. There is an effort under way to change PELL guidelines to allow funding of this type of short-term training. It was recommended that this item be referred to the Regulations Committee for further review/development.**
- b. **Potential Community scholarship opportunities for HHA/CNA training.**
 - i. **Wuesthoff provides scholarships but upon further review it was discovered that Wuesthoff Auxiliary Scholarships are available but only for full-time students studying for an undergraduate degree (two or four years) so this is not a resource for CNA training funds.**
 - ii. **The Brevard Heart Foundation will offer its first CNA scholarship this year. One scholarship is available. Referral for the scholarship must come through The Women's Center and will be given to a student enrolled in Eastern Florida State College's Patient Care Assistant Program.**
 - iii. **The Jess Parrish Medical Foundation provides small community grants (average award is \$2,000). There are 4 grant review opportunities this year. The Committee did not make a recommendation on pursuit of this opportunity.**
 - iv. **Carol is pursuing a potential opportunity through the City of Titusville but does not yet have details. A meeting had been scheduled but was cancelled due to illness. Carol is waiting on a meeting invitation once the representative returns to work.**
 - v. **Brevard Association of Human Services may consider providing a CAN scholarship according to one of their Board members. The Board Member will discuss with the BAHS Board and will report back.**
 - vi. **"A Community Thrives" grant opportunity was discussed with the Committee. The Committee agreed that Carol should explore the possibility of application with CareerSource Brevard Senior Staff due to the short submittal due date of March 31 along with the requirement to submit a video. Determination of pursuit should**

be made by March 10th. Carol will report back to The Committee regarding determination. On March 2nd it was determined by CareerSource Brevard Senior Leaders that CareerSource Brevard is not the appropriate entity to pursue this funding opportunity and that a local charity would have a better chance of securing the funding. CareerSource Brevard staff has reached out to some charitable organizations who are members of the Consortium to see if they want to pursue the funds or partner with other Consortium members to pursue.

- vii. Information regarding potential fund sources for CNA Training will be shared with the Education, Training and Technology Committee on March 15th.**

Due to the small size of this Committee and the overlap of issues it was determined that the work of this Committee could be folded into the other, larger committees. This Committee may meet one more time if it is determined that the “A Community Thrives” funding opportunity will be pursued. Otherwise, all members will be asked to join one of the other Brevard Healthcare Consortium Committees.