

# Education, Training and Technology Committee Minutes Brevard Healthcare Workforce Consortium

April 5, 2017, 8:00 – 10:00 a.m.

## **Attendees:**

Diana Brimo (Keiser University), Melanie Shatzer (Health First) via conference call, Janice Scholz (Brevard Public Schools – Career and Technical Education), Michelle Jones (CareerSource Brevard), and Carol Macrander (CareerSource Brevard).

## **Not In Attendance:**

Karen D'Arceuil (Brevard Public Schools – Adult Education), Heidi Kuchenbacker (Hibiscus Court), Shannon Cathcart (Wuesthoff Health System), Karolena DeClecq (Aging Matters), Carol Burgunder (UCF College of Nursing – Cocoa), Jennifer McKee-Acevedo (Brevard Public Schools – Career and Technical Education), Carol Watson (Harris Casel Institute), Sanjay Gopal (Sanvis Health LLC), Cindy DePina (Parrish Medical Center), Karen Runk (Keiser University), Crystal Post (CareerSource Brevard), Sheryl Cost (CareerSource Brevard) and Kathryn Hbibnejad (SeniorBridge).

## **Order of Business**

### **Roll Call and Introductions**

### **Action Plan Development**

1. Issue: Current Brevard pipeline of CNAs, LPNs and RNs does not produce enough talent to fill local employer needs
  - a. Job Shadow/Volunteer Survey was finalized. It will be introduced to the Consortium on April 25<sup>th</sup> with recommendations for completion from the Staffing and Education, Training and Technology Committees once it is converted into electronic format. Request will be to receive responses within four weeks.
  - b. Seats vs. Enrollment data review provided by educational partners. Committee recommended development of a survey for industry partners to determine current vacancies and project future vacancies in occupations to inform career counseling and potential realignment of educational programs. Data submitted by UCF-Cocoa BSN program indicated that there is concern about securing enough clinical placements in specialty and practicum to accommodate their expanded class. It was suggested that this issue be brought to the attention of the Consortium if the UCF-Cocoa Site Coordinator so wished. After the meeting Carol emailed the Site Coordinator and she would like this matter to be brought to the Consortium by the Committee. The most concern is securing clinicals in pediatrics. Some Capacity vs. Enrollment data was provided after the conclusion

of the meeting. Please see most up-to-date Educational Capacity vs. Enrollment document attached separately.

- c. Nursing Career Map – No existing web-based, interactive nursing career map has been located through internet-based search and consultation with local, State and National experts. Carol has requested a cost estimate and will report to the Committee at the next meeting. It was suggested that we partner with a Grad Student to reduce cost of development. It was recommended that a Career Mapping Team comprised of industry HR Reps and other stakeholders be explored.
2. Issue: Retention of Healthcare-oriented students in Brevard County
    - a. There was discussion regarding if this issue should be folded into Issue Number 1. It was determined to keep this a separate issue so that focus is not lost.
    - b. Brevard County marketing pieces and determine gaps and opportunities was tabled for discussion at a future meeting. See Community and Talent Attraction Resources attached separately.
    - c. Talent attraction/retention article review and discussion was tabled for a future meeting. Melanie said that she had some good resources that she would share in the future. See “Managing the Millennial Mindset in Healthcare” and “4 Tips for Attracting Millennial Talent in Senior Care” attached separately.
    - d. Report out by education partners on student employment and location. Janice reported that BPS-CTE is embarking on development of a tool to track CTE students regarding future employment and location so that they would have data in the future to share. A survey on current plans of seniors in the CTE program will be disseminated in mid-April. Diana Brimo provided information on Keiser University Nursing Assistant students for years 2015 and 2016 (see separate attachment) which broke out by where individuals by employment setting. Also provided information on location. She verbally reported that the younger students were using Nursing Assistant program as a stepping stone to employment in other, higher paying healthcare occupations and that older students were intending to stay in the occupation and primarily working in private duty/self-employment because they can make more money working outside of agencies. See recommendation to the Consortium.
  3. Issue: Attraction of Nursing Faculty
    - a. Recommendation to the Consortium to distribute information on open nursing faculty positions to Consortium members for dissemination to professional and personal networks as participants see fit.
  4. Issue: Alignment of classroom technology with technology required in varying environments
    - a. Tabled for future Committee Meeting.

#### **Other Items for Discussion:**

- Recommendations from the Education, Training and Technology Committee to the Brevard Healthcare Workforce Consortium
  - Draft was reviewed and revised. See update and final document attached separately. If any committee members have concerns or comments on the recommendations that will be presented to the Consortium, please provide them to Carol by close of business on April 13<sup>th</sup>.
    - 360 Degree consideration Survey and Review of Clinicals was tabled for future
    - Job Shadowing Survey response was changed from 3 weeks to 4 weeks
    - Job Shadowing for new hires was tabled for future consideration
    - Preference for clinicals for locals was reworded
    - Educational provider benchmark metrics was reworded
    - Nursing Faculty open position for distribution was reworded
- Healthcare Career Pathways Network
  - Network lead by industry in partnership with education and workforce working to advance demand-driven, competency-based career pathways
  - 3 Day workshops designed to help develop local career pathways
    - Grand Rapids, MI – May 17-19
    - Minneapolis, MN – June 21-23
    - No registration fee for workshop. Travel expenses would have to be paid through your organization or self-pay.
  - See separately attached “Health Career Pathways Network” document
  - Any local interest in joining the Network and/or attending one of the 3 day workshops?

### **Identify Next Steps for the Committee**

The following task should be accomplished by **all Committee Members prior to close of business on April 13<sup>th</sup>**.

- i. Review recommendations to the Consortium (separate attachment). Any comments or concerns should be submitted to Carol.
- ii. Consider your willingness and availability to make a short presentation (approximately 5 minutes) to the Consortium on April 25<sup>th</sup> regarding the work of the Committee. Please contact Carol if you are willing and able. Carol will work with you to develop the presentation.
- iii. Review your calendars to see if Tuesday, June 6<sup>th</sup> from 8:00 – 10:00 a.m. will work into your schedule for the next Education, Training and Technology Committee Meeting. If this date does not work, please propose alternate Tuesdays or Wednesdays in June.
- iv. Review Health Career Pathways Network information (separate attachment). Email Carol if your organization is interested in learning more. If several organizations show interest we will schedule a conference call with the Network to learn more prior to the next Committee Meeting.
- v. Sign up for the Consortium on April 25<sup>th</sup> if you are available to attend.

The following tasks should be accomplished by **all Committee Members prior to the next meeting which is tentatively scheduled for Tuesday, June 6<sup>th</sup> from 8:00 – 10:00 a.m.** in the CareerSource Brevard Boardroom.

- i. Review the Educational Capacity vs. Enrollment Data and the Keiser University Nursing Assistant Data (see separate attachments)
- ii. Review the links on the Community and Talent Attraction Resources Handout (separate attachment) for opportunities for new piece development
- iii. Come prepared with recommendations on who should be involved in the Career Mapping Team
- iv. Review the updated Action Plan (attached) and come prepared with ideas on implementation and timelines.

**EDUCATION, TRAINING AND TECHNOLOGY COMMITTEE ACTION PLAN**  
**April 5, 2017**

1. Issue: **Current Brevard pipeline of CNAs, LPNs and RNs does not produce enough talent to fill local employer needs.**
  - a. Desired Outcome: **A robust pipeline of talent for all levels of care in Brevard County.**
  - b. Performance Measures:
    - i. **Nursing Assistant programs will be at maximum capacity in student acceptance levels in Brevard County by July 2018**
    - ii. **Need performance measures for LPN and RN**
  - c. Anticipated Obstacles
    - i. **Regulatory issues**
      1. **Clinical student faculty ratio**
    - ii. **Financial Issues – students inability to pay for school, licensure and multiple background checks**
      1. **CareerSource Brevard is considering placing Nursing Assistant on the Regional Targeted Occupation List which could provide an increase in scholarships available**
      2. **Working with other organizations to support local Nursing Assistant scholarships**
      3. **Community Resource Committee may formulate a recommendation to support PELL Grants for short-term training programs such as CNA if educational partners think this will be of benefit (to be determined)**
      4. **BPS – Adult Education is look at Homemaker Companion opportunities for students**
    - iii. **Faculty shortage**
      1. **Regulations Committee is looking at State-level obstacles to see if there is any opportunity for change**
      2. **Market in places with nursing layoffs**
      3. **Market to those retiring from clinical setting**
      4. **Send information out through the Consortium regarding open positions**
    - iv. **Physical space for programs to grow**
    - v. **Discouraging preceptors/poor clinical experiences**
    - vi. **CNA compensation**
      1. **Wage increased based on longevity**
      2. **Review of total compensation package to compare opportunities**
  - d. Strategies:
    - i. **Enhanced student experiences in clinicals with exposure to more disciplines**

- ii. **ACA Background checks for students so that additional background screenings are not required**
- iii. **360 Degree Survey of clinical experience to formalize feedback and to inform adjustments to ensure a positive experience**
- iv. **Shadowing experiences**
- v. **Web-based interactive career map for nursing**
- e. **Implementation Plan with Timeline:**
  - i. **Smooth out processes related to fingerprinting, background checks, testing and licensure.**
    - 1. **Complete – Educational partners shared knowledge of existing resources to help smooth this process for students**
  - ii. **Institute 360 Degree Survey for clinical experiences and formalize programmatic feedback process**
    - 1. **Recommend that all clinical sites develop and formalize feedback loop and program improvement process through surveys to Students, host Staff Members, and Clinical faculty**
    - 2. **Recommend that all clinical sites develop a recognition program for high achieving students, hosts and faculty**
    - 3. **Tabled for possible recommendation to the Consortium in the future**
    - 4. **Should be revisited prior to each future Consortium**
  - iii. **Demographic Survey**
    - 1. **Seats available vs. Enrollment responses received and presented at the April 5<sup>th</sup> Meeting**
    - 2. **Committee should review data prior to next Committee Meeting tentatively scheduled for June 6<sup>th</sup>**
    - 3. **Carol will develop a survey tool targeted to industry partners to try to understand current needs and future trends in relation to local program offerings. Draft to be presented at the next Committee Meeting**
  - iv. **Establish a formal shadowing program for individuals that express interest in healthcare occupations but have not yet enrolled in training**
    - 1. **Job Shadowing/Volunteer Survey**
      - a. **Finalized by Committee on April 5th**
      - b. **Joint introduction and recommendation with the Staffing Committee to the Consortium on April 25<sup>th</sup>**
      - c. **Conversion to electronic format and dissemination estimated for early May**
      - d. **Results estimated to be received and compiled by early June**

- e. Presented to committee at the next scheduled committee meeting after receipt and compilation of results
  - v. Include shadowing in job application or acceptance process
    - 1. Need future exploration of if and how to implement (legal concerns brought forward by Staffing Committee)
  - vi. Mentors for new employees
    - 1. Draft recommendation for future Consortium Meeting
  - vii. Exploration of existing web-based, interactive nursing career map or development of one
    - 1. Research existence of such a tool was conducted
      - a. Paper career maps exist in abundance to inform model
      - b. Health Information Career Map (located at <http://www.hicareers.com/CareerMap/>) may be a good example to follow for web tool
      - c. No existing tool found as of April 5<sup>th</sup> despite extensive web-search and contact with local, State and National Experts.
    - 2. Formation of Career Mapping Team
      - a. Committee will discuss who to target for team membership and how to move forward with development at the next meeting
- 2. Issue: **Retention of Healthcare-oriented students in Brevard County**
  - a. Desired Outcome: **Train in Brevard and stay in Brevard to work**
  - b. Performance Measures: **Benchmarks need to be established prior to development**
  - c. Anticipated Obstacles:
    - i. **Higher compensation and bonus packages outside of the area**
    - ii. **Recapturing students from Brevard who leave Brevard for education**
  - d. Strategies:
    - i. **Work with County Commission, Tourism Board to market living in Brevard**
    - ii. **Look at other employer models for talent attraction**
    - iii. **Translation of clinical students to local employment through the practice of offering preference for clinicals to students with ties to Brevard County**
    - iv. **Increase educational and clinical capacity in Brevard so that more students train in Brevard (more likely to stay local)**
      - 1. **A draft recommendation regarding increasing clinical capacity by local employers will be reviewed at the April 5<sup>th</sup> meeting**
    - v. **Education partners will benchmark metrics related to location of students so that trends can be identified and performance measures can be formulated**

- vi. **Communicate how to compare compensation with cost of living for students who may be looking at relocation**
- e. **Implementation Plan with Timeline:**
  - i. **Exit survey of students about where they want to work**
    - 1. **BPS – CTE will send a survey to students in mid-April**
  - ii. **Education partners will benchmark metrics related to location of students so that trends can be identified and performance measures can be formulated.**
    - 1. **Information provided by Keiser University Nursing Assistant Program on April 5<sup>th</sup>**
    - 2. **BPS-CTE Program is developing a survey tool that will facilitate tracking after graduation. Data not currently available**
  - iii. **Work with County Commission, Tourism Board to market living in Brevard**
    - 1. **At the March 15 and April 5th Committee Meetings a list of existing Brevard marketing pieces were shared. Committee members should review the marketing pieces prior to the next meeting to see if any additional marketing pieces are needed**
  - iv. **A draft recommendation regarding clinical preference was drafted and will be presented at the April 25<sup>th</sup> Consortium**
  - v. **A draft recommendation regarding increasing clinical capacity by local employers will be presented at the April 25<sup>th</sup> Consortium**
- 3. **Issue: Attraction of Nursing Faculty (Needs further development)**
  - a. **Desired Outcome: Need to define**
  - b. **Performance Measures:**
    - i. **Need to define**
  - c. **Anticipated Obstacles:**
    - i. **Union-negotiated salaries for Public institutions**
    - ii. **State-level regulations and requirements**
  - d. **Strategies:**
    - i. **Advertising open positions to target populations such as the military and veteran community**
    - ii. **Target areas in the county with nursing layoffs**
    - iii. **Advertise within the Consortium regarding open faculty positions**
    - iv. **Identify any local professional organizations or social groups related to nursing for advertising of open positions**
    - v. **Flexibility in requirements for entry-level RNs**
  - e. **Implementation Plan with Timeline:**
    - i. **Advertise within the Consortium regarding open faculty positions**
      - 1. **Recommendation to the Consortium was drafted and reviewed.**



**2. Recommendation will be presented to the Consortium on April 25<sup>th</sup>.**

4. Issue: **Alignment of Classroom Technology with Technology required in varying environments (Needs further development)**
  - a. Desired Outcome:
  - b. Performance Measures:
  - c. Anticipated Obstacles:
  - d. Strategies:
  - e. Implementation Plan with Timeline: