

# HPOG Webinar

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*Reviving Employer Relationships*

*(Re-engaging)*

*February 6, 2013*

# Welcome, Introduction, and Overview

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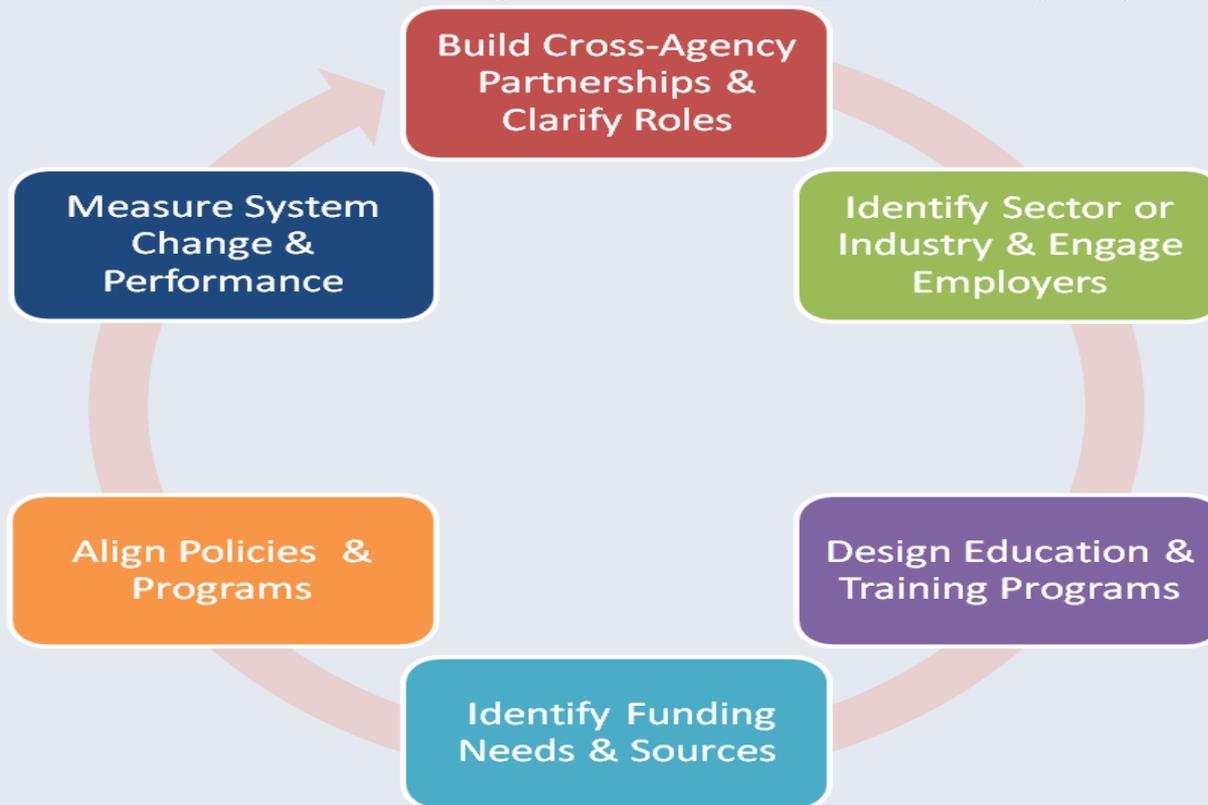
## Webinar Purpose and Overview

- Review the Six-Element Career Pathways Development Model
- Focus: Engaging Employers
- Guest Speakers:
  - ✦ Cindy Perry, Manager of Special Projects, San Diego Workforce Partnership
  - ✦ Valerie Svenningsen, President, ComForcare Senior Services
  - ✦ Dionis Harvey, Job Developer, Southland Healthcare Forum

# Review: The Six Key Elements

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The process of designing, piloting, launching, growing and maintaining a career pathway system.



# What is Employer Engagement?

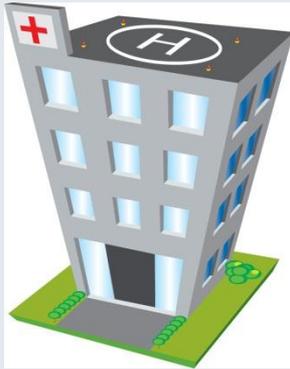
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Building and sustaining long-term partnerships with employers to meet mutual needs.



# Employers and HPOG

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## **HPOG employers need these qualities in their workers:**

- well-trained
- educated
- self-confident
- strong soft skills
- ability to work well in teams

## **HPOG grantees have those well-trained graduates who need:**

- great entry level positions
- potential for long-term careers
- opportunity for growth and advancement

# The Ultimate Win

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Employees and HPOG grantees work together to:

- Determine each other's needs
- Determine timing of openings
- Identify career pathways/ladders
- Place every single graduate of the HPOG program.

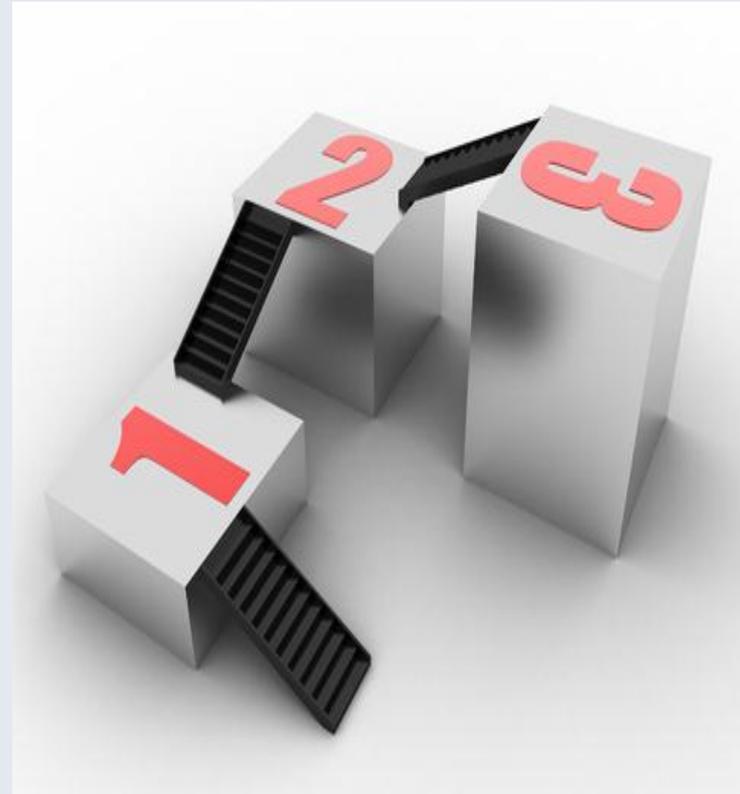
Employers should see your HPOG program as the first place to go to for high-quality workers.

# WIN!

# Levels of Employer Engagement

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- From basic interactions through sustainability to meet mutual goals.
- Where are you with each of your employers?



# HPOG Engaging Employers

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	Basic	Building Trust	Engaging	Looking to the Future	Sustainability
<b>Your Local Health Care Employers</b>	St. Mary's Hospital (1/172) CVS Pharmacies (8/32) ABD Dialysis Centers (2/16) Homecare of Arcata (1/52)	Mitch's Home Equipment (1/3) Jean's Hospice Services (1/19) Valley Medical Center (county) (1/472)	Sunrise Hospitals (3/937) Meridian Urgent Care (5/40) Smith's Chemo Centers (1/23) Caremark Insurance (1/73)	Sunrise Hospitals (3/937) Meridian Urgent Care (5/40) Smith's Chemo Centers (1/23)	Sunrise Hospitals (3/937)
<b>Level of Employer Engagement</b>	Just in the very beginning of a relationship. Might have a contact or co-sponsored a booth.	Working together on a small project or committee-lots of communication and trust building	Greater and more regular employer involvement in programs, presentations, hiring, job postings, etc.	Working together on future needs/timing of graduates, curriculum	<b>Your HPOG organization has become the Recruitment Source of Choice – They come to you first.</b>
<b>Types of Activities</b>	Visits between organizations. Sharing of materials. Beginning of regular contact. Learning about each other's organizations.	<i>Adding on to Basic:</i> Meetings with specific targeted individuals. Exploring areas of commonality. Exploring joint projects, job fairs, marketing, etc.	<i>Adding on to Building Trust:</i> Determining some joint goals. Engaging in job shadowing, mentoring, etc. Advisory Board member. Working on committees together such as curriculum development.	<i>Adding on to Engaging:</i> Key Role in looking to the future. Determining upcoming needs. Hiring HPOG graduates. Engaging in Career Pathways.	<i>Adding on to Looking to the Future:</i> Assisting in hiring, retention activities. Assisting in reducing turnover and disciplinary actions. Joint recruitment.
<b>Next Steps</b>	Evaluate your employers and the current relationship they have with you. Now look at what it would take to move them to the "next level." For example: if you are at the Basic level you might want to suggest working on a pilot project together. Look for ways to move your employers step by step to sustainability and your HPOG being the "Recruitment Source of Choice"				

# Guest Speaker: The San Diego Experience

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**Cindy Perry**

Manager of Special Projects,  
San Diego Workforce Partnership

**Preparing, Researching, and  
Reviewing for your Employer Meetings**

# San Diego Workforce Partnership Employer Matrix

Employer	Contact person	Date contacted	Positions they hire	Positions in demand	Training school preference	How to improve employability	Special skills
<b>UCSD Health Sciences;</b> 4 hospitals, 5 outpatient clinics and other service sites throughout SD County; 6200 employees	Diane Schmidt, Healthcare Recruitment Manager; Roger Wilbanks, Healthcare Recruiter	May 2012; 9/20/12; 11/7/12	MA II, CNA, LVN, Phlebotomist, EKG/ Rad Tech, Pharmacy Tech, Medical Admin Asst, Medical Technologist, Clinical Lab Tech, RN, Respiratory Therapist, EMT, Surgical Tech, Physician's Asst, Occupational and Physical Therapists and Aides, Medical Interpreter	Neurodiagnostic Tech, Respiratory Therapist, Surgical Tech, Brain EKG Tech, Rad Tech, Clinical Lab Tech, Occupational Therapist/Aide, Physical Therapist/ Aide; Certified Medical Interpreters, LVN. Apply online: <a href="http://jobs.ucsd.edu/default.aspx">http://jobs.ucsd.edu/default.aspx</a>	Community colleges accredited allied health programs; Nurses from Point Loma Nazarene, USD, SDSU, CSUSM; Grossmont Health Occupations Center. Avoid UEI and other proprietary schools-graduates are not getting enough acute care experience or clinical experience. However, private school plus direct experience is ok	Join professional associations in school, volunteer in acute care hospital, get as much clinical experience as possible; <b>NETWORKING;</b> research interview questions and practice answers; understand the UCSD HS culture	#1 is customer service; computer savvy, high learning agility; flexibility, adaptability, patient care, safety conscious, Spanish, Arabic; certified medical interpreters
<b>Sharp Healthcare;</b> 6 hospitals, 2 medical groups, 1 outpatient clinic, 5 urgent care centers and other service sites throughout SD County	Michael Peterson, Director of Workforce Development and Recruitment Strategy	May 2012; 10/5/12; 11/7/12	LVN, MA, CNA, RN, Activity Aide; many clinical technicians including Phlebotomy, EKG, EEG, EMT, Radiology, Pharmacy, Surgical, Medical Lab, Respiratory Therapy; Receptionist, Medical Admin, Asst., Access Services Rep, Medical Biller, Patient Service Rep, Electronic Medical Records, HIT.	Experienced RN, LVN, CNA, Medical Lab Tech Apply online: <a href="http://www.sharp.com/jobs/index.cfm">www.sharp.com/jobs/index.cfm</a> Job postings updated constantly; check website frequently.	Prefers community college accredited programs, USD, Point Loma Nazarene and other college accredited programs	Be realistic - apply for jobs that match qualifications and go where the opportunity presents itself; know the expectations - night shifts, commute, blood & guts; have volunteer exp., community involvement, student leadership; get exp. at skilled nursing facilities; aggressive job seekers not welcome . Show passion for the job.	Customer service, family centered care experience, team player, computer skills. Be adaptable and flexible.

# San Diego Workforce Partnership Employer Matrix, pt 2

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Employer	How to make application stand out	Volunteer opportunities	Volunteer process	Additional Comments:
<p><b>UCSD Health Sciences</b> (continued)</p>	<p>Cover letter - state why you are best candidate, your accomplishments, explain transferrable skills - what you have done, research UCSD mission, use social media- contact recruiters on LinkedIn, list accomplishments in resume, show how you went above and beyond; Diane is willing to go to Navigator site to do client workshop on social media for job search</p>	<p>UCSD values healthcare volunteer work; opportunities are available in all departments; commit to 100 hours for six months of volunteer service (once a week for four hours). Volunteer Coordinator is Judy Bradick Director, Volunteer Services (619) 543-2635 jbradick@ucsd.edu. Website: <a href="http://health.ucsd.edu/about/volunteer/Pages/become.aspx">http://health.ucsd.edu/about/volunteer/Pages/become.aspx</a>; For clinical internships, each dept. handles their own; some clinical volunteer opportunities are listed on website; there is no Internship Coordinator</p>	<p>Attend an orientation (next one is in Jan. 2013), turn in 3 application forms, attend a placement interview, complete TB test, show verification of MMR vaccination, complete online orientation, get uniform and ID, then train within dept.; commit to 100 hours/six months of volunteer service (once a week for four hours).</p>	<p>Most UCSD jobs require 1 or more years previous experience in the occupation; they hire MAs w/ exp. in comm. clinics, CNAs w/exp. in rehab &amp; skilled nursing facilities, Pharm Techs w/retail &amp; med exp; HIT requires previous tech experience. Market is saturated with Med. Asst. and Pharm Tech; unit secretary position is no more; LVNs are taking over CNA roles; due to computerization, laid off 21 billers. Experience at VA Hospital, Naval Hospital, rehab facilities &amp; student clinics a plus; foreign language skills a plus. Rad techs from Grossmont are brought in as equipment techs while getting their rad tech license. Expanding facilities over next 2 years.</p>
<p><b>Sharp Healthcare</b> (continued)</p>	<p>HR staff read all apps. Upload resume along with online app; don't have the same resume template as everyone else; emphasize prior experience; include related skills from other work experience; demonstrate attention to detail, readability, show achievements. Research the company, know their direction, be prepared for interview. No cover letter. Make sure you know what your references will say about you.</p>	<p>Each hospital/site handles their own volunteer program; the opportunities and minimum hours commitment varies at each site. Volunteer coordinator is Robert Page, Manager Volunteer Services (858) 939-4463 robert.page@sharp.com Website: <a href="http://www.sharp.com/jobs/volunteer-opportunities.cfm">http://www.sharp.com/jobs/volunteer-opportunities.cfm</a> For clinical internships, schools can contact Sharp to set up; the school does not have to be officially affiliated with Sharp</p>	<p>Must complete application, attend orientation, complete personal interview; they look for people that fit culture, friendly, interact with guests, calm; then go through health requirements- TB test, vaccinations, then volunteer training.</p>	<p>Most Sharp jobs require 1 or more years previous experience in the occupation. Sharp is very selective - they are not short on candidates. HR reads all apps, then selects apps to forward to Dept. Mgrs. SD County residents get preference. Managers then select candidates for interview. Applicants should do their research. It helps to have volunteer experience from Sharp as it shows applicants know the culture. Staff have concerns that foreign-trained workers might perform duties outside their scope of licensure.</p>

# Adding Value/Strengthening Relationships

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- **Why should Employers Work with You?**
- **What do you bring to the table?**
  - ✦ **LMI Data?**
  - ✦ **Extremely well trained students?**
  - ✦ **Curriculum designed with employers?**
  - ✦ **Strong soft-skill training?**
  - ✦ **Right timing between qualified students and employer needs?**
  - ✦ **Cost reduction for the employer?**
  - ✦ **Assistance with transportation or child care?**
  - ✦ **Advisory committee of peers?**

# Target “People”

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- Before approaching a company you would like to engage, you must establish who the relevant person is within that company.
- Target people... Jim- Executive VP Recruitment
- Think about connections-
  - Who do you know?
  - Who do your employers know? Ask for a referral.
  - Who do people on your staff know?

# What Can You and Employers Do Together?

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- Develop pathways for every job?
- Share hiring/LMI/lay-off data?
- Share future projections and timelines?
- Co-Develop Curriculum?
- Identify critical shortages by job title, salary ranges, skills and job description?
- Identify credentials and licensures needed?
- Job Shadowing?
- Mentoring?

# Working Together

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- Develop apprenticeships?
- Speak to classroom and the community?
- Orientations ?
- Share target goals, mission and engagement strategies?
- Engage career pathways, ladders and lattices for all employees and students, build with your employers.

# Guest Speaker: Employer

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**Valerie Svenningsen**  
President,  
ComForcare Senior Services  
Chicago, IL

# Job Developer Role

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- Building Relationships
- Building Trust
- Communications between students and employers
- Communications between HPOG and students
- Overcoming challenges and barriers
- Pulling the team together
- Actively participating on Employer Advisory Boards
- Active in the community- speaking, educating, connecting
- Interview preparedness- resumes, questions, dress

# 10 Keys to being a Superstar Job Developer

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1. Entrepreneur at heart
2. Creatively pursue new work strategies and opportunities
3. Capitalize on emerging healthcare and social trends
4. Always moving towards sustainable partnerships with employers.
5. Have highly honed telephone skills for getting past “gatekeepers” and to the right person.
6. Engage in interesting thought-provoking questions for employers to get everyone thinking in new ways about hiring, placement and retention
7. Self Starter that rarely gets discouraged!
8. Are able to make a “call to action” marketing presentation to employers.
9. Can resolve and find win-wins to employer concerns about hiring people with employment barriers without losing the client.
10. Love the work of helping change lives.

# Guest Speaker: Job Developer

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**Dionis Harvey**  
Job Developer,  
Southland Healthcare Forum, Illinois

**Keys to Effective Employer Engagement  
for Job Developers**

# Reinvigorating and Refining Your Processes

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- Who are the people responsible for employer engagement in your organization?
- Who is responsible for developing a “calendar of activities” for employers?
- What are your planned activities for this year with employers?
- Are they at the right times and places?
- Who’s following up with your employers? When? How? Expectations?
- What is your strategy for moving employers from “basic” partners to “sustainable” Partners?
- What is the formal training plan for job developers and others who engage with employers?
- What happens to employer engagement when someone on your staff is ill or leaves?

# Always Keep in Mind!

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**The Key: A solid foundation of employers in your community, ready, willing and able to hire your amazing graduates!**



# Q&A

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**Time for your questions!**



# In closing...

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This Webinar will be available for review and will be posted to the Resources section, under Grant Administration, of the HPOG Community Website.

The screenshot displays the HPOG Community Website interface. At the top, it identifies the U.S. Department of Health & Human Services and the Administration for Children & Families. The main header includes the HPOG logo (Health Profession Opportunity Grants) and the text 'HPOG Community Website'. A navigation menu below the header lists: Home, Announcements, Grantee Directory, Calendar, Resources, and FAQ. A search bar is also present. The 'Resources' section is expanded, showing a list of categories with brief descriptions:

Resources	
<b>Grant Administration</b> Understanding program requirements, relevant policies, certification forms, and reporting requirements. Guidance from the Program Office and Office of Grants Management.	<b>Meetings and Roundtables</b> Powerpoints, handouts and other materials.
<b>Program Planning and Implementation</b> Increasing organizational capacity, building partnerships, and developing a sustainable program.	<b>Recruitment</b> Reaching intended target populations through partnerships and other outreach.
<b>Assessment, Academic Advising and Academic Support</b> Conducting comprehensive assessments of HPOG participants, including educational level, career interests, and barriers. Information that is valuable to academic advisors, case managers and career navigators.	<b>Education and Training</b> Delivering health care occupational training so non-traditional students can complete programs, acquire marketable skills and find jobs.

# Please Join Us...

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- Please join us in the **Employment and Employer Engagement Community** on the **Social Media Site** for an information sharing event immediately after the webinar ends.
- Join us for “**Office Hours**” on **February 20th**, regarding *Employer Engagement when Marilyn Silver will be back* with Stacia Thompson from Gateway Technical College and Katherine Vastine from Central Susquehanna Intermediate Unit’s WATCH program sharing their experiences on *Employer Engagement from Surveys and Structured Presentations to Advisory Panels: HPOG Practices that Work*.

# Thank You!

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- **U.S. Department of Health and Human Services, Administration for Children and Families, Office of Family Assistance**
- **Performance Excellence Partners, Inc.**
- **JBS International, Inc.**