

**SLO Healthcare Workforce Partnership  
Healthcare Career Pathways Committee  
September 19, 2024**

**Attendees:** Oscar Ramos (Cuesta), Jennifer Clayton (SLO Partners), Terrance Harris (Cal Poly), Beth Johnson (Cuesta), Eric Sauers (A.T. Still University), Susan McGraw (Partnership Coordinator)

**Discussion Results:**

**Grant Application and Career Exploration Fair:** The subcommittee recommended not applying for the HCAI Healthcare Career Exploration Grant this year due to the limited funds available for each grant and the complex/stringent requirements.

**Upcoming Career Fair Event:** Susan shared the list of the 14 Partnership member organizations that have committed to hosting a table at an upcoming event so far, including direct healthcare service providers, educational institutions, and workforce development. There can be a maximum of 25 tables, with 14 to 16 from our group and 8 or 9 from the Family Care Network.

**Career Fair Flyer and Promotion Strategy:**

- **Event Flyer:** The event flyer is being translated into Spanish and will be ready for distribution by the next day. She shared the flyer with the Family Care Network staff, who added more information for their participants. The flyer will be posted on the website's upcoming events page. Jennifer Clayton indicated she plans to share the flyer with K-12 schools, adult education centers, and other relevant organizations.
- **Social Media and Advertising Strategies:**
  - There was discussion about the effectiveness of social media in reaching their target audience, suggesting that paid ads and web redirects might be more effective. Jennifer Clayton shared her experience with using Google ads, Nextdoor, and KSBY to promote the Dental Boot Camp.
  - Heather Tucker suggested that the Public Health Department (Public Information Officer) might be able to assist with a press release or advertising assistance. Susan McGraw agreed to work with Michelle Shoresman on this.
  - The team also discussed the possibility of organizational sponsors covering specific costs, such as advertising or materials. The action plan from the previous week was reviewed, and the team agreed to proceed with the flyer for widespread promotion.

**Infographic Project Progress and Content Discussion:** Susan discussed the progress of an infographic project, organizing information from Beth Johnson into a circular chart format inspired by the Santa Cruz model. The inner rings represent less education and experience, while the outer rings signify more, divided into various topical areas such as clinical/nursing and health administration. Susan will follow up with Aydin to get more detailed information on the current offerings at Cal Poly.

**Organizational Sponsors:** Eric suggested there is a need for a one-page description of the event for potential sponsors with sponsorship opportunities detailed. Susan will do this.

**Next steps:**

- Susan will create and send out a one-pager describing sponsorship opportunities for the event, including food (\$2,000-\$3,000) and advertising (\$1,000) options.
- Susan will finalize and send out the event flyers and registration link to the Partnership group.
- Susan will continue working on the healthcare career pathways infographic, incorporating feedback from the committee.
- Susan will send out detailed information to table hosts about setup logistics for the career fair portion of the event.
- Aydin Nazmi will present Cal Poly's segment during the 30-minute committee presentation at the forum.
- Susan will coordinate with Michelle from Public Health about potentially issuing a press release for the event and other advertising opportunities.