

# SLO Healthcare Workforce Partnership

## Monthly Partnership Meeting

### November 14, 2024

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**Attendees:** Elias Guzman (CHC), Jean Raymond (Nursing background, SLO Health Counts), Brad Groh (Director of Education for Adventist), Sarah Clair (Adventist, Public Affairs), Sally Rogow (CAPSLO Planning & Grant Writing), Joyce Tseng (SLO PH), Hugo Castaneda (small business consultant/formerly Eckard Connects/SLO Cal Careers), Beth Johnson (Cuesta), Heather Tucker (Cuesta), Lisa Fraser (CFS), Aydin Nazmi (Cal Poly), Sarahi Garcia (SLO PH), Adam Butler (CenCal Health), Bob Redlo (Healthcare Workforce Training Consultant), Michelle Shoresman (SLO PH), Jennifer Clayton (SLO Partners), Angel Lopez (Promotores), Patty Herrera (Dignity Health/Common Spirit), Dawn Boulanger (WDB), Matt Briskin (The Chartis Group), Jessica Rojas (CHC), Eric Sauers (A.T. Still), Jeff Oxendine (HCC), Susan McGraw (Partnership Coordinator)

#### Discussion Results:

- **SLO County Healthcare Workforce Forum, October 30, 2024:**
  - **Partnership Discussion:**
    - What went well?
      - Very well attended; very engaged; a lot of networking
      - Well organized; appreciated the hard work that went into it
      - Nice array of participants from healthcare employers
      - Networking over lunch with table topics was a great format!
      - Committees did a good job with engagement and interactivity and used it to collect more data and information
    - What should we do differently next time?
      - Better outreach/visibility in the community earlier, although even without a lot of advance notice, we had great participation.
      - We have a lot of data about vacancy rates/jobs, but it would be good to hear from the employers. Next time, consider a session with local employers and how they view the future of healthcare in the area.
      - Innovative recruitment and retention strategies could be topic for a future forum.
  - Results of the Forum Attendee Rankings of the Top 9 Most Critically Needed Occupations Segment of the Program:
    1. Primary Care & Nursing (tied for 1st priority)
    2. Community Health Worker (CHW)
    3. Marriage and Family Therapist (MFT)
    4. Registered Dental Assistant (RDA)
    5. Medical Assistant (MA)
    6. Physical Therapist (PT)
    7. Radiologic Technician
    8. EMT/Paramedic

**Other occupations mentioned in comments:** Psychologists, PAs for reproductive health, Pediatric ENT, Specialists (ophthalmology, neurology), Dentists
  - Results of the Forum Attendee Table Discussion related to Local Successful Healthcare Recruitment Strategies:
    - **Financial Incentives & Benefits:**
      - Scholarships for higher education with commitment to program; well-defined and well-funded education reimbursement program; pay for professional CEUs
      - Loan repayment programs (clinicians)/student loan forgiveness programs/HPSA loan repayment

- Relocation bonus, housing subsidy
- Tiered sign-on bonuses for harder to recruit positions
- Enhanced benefit package
- Tax credit for health employees
- Referral bonuses for current employees who help recruit new employees
- **Internship / Fellowships / “Grow Your Own” Programs:**
  - Paid internship pathway to possible jobs; use Cal Poly Interns
  - “Grow your own” (e.g., Head Start parents as childcare providers)
  - Health Career Connection (HCC) recruits promising local college students for paid internships in healthcare. Students discover the health career that best suits them and employers may hire them after the internship (71% of the time).
  - Using fellowships (CDPH assigns paid fellowships)
  - Per diem jobs that support working students with flexibility
- **Healthcare Workforce Housing:**
  - COE considering trailers for teachers.
  - Get developers to invest funds for affordable housing for health professionals as part of getting a permit
- **Advertising:**
  - Bilingual recruitment ads
  - Different recruitment channels (e.g., social media)
  - Employee spotlights on LinkedIn & websites stating why org. is great to work for to highlight the org. culture
- **Other:**
  - Grant seeking with workforce projects as the focus (physician recruitment funding, dental workforce training programs)
  - Untapped opportunities: high schools/community colleges
- **Partnership Discussion:** What are tax credits for health employees? Could this refer to tax credits provided to professionals who work in shortage areas? Could this refer to tax credits for certain industry/occupation (for example, Dawn Boulanger says there are tax credits for employers to hire specific types of individuals for various occupations....homeless, justice-involved, etc.?). Research national, state, and regional areas to see if this is available in other areas.
- **SLO County College & Career Fair, October 30, 2024:**
  - **Partnership Discussion:**
    - What went well?
      - Amazing turnout? A lot of students from north county.
      - Employers referred students to the education tables for more information on how to get into an occupational area.
      - Great event!
      - Excellent turn out for first event. Nice distribution of HS and college students. Lot of excitement.
      - Really cool to see the excitement, interest, age groups of participants and organizations networking. Non-healthcare occupations intermixed was seamless. Provided good variety of information. Some of the booths had interactive displays (CHC had a photo booth for selfies).

- Suggestions to consider for next year: Do it on a different day. Go to the students rather than expect them to come to us (important with limited marketing/outreach budget).
- **Partnership Self-Evaluation:**
  - Participants were provided with a link to an online survey to complete. Results to be presented to the members in February with the annual Program Evaluation.
- **UPLIFT Grant Application & 2025 Summer Internship Program:**
  - Participants were provided with a link to sign the Letter of Support.
  - Organizations to host: The goal is 25 internships. The cost per intern is \$8,700. HCC will provide some financial support for organizations that can't afford to cover the cost of an intern. Success Metrics: 71% of interns get offered a job after completion of the internship; 98% satisfaction rate (75% extremely satisfied this past year); 96% of host organizations say it is a good investment.
    - Sarah Lack, the Public Health Department's Maternal and Child Health Division Manager, is going to reach out to Jeff to host an intern.
  - College students/recent grads to apply for 25 internships (eligible if they graduated within 3 years or are currently in school). They don't need to be enrolled full-time, but need to be available for a 10 week full-time internship over the summer.
    - HCC can host a webinar or in-person event to do outreach for students on campus. Cuesta College is interested in this option.
    - We can consider offering fall internships later.
    - One benefit of the program is that students are in the cohort together (live in the area, but may go to different schools).
  - HCC's turn-key program:
    - HCC handles: recruiting the students (in partnership with employers), coordinating online applications, conducting interviews, working with the host organizations to create a description of work, matching interns to organizations (help students and employers make the best placement choice), onboarding interns, etc. HCC also pays the internship stipend, provides liability insurance (but not worker's comp.), conducts a comprehensive orientation, delivers professional development training, manages internship agreements/plans, and collects metrics data.
- **Partnership Meeting Schedule for December 2024 and 2025:**
  - There will not be a Partnership meeting or Committee meetings in December.
  - Members were offered the opportunity to vote on whether to continue holding full Partnership meetings monthly or bi-monthly and whether they should be 60 or 90 minutes. The vote results were split with 50% voting to continue the monthly format and 50% supporting bi-monthly meetings. Likewise, there was not a majority opinion on 60 or 90 minutes.
  - For 2025, we will continue the same format of monthly Partnership and Committee meetings. We will schedule 90 minutes for the Partnership meeting, but end early whenever possible.