

**SLO Healthcare Workforce Partnership
Healthcare Career Pathway Committee Meeting
August 15, 2024**

Attendees: Oscar Ramos (Cuesta), Aydin Nazmi (Cal Poly), Beth Johnson (Cuesta), Heather Tucker (Cuesta), Bob Redlo (Bay Area WDB), Jennifer Clayton (SLOCOE/SLO Partners), Carolyn Deily (Dental Business Consultant), Susan McGraw (Partnership Coordinator)

Discussion Results:

- **HCAI Healthcare Career Exploration Grant:** RFP opening August 16, 2024, closing on October 16, 2024 with a maximum funding of \$25,000/organization. The Committee is interested in pursuing this.
 - **ACTION:** Susan McGraw will send out the RFP as soon as it is available.
 - **ACTION:** If the Partnership can meet the requirements of the RFP, Susan will work with designated members of the Committee to develop the grant application.
- **Healthcare Career Exploration Fair:**
 - **General Comments about the Fair:**
 - Consider a multi-disciplinary table with people who can answer questions on any topic.
 - Have a conversation with our partners first to help them prepare? These are the types of attendees who may be there, reflective questions?
 - CHW certification program and EMT/paramedic program should be featured at the event.
 - EMT/paramedics: There is a high demand locally, with applications for the paramedic program at Cuesta being accepted now.
 - **ACTION:** Bob Redlo will work with Heather Tucker and Oscar Ramos to discuss potential funding for this at the State level.
 - **Career Pathway Infographic:**
 - **Infographic content:**
 - Highlight the list of the Top 9/10 critical need occupations for SLO County (https://www.slohealthcareworkforce.org/files/ugd/afcf1f_8893e27f016c4ec2a2683c8c007a9eaf.pdf) Potential changes to the current version:
 - **ACTION:** Susan will check with Cuesta about adding psych tech (for ASH), phlebotomy, and EMT/paramedic; with Dignity/Adventist to determine the annual number of positions needed for radiology technicians (NOTE: Rad Tech programs are taught at SBCC, Fresno, Coalinga, and Central California School of Continuing Education).
 - On the reverse side, include brief descriptions of local training programs with links to more information (including Dental Assistant Boot Camp/apprenticeship program).
 - **Design and production of the infographic:**
 - **ACTION:** Susan will create a shared google folder and documents (with comment only capability) for the Committee to review program titles, tag lines, draft infographic, and draft versions of the invitations prior to the next meeting.
 - **ACTION:** Aydin Nazmi will contact any interested graphic design students to see if anyone is interested in developing the infographic.
 - **ACTION:** Depending upon the complexity of the information to be included, Susan McGraw may be able to produce it herself or will check with Michelle Shoresman to determine if there are graphic design services available through the County.
 - **ACTION:** Oscar Ramos and Beth Johnson will provide Susan with the information to be included.

- **Content language for invitations:**
 - Be clear about describing the intent of the Fair:
 - It is for people interested in getting into a healthcare career AND for people in healthcare who want to network for advancement opportunities. People should not come expecting a JOB FAIR (to apply for current job openings), but instead a CAREER EXPLORATION Fair. Going broad initially, then may narrow as we go forward in the future. Define event in an eye catching way and be clear about participant expectations.
 - Invitations/Flyers for the General Public:
 - **Save the Date Invitation for Partnership members:** A “Save the Date” will go out now asking them to participate in the Forum AND host a table at the Career Fair. Tabling is the key focus. Attendees will be youth/young adults interested in potential healthcare careers AND adults in healthcare interested in advancing their career. Tell them what we expect them to do: Show up and staff a table, provide information on career opportunities, training/certifications required, salaries required, what the job entails. Emphasize that it is NOT a job fair, more of an educational fair.
 - **ACTION:** Susan will set up an RSVP system to confirm their participation in both events, and will send the Save the Date notice by email.
 - **Special Invitation for Healthcare/Educational Organizations to Attend the Forum AND Host a Booth at the Career Fair:** A second invitation will be designed to go to selected organizations that are not members of the Partnership, inviting them to attend the Forum AND have a table at the Career Fair. This will include a link to the same RSVP system.
 - Oscar Ramos drafted an introductory paragraph for the invitation. “On October 30, 2024, the SLO Healthcare Workforce Partnership will host an exciting event dedicated to workforce and career exploration in healthcare, focusing on educating attendees about various career and educational pathways. This comprehensive event aims to connect aspiring healthcare professionals with leading industry experts and employers. Participants will have the opportunity for networking designed to offer insights into the diverse career paths within the healthcare sector. The event promises to equip individuals with the knowledge and resources needed to navigate their career journey effectively. By fostering connections and offering practical guidance, the event seeks to inspire and prepare the next generation of healthcare professionals to meet the evolving needs of the industry.”
 - **ACTION:** Personalized invitations will go out by email as soon as a date/location is confirmed.
 - **General Public Forum Flyer (by email or to be posted):** This flyer will be sent to other key stakeholders or organizations in the community who might be interested in attending the Forum. This will include Chambers of Commerce, Healthcare Providers, Community Based Organizations, etc.
 - **ACTION:** Susan will design or work with a graphic designer to produce this.
 - **General Public Career Fair Flyer (by email or to be posted):** This flyer will be sent to organizations serving youth/young adults or organizations providing services to adults in a job or career transition to be invited to the Fair. This will include CBOs serving youth, high schools, colleges/universities, and workforce development/CalWorks.
 - **ACTION:** Susan will design or work with a graphic designer to produce this.

- **Budget for paid advertising:**
 - There is not a budget for paid advertising, unless we solicit sponsorships from Partnership member organizations.
 - Social Media: Create a Partnership presence online? LinkedIn and other sites.
- **Outreach:**
 - List of potential organizations working with the audience:
 - Need a list of organizations serving various populations within the community so that we can do effective outreach for the Fair.
 - Is there a network of social service organizations in SLO County that would be appropriate?
 - **ACTION:** Contact United Way regarding 211 Helpline
 - **ACTION:** Contact Patty Herrera (Chair) regarding Dignity Health's Community Benefit (subcommittee of their Community Governing Board)
 - **ACTION:** Contact Dawn Boulanger regarding a posting on the EDD website: <https://slocalcareers.org/>
 - **ACTION:** Oscar Ramos will send it out to Cuesta connections/student.
 - Adventist Healthcare System: Tenet did career fairs in the past.
 - **ACTION:** Aydin Nazmi is on the Board at Adventist. He can identify someone who might be able to provide suggestions on this.
 - **ACTION:** Beth Johnson can call Director of HR.
 - LinkedIn Local SLO meets regularly to connect professionals and SLO Chamber Commerce hosts networking events.
 - **ACTION for next meeting:**
 - Everyone will bring their list of names/organizations/email addresses to send out invitation.



SUMMARY OF ACTION ITEMS

- **HCAI Health Career Exploration Grant:**
 - Susan McGraw will send out the RFP as soon as it is available.
 - If the Partnership can meet the requirements of the RFP, Susan will work with designated members of the Committee to develop the grant application.

- **Healthcare Career Exploration Fair:**
 - Bob Redlo will work with Heather Tucker and Oscar Ramos to discuss potential funding at the state level for EMT/paramedic training.
 - **Committee Document Review:**
 - Susan will create a shared google folder and documents (with comment only capability) for the Committee to review program titles, tag lines, draft infographic, and draft versions of the invitations prior to the next meeting.
 - **Career Pathway Infographic:**
 - Susan will check with Cuesta about adding to the Career Pathway Infographic: psych tech (for ASH), phlebotomy, EMT/paramedic; will check with Dignity/Adventist to determine the annual number of positions needed for radiology technicians.
 - Infographic Design:
 - Aydin Nazmi will contact any interested graphic design students to see if anyone is interested in developing the infographic.
 - Depending upon the complexity of the information to be included, Susan McGraw may be able to produce the infographic herself or will check with Michelle Shoresman to determine if there are graphic design services available through the County.
 - Oscar Ramos and Beth Johnson will provide Susan with the information to be included in the infographic.
 - **Event Invitations:**
 - Partnership Members: Susan will set up an RSVP system for Partnership members to confirm their participation in the Forum AND the Fair, and will send the Save the Date notice by email.
 - Personalized Invitations for Organizations to Participate in the Career Fair: A personalized invitation will be created for organizations that the Committee would like to invite to participate in the Career Fair. As soon as the date and location are confirmed, Susan will send out the invitations to the list created by the Committee, including a link to the RSVP system.
 - Susan will design or work with a designer to produce 2 event flyers for the general public (one for the Forum and one for the Fair).
 - **Social Media:** Susan will explore the feasibility of creating a social media presence for Partnership.
 - **Outreach List:**
 - Contact United Way regarding 211 Helpline
 - Susan will contact Patty Herrera (Chair) regarding Dignity Health's Community Benefit (subcommittee of their Community Governing Board).
 - Susan will contact Dawn Boulanger regarding a posting on the EDD website:
<https://slocalcareers.org/>
 - Oscar Ramos will handle Cuesta connections/student.
 - Aydin Nazmi identify someone at Adventist who might be able to provide suggestions on organizations to contact. Beth Johnson can also contact the Director of HR.
 - Committee members will bring their list of names/organizations/email addresses to for invites to the next meeting.