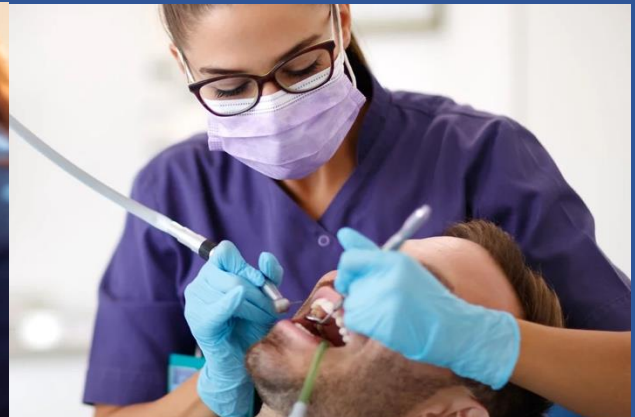


**SLO Healthcare Workforce
Partnership**

SLO Healthcare Workforce Partnership Meeting October 10, 2024

SLOHealthcareWorkforce.org
Info@SLOHealthcareWorkforce.org



UPLIFT Grant Opportunity

Expected Timeline:

- NOFO Release Date: Tuesday October 1, 2024
- Question Submission Deadline: Tuesday, October 8, 2024
- Virtual Bidders Forum: Friday, October 11, 2024 from 11:00 - 12:30 PM PST.
- LOI Submission Deadline: Friday, October 18, by 5:00 PM PDT
- Uplift to Notify LOI applicants of status: First week of November
- Application Submission Deadline: Friday, December 13, 2024, by 5:00 PM PST
- Award Announcement: Middle of January 2025
- All financial and administrative documentation due to Uplift: Two weeks following award notice



UPLIFT Grant Opportunity

Accelerator: Up to \$250,000 (\$125,000/yr. for 2025 and 2026)

Grant Accelerator projects have moved beyond the initial idea phase and are beginning to take shape through early planning and analysis. These projects require more detailed planning and preparatory work to advance toward implementation. Accelerator projects should have a clear outline of the next steps required to move to the implementation stage, including studies, detailed planning, and solutions to potential challenges. Key Considerations:

- Projects should show a clear trajectory from planning to full implementation, identifying any risks and potential solutions.



UPLIFT Grant Opportunity

(Healthcare Strategies & Tactics Aligned with Proposed Project)

2. **Bolster Workforce Pipeline Between Educational Institutions and Healthcare Institutions.** Establishing a comprehensive pipeline between educational institutions and healthcare institutions to offer externships and career path training may help professionals secure more quality healthcare jobs. ***Tactics include:***
- Identify top professions and jobs (e.g., nursing, behavioral health, and allied health) for partnerships between educational and healthcare institutions to prioritize for preparing students and facilitating entry into those roles. Establish goals for the number and geographic location of professionals to be developed through the partnerships, focusing on students from disinvested communities.
 - Provide funding for paid internships for students to work in healthcare organizations serving underserved/disinvested communities.
 - Organize healthcare career fairs, workshops, and informational sessions to expose students to different healthcare careers and the required educational pathways.
 - Establish advisory boards comprising educators, healthcare professionals, community representatives, and industry experts to align training programs' outcomes with the needs of the healthcare sector and the community.



UPLIFT Grant Opportunity

(Healthcare Strategies & Tactics Aligned with Proposed Project)

3. **Expand Training and Awareness on Healthcare Career Paths:** Provide elementary, middle, and high school students with training, resources, and education on healthcare careers, pathways, and their requirements. *Tactics include:*
- Develop, expand, and enhance programs that introduce students to various healthcare careers through interactive activities, guest speakers, and field trips to healthcare facilities.
 - Create and distribute educational materials including brochures, videos, and online resources that provide information on healthcare career pathways and requirements.
 - Organize healthcare-focused summer camps and workshops where students can engage in hands-on activities and learn from healthcare professionals.
 - Involve community parents, community members, and CBOs, in promoting healthcare careers by hosting informational sessions and community events.
 - Provide information on scholarships, financial aid, and government programs (e.g., Pell Grant), internships, and other opportunities that support paying for education for students who are interested in pursuing healthcare careers.



UPLIFT Grant Opportunity

Proposed Project:

- Custom-designed and Partnership branded SLO County Healthcare Career Exploration Program incorporating Career Fairs (targeted to middle school and high school students) linked to the Health Career Connections (HCC) paid summer professional development and internship program.
- Part-time Program Manager to build, launch, and support the local programs.
- Funding for student interns (for organizations willing to host an intern but unable to cover the \$8,000 to \$9,000/intern cost; “scholarship” approach).
- Operational expenses for the career fairs.

Fiscal Agent & Employer: Health Career Connections (HCC) will be the fiscal agent and hire and manage the PT employee. HCC will submit the grant application on behalf of the Partnership, with an MOU with County Public Health and/or letters of support from Partnership members.

Funding Amount & Length of Grant: \$250,000 for 2 years (\$125,000/year for 2025 and 2026).



UPLIFT Grant Opportunity

Health Career Connections (HCC, summer paid internship program)



HEALTH CAREER CONNECTION

PAID HEALTHCARE AND PUBLIC HEALTH INTERNSHIP

Deadline to Apply: December 9th, 2024

Advance your health career, gain practical skills & experience, contribute to your community, and receive financial support for your education.

PROGRAM FEATURES

GAIN EXPOSURE & EXPERIENCE

10-week full-time, hands-on internship placement in a local health organization with **competitive paid, educational stipends**. In-person, hybrid & virtual available.

Duration: June - August 2025

MENTORSHIP

Receive one-on-one mentorship support through our preceptor apprenticeship model from HCC staff, and from your peers. Join our HCC alumni community of over 5,400 health professionals.

PROFESSIONAL DEVELOPMENT

- Advance your career directly
- Build practical skills
- Become a more competitive applicant for graduate health professions
- Strengthen your health career network

Internship Placements include: hospitals, health systems, community health centers, public health departments, behavioral health agencies, and more.

Placements available in the SLO Region and HCC's other California and national locations.

- 98% of HCC interns gain more health career knowledge and confidence
- 88% of interns strengthen their professional skills and networks
- 71% of HCC interns receive a job offer or extended internship
- 82% complete graduate education training in the health professions

ELIGIBILITY

Open to undergraduates and recent college graduates (within 3 years of graduation). Underrepresented, first-generation college students and those from low to middle income backgrounds are strongly encouraged to apply.

➔ Apply at www.healthcareers.org

✉ Email us at info@healthcareers.org

HEALTH CAREER CONNECTION

Partner with us to advance your goals & build a robust, diverse area health workforce

For over 34 years HCC has helped organizations meet their workforce, diversity, capacity, and health equity goals while providing opportunity for local college students

Host HCC interns and provide learning and project opportunities in areas such as:

- Public Health & Community Health
- Health Care Management
- Health Policy
- Data Analysis
- Biotechnology
- Behavioral Health
- Workforce Development
- Diversity, Equity & Inclusion
- Communications
- Advocacy
- COVID-19 response
- Finance and Quality Improvement
- And more emerging needs

Benefits of Hosting SLO Health Workforce/HCC Interns

Advance your diversity, equity and inclusion initiatives
HCC's proven program is a tangible, immediate and cost-effective way to meet DEI goals by hosting interns from underrepresented backgrounds

Strengthen your health workforce and access competitive talent
HCC's talented and skilled interns add value to priority projects during the internship and are ready to become part of your talent pipeline

The powerful experience of being a mentor
You and your organization have the rewarding experience of mentoring students at key stages in their education and careers, as others did for you

Turn-key program with structured support
HCC sources, screens, places and manages interns, along with high-quality educational programming, to make it easy and cost-effective for you to host interns

Advance your local health & community benefit initiatives
Enhance economic development, equity and opportunity for interns and the communities they serve

Our Impact

- 98% of HCC interns are from communities of color
- 96% of host organizations reported that HCC interns were a good return on investment
- 71% HCC interns received job offers or extended internships with their host organizations
- 300+ organizations partner with HCC across 12 U.S. regions

New SLO Regional Program

SLO Health Workforce Partnership and HCC are partnering to provide health career exposure and opportunities for area college students and to build a more robust, diverse area health workforce.

Please join us by hosting our interns in your organizations this summer or funding interns in underserved communities.

Priority Deadline to Commit for Summer 2025 Interns: December 15, 2024

To commit email Jeff Oxendine, Founder & CEO, at joxendine@healthcareers.org

Community Forum & Career Fair Planning

Date: Wednesday, October 30, 2024

Times: Forum (11:00am to 3:30pm); Career Fair (4:00pm to 6:00pm)

Location: Family Care Network, 1255 Kendall Road, San Luis Obispo

Forum Overall Objectives:

- Share information on what the Partnership has learned since Fall 2023
- Engage the audience in interactive discussion about critical topics
- Solicit feedback/input to gain more clarity on the needs & potential solutions

RSVPs (as of 10/10/24):

- Forum: 59
- Career Fair: 34 (including a couple of parents/chaperones)



Community Forum Planning

Networking Lunch:

An interactive opportunity for attendees to network and begin thinking about and discussing the healthcare workforce topics.

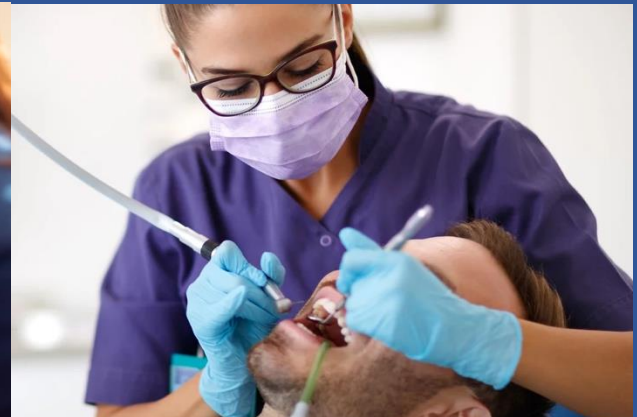
- Table topics (one topic/question per table and people select topic/table of interest)





SLO County Healthcare Workforce Forum October 30, 2024

SLOHealthcareWorkforce.org
Info@SLOHealthcareWorkforce.org



Community Forum Agenda – UPDATED 10/10/24

- 11:00am to 12:00pm Registration, Lunch (catered boxed lunches), & Networking
- 12:00 to 12:10pm Welcome & Intros (Meet your table colleagues)
- 12:10 to 12:45pm Overview of the Partnership & the Highlights of the Research (individuals rank top 3 most critical needs in their organization; collect responses)
- 12:45 to 1:30pm Funding & Advocacy Program: Panel (federal, state, regional advocacy opportunities) and Q&A
- 1:30 to 1:45pm Break (drinks and snacks/cookies)
- 1:45 to 2:30pm Recruitment & Retention Program (2 speakers & small group discussions; collect table responses)
- 2:30 to 2:45pm Break (drinks and snacks/cookies)
- 2:45 to 3:15pm Healthcare Career Pathways Program (SLO Healthcare Career Pathway Infographic & Training/Education Providers share info on their segment)
- 3:15 to 3:30pm Closing & Call to Action Forms

4:00 to 6:00pm
Career Exploration Fair for
Youth/Young Adults



Funding & Advocacy Opportunities

Advocacy Panel

Federal Level:

- **Panelist:** Vessenia, from Congressman Salud Carbajal's Office
- **Topic:** Pending federal legislation related to healthcare funding or workforce (i.e., Medicare rates, etc.)

State Level:

- **Panelist:** Jeff Oxendine
- **Topic:** Changes in state funding, HCAI workforce development initiatives, CA Health Professions Consortium grant, HCC summer paid internship in SLO County

Regional Level:

- **Panelist:** Lady Freire, UPLIFT
- **Topic:** Healthcare Recommendations for Potential Funding





Recruitment & Retention Challenges & Strategies

Based on the Partnership's
Healthcare Organization Survey
Spring, 2024

Recruitment & Retention Committee

Format – 1:45 to 2:30

UPDATED 9/26/24

- 1:45-1:47 pm **Frank Warren:** Introduce theme & emcee
- 1:47-2:08pm **Recruitment Challenges and Strategies:**
 - Survey data: Frank (2 min.)
 - Dawn Boulanger: State of the SLO County Workforce & Impact on Local Healthcare Organizations / tool for salary comparison (10 min.)
 - Table Discussions #1 (8-9 min.)
- 2:08pm-2:29pm **Retention Challenges & Strategies:**
 - Survey data: Frank (2 min.)
 - Matt Briskin: National best practices to address job burnout/stress (10 min.)
 - Table Discussions #2 (8-9 min.)



RECRUITMENT:

Top 4 Most Significant Challenges

<p>1. Cost of Living:</p> <ul style="list-style-type: none"> • Candidates from outside the county are reluctant to move here due to the high cost of living and housing. 	83.33%
<p>2. Lack of Training:</p> <ul style="list-style-type: none"> • It is difficult to find local candidates that meet the education, training, licensing, and/or experience requirements. • There are no local organizations that provide the required training or education to meet the requirements. • Internal candidates do not meet the requirements for education, training, licensing, or professional development. 	<p style="text-align: center;">83.33%</p> <p style="text-align: center;">66.67%</p> <p style="text-align: center;">58.33%</p>
<p>3. Lack of Diversity:</p> <ul style="list-style-type: none"> • It is difficult to find an applicant pool, reflective of the diversity of SLO County, to meet our needs. 	58.33%
<p>4. Lack of Adequate Salaries/Benefits:</p> <ul style="list-style-type: none"> • Can't compete with other local or out-of-county organizations. 	50.00%

RECRUITMENT:

Local Recruitment Strategies

- **Training:** In-house training for early career employees.
- **Advertising, Recruiters, Job Fairs:**
 - Targeted, specialized job posting, advertising, and active/passive marketing strategies
 - Use of recruiting agencies for difficult-to-fill positions (like physicians).
 - In person job fairs
- **Collaborations:**
 - Partnerships and affiliation agreements with local colleges and educational institutions
 - Preceptorships, clinical rotations with students
 - Networking in various community spaces
- **Financial Incentives:**
 - Sign-on and employee referral bonus plans
 - Benefits (e.g., up to 100% of employee health/dental/life premiums)
- **Organizational Culture & Reputation:** Cultivating a positive work environment to foster great local reputation



RECRUITMENT

Presentation: Dawn Boulanger, WDB

The State of the Workforce in SLO County and the Impact on Recruitment & Retention

(include link to the online tool to research competitive salary ranges)



RECRUITMENT

Small Group Discussion Question:

What successful strategies has your organization used to **RECRUIT** healthcare-related employees that you would recommend to other organizations?



RETENTION:

Top 3 Reasons Employees Left

<p>1. Lack of Adequate Salary/Benefits:</p> <ul style="list-style-type: none"> • Not adequate compared to local cost of living and housing • Not comparable to out-of-county employers • Not comparable to other local employers 	<p style="text-align: right;">83%</p> <p style="text-align: right;">50%</p> <p style="text-align: right;">42%</p>
<p>2. Cost of Living/Housing:</p> <ul style="list-style-type: none"> • Relocated to a different geographical location outside of the County due to local cost of living and housing 	<p style="text-align: right;">58%</p>
<p>3. Burn Out:</p> <ul style="list-style-type: none"> • Job "burn out" or stress 	<p style="text-align: right;">50%</p>



RETENTION:

Local Retention Strategies

- **Salary & Benefits Packages:**
 - **Salaries:** Created competitive, transparent wage structure; conducted market surveys to address gaps in competitive wages
 - **Benefits:** IRA contributions, employer-paid long-term disability plans, wellness programs, increased vacation/personal days
- **Financial Incentives:**
 - Sign-on and retention bonus plans
 - Employee student loan repayment programs
- **Organizational Environment:**
 - Flexible, autonomous work schedules, remote options, purposeful work
 - Enhanced, positive work environment.
 - Employee recognition programs.
 - Annual retention surveys to assess why people stay with action planning based on results
- **Training:**
 - Leveraging career pathways, increasing training and education opportunities
- **Partnerships to Determine Where Opportunities Lie:**
 - SLO Healthcare Workforce Partnership, Workforce Development Board, Central Coast Workforce Collaborative
 - Local colleges

RETENTION

Presentation: Matt Briskin, The Chartis Group

**National Best Practices to Address
Healthcare Employee Burnout & Stress**



RETENTION

Small Group Discussion Question:

What successful strategies has your organization used to **RETAIN** healthcare-related employees that you would recommend to other organizations?



Healthcare Career Pathways

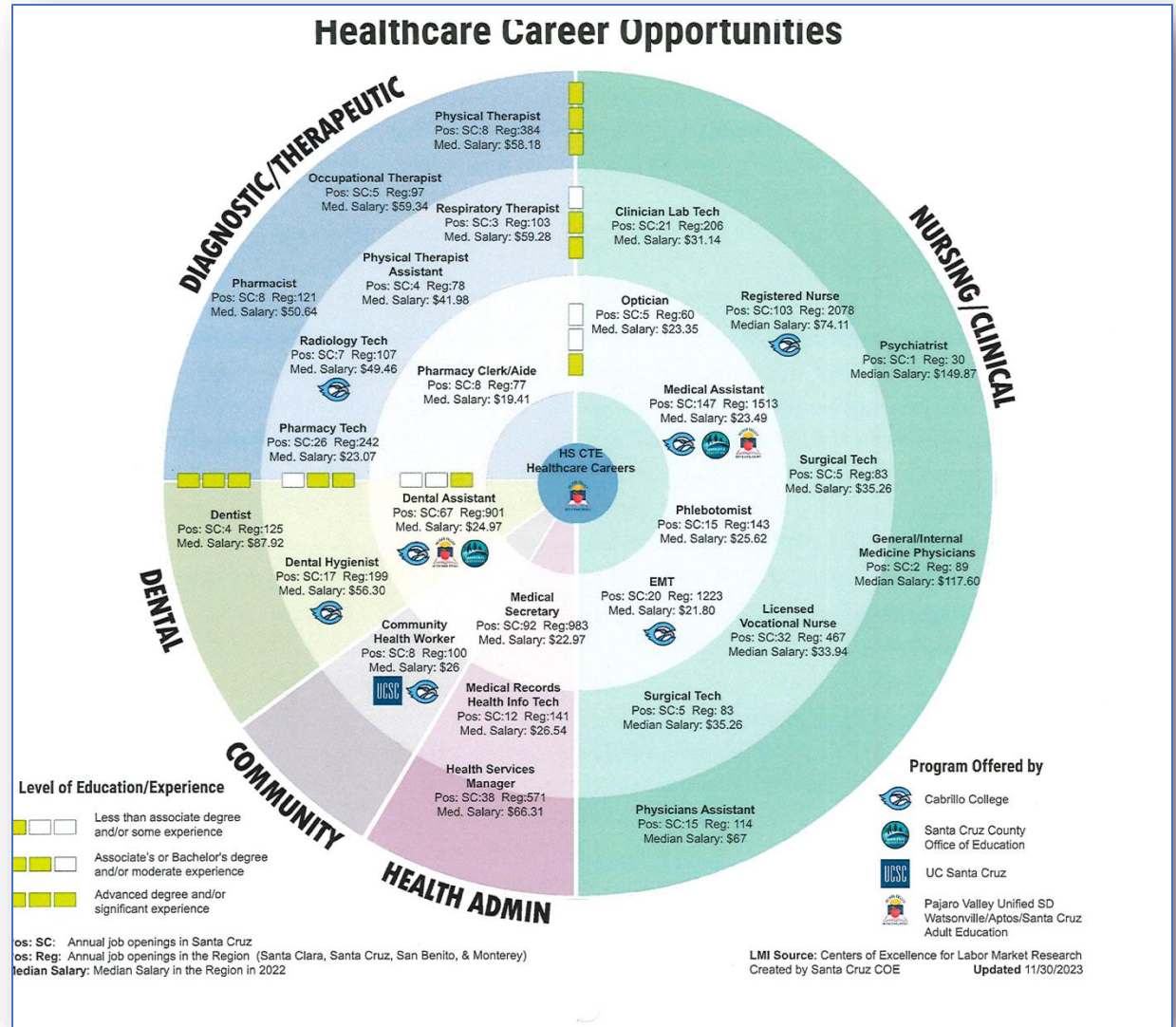
Top 9 Critical Occupational Needs: 2025 to 2030

(Partnership's Healthcare Organization Survey, Spring 2024)

Physical Health	Primary Care M.D.
	Nursing: <ul style="list-style-type: none"> • Registered Nurse (RN) • Licensed Vocational Nurse (LVN) • Certified Nursing Assistant (CNA) • Nursing Assistant (NA; not certified)
	Physical Therapist (PT)
	Radiology Technician
	Medical Assistant (MA)
Behavioral Health	Marriage & Family Therapist (MFT)
Oral Health	Registered Dental Assistant (RDA)
Multiple Healthcare Areas	Community Health Worker (CHW)
	Emergency Services: <ul style="list-style-type: none"> • Emergency Medical Technician (EMT) • Paramedic



SLO County Healthcare Career Pathways Infographic





Career Fair Planning

Career & College Night

(4:00 to 6:00pm)

- *Career exploration* focus.
- **Collaboration with Family Care Network:**
 - 7-9 organizations representing:
 - **Government** (fire services, forestry, transportation, public safety & crime prevention, library services, etc.)
 - **Construction/Trades** (building trades & construction, electrical, plumbing, engineering, etc.)



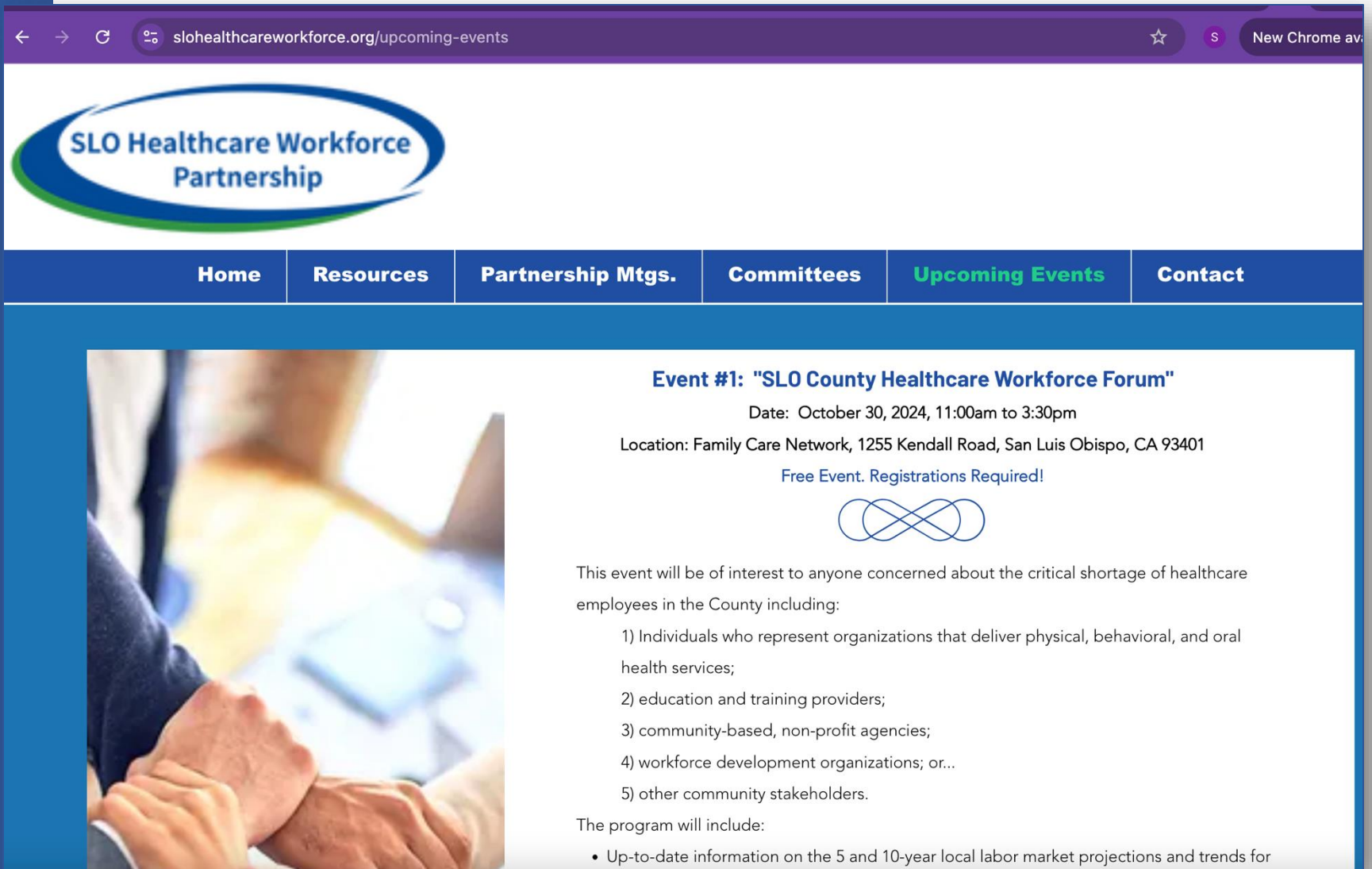
Career & College Night

(4:00 to 6:00pm)

- **SLO Healthcare Workforce Partnership:**
 - **16 Tables:**
 - ***Healthcare:*** Public Health/Behavioral Health/Oral Health, Adventist Health, CHC, Compass Health, Cal Poly Student Health & Wellbeing, Aspire Counseling Services, Sierra Mental Wellness, Tolosa Dental Center, Promotores, CenCal Health
 - ***Education:*** Cuesta, Cal Poly (health advisors), A.T. Still, SLO Partners (Dental Boot Camp), Health Career Connections (summer paid internship program)
 - ***Workforce Development:*** SLO Cal Careers




Website: Upcoming Events



The screenshot shows a web browser window with the URL slohealthcareworkforce.org/upcoming-events. The page features the SLO Healthcare Workforce Partnership logo and a navigation menu with the following items: Home, Resources, Partnership Mtgs., Committees, **Upcoming Events**, and Contact. The main content area displays an event titled "Event #1: 'SLO County Healthcare Workforce Forum'".

Event #1: "SLO County Healthcare Workforce Forum"
Date: October 30, 2024, 11:00am to 3:30pm
Location: Family Care Network, 1255 Kendall Road, San Luis Obispo, CA 93401
Free Event. Registrations Required!



This event will be of interest to anyone concerned about the critical shortage of healthcare employees in the County including:

- 1) Individuals who represent organizations that deliver physical, behavioral, and oral health services;
- 2) education and training providers;
- 3) community-based, non-profit agencies;
- 4) workforce development organizations; or...
- 5) other community stakeholders.

The program will include:

- Up-to-date information on the 5 and 10-year local labor market projections and trends for

Website: Upcoming Events

← → ↻ 📄 slohealthcareworkforce.org/upcoming-events



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New Chrome available ⋮

Event #2:

"SLO County Career & College Night"

Career Exploration Fair Co-sponsored by:

SLO Healthcare Workforce Partnership &

Family Care Network

Date: October 30, 2024, 4:00 to 6:00pm

Location: Family Care Network, 1255 Kendall Road, San Luis Obispo, CA 93401

Open to the public. No charge.



Learn about and explore local high demand jobs and career opportunities, training and education programs, scholarships and financial assistance, internships and work experiences, career coaching, and other supportive services.

Meet with representatives from various industries and local colleges including:

- **Healthcare** (medical, emergency services, mental health, dental, etc.)
- **Government** (fire services, forestry, transportation, public safety & crime prevention, library services, etc.)
- **Construction/Trades** (building trades & construction, electrical, plumbing, engineering, etc.)
- **Education** (Health Care Careers, SLO Partners, Cuesta College, California Polytechnic University, A.T. Still)
- **And More!**

[Sign Up to Attend Here.](#)



2024 SLO County Healthcare Workforce Forum



Forum Flyer



***Concerned about the
critical shortage of local
healthcare professionals?***

Join us to learn about:

- Labor market projections for physical, behavioral, and oral health.
- Strategies to enhance employee recruitment and retention.
- Legislation that could be influenced through local advocacy efforts.
- Local healthcare training and career pathway development.

**Free Event. Lunch Provided.
Reservations Required!**

For more information, visit:
[SLOHealthcareWorkForce.org/
upcoming-events](https://SLOHealthcareWorkForce.org/upcoming-events)

Wednesday, October 30, 2024

11:00am to 3:30pm

**Family Care Network
1255 Kendall Road
San Luis Obispo, CA**

Career Fair Flyer (English & Spanish)



Encuentra tu camino al futuro



Chart Your Course for the Future!

SLO County Career and College Night

Learn about:

- Local high demand jobs and careers (healthcare, emergency services, forestry, transportation, public safety, construction, engineering, and more!)
- Training and education programs
- Scholarships and financial assistance
- Internships and work experiences

Free Event.

For more information, visit:
[SLOHealthcareWorkForce.org/
upcoming-events](https://SLOHealthcareWorkForce.org/upcoming-events)

Wednesday, October 30, 2024

4:00 to 6:00pm

Family Care Network
1255 Kendall Road
San Luis Obispo, CA



Sponsors



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ra, transporte,
, etc.)

le octubre de 2024

o 6:00pm

are Network
endall Road
Obispo, CA

LY CARE NETWORK

Public Health Promotion (examples)

- Health Agency digest to all employees
- Public Health digest to list of about 300 community partners, elected officials, local PIOs, BOS, etc.
- Farmworker Outreach Taskforce (150 community partners)
- DSS staff who focus on supporting foster youth
- Tobacco Control Coalition, including youth advocates
- Friday Night Live team
- School nurses
- Behavioral health youth outreach teams at schools
- Mission Community Services
- PH interns, to share onward with their channels and clubs
- Boosted social media posts on our channels
- SLO County Office of Education: Distribution to School Superintendents

Post-Program Feedback/ Call to Action



SLO County Healthcare Workforce Forum

October 30, 2024, 11:00am to 3:30pm

Post-session Feedback

1) How valuable was today's information to your work? *(circle one)*

Not At All ←—————→ Very Much
1 2 3 4 5

2) Of the topics discussed today, what information or strategies will you share with your organization?

3) How can we enhance next year's Forum to meet your needs related to healthcare workforce issues?

What additional resources or expertise can you or your organization provide to the SLO Healthcare Workforce Partnership?

Are you interested in joining the Partnership? Yes No

If yes, which committee fits with your areas of expertise and/or interest?

- Recruitment & Retention
- Healthcare Career Pathways
- Funding & Advocacy

Please complete the following and Susan McGraw will reach out to you:

Name: _____

Organization: _____

Email: _____

Phone: _____

(Please feel free to use the reverse side, if needed)



2024 SLO County Healthcare Workforce Forum

Program Action Plan, page 1

What actions need to be taken to prepare for this program?	Who will do it?	Status:
1. Opening Lunch/Networking and Program Overview: <ul style="list-style-type: none"> Lunch/Networking Activity: Finalize plans and discussion topics. Finalize slides for "Healthcare Workforce Outlook for SLO County." 	Susan & Alexandra Susan	Done In process
2. Funding & Advocacy Segment: <ul style="list-style-type: none"> Federal: Confirm details with Congressman Carbajal's office and provide "focus points." State: Confirm Jeff Oxendine's participation and "focus points." Regional: Confirm Lady Freire's participation and "focus points." Appoint moderator (none needed) / timekeeper (Susan). Create slides if needed for Jeff and Lady. 	Michelle Susan & Jeff Susan Michelle Committee	Done Done Done Done In process
3. Recruitment & Retention Segment: <ul style="list-style-type: none"> Confirm Dawn Boulanger's participation and "focus points." Create slides for Dawn and Matt Briskin. 	Susan & Dawn Susan, Dawn, Matt	Done In process
4. Healthcare Career Pathways Segment: <ul style="list-style-type: none"> Finalize "Top 9 High Demand Occupations in SLO County." Create career pathway infographic with info on training programs. Create plans for audience engagement (segue into Call to Action). 	Susan Beth & Susan Committee	Done In process Done
5. Career Fair (with Family Care Network): <ul style="list-style-type: none"> Confirm Partnership member tables needed via RSVP system. Provide information to table representatives on facility logistics and expectations. 	Susan Susan	Done In process



2024 SLO County Healthcare Workforce Forum

Logistics/Promotion Action Plan, page 2

What actions need to be taken to prepare for this program?	Who will do it?	Status:
<p>1. Event Promotion for Forum & Fair:</p> <ul style="list-style-type: none"> Finalize Forum Flyer, post on website, & distribute to local stakeholders (email to 2019 forum attendees & Partnership members distribute to their networks). Finalize Fair Flyer, post on website, & distribute to local youth-serving organizations (Committee to email to organizations or post hard copies). Distribute links to the webpage and flyer to Partnership members to share on their social media sites. 	<p>Susan & Partnership</p> <p>Susan & Committee</p> <p>Susan & Partnership</p>	<p>Done</p> <p>In process</p> <p>In process</p>
<p>2. Facility Set Up & Food:</p> <ul style="list-style-type: none"> Complete event contract with FCN; confirm A/V availability, # of tables/chairs needed, etc. Interface with FCN on logistical issues for both events. Select caterer, determine purchasing requirements, and order boxed lunches/drinks for delivery. 	<p>Michelle</p> <p>Susan</p> <p>Susan & Michelle</p>	<p>In process</p> <p>Done</p> <p>Done</p>
<p>3. Registrations:</p> <ul style="list-style-type: none"> Confirm registrations via the RSVP system for the Forum. Confirm registrations via RSVP system for the Career Fair. Print registration sign in sheets, post-session feedback forms, and other materials, as needed. Provide blank name tags. 	<p>Susan</p> <p>Susan</p> <p>Susan</p> <p>Susan</p>	<p>In process</p> <p>In process</p> <p>In process</p> <p>In process</p>