



## Takeaways from the Community Partner Healthcare Townhall on 12/07/16

How to Read: the red text are the **Gaps / Needs Improvements** identified by the businesses, the green text are the **Possible Solutions / Recommendations** identified by the community partners. Black text are the general comments that apply to the section.

### 1. Lack of soft skills in job applicants and current workers

#### a. Current solutions

- i. Could be addressed by connecting veterans who generally hold soft skills to positions.
  1. Let businesses know how to connect to vets.
  2. Provide outreach to veterans about the positions.
  3. Vet center and Worksource locations.
- ii. Promoting Key Train and NCRC certification to job seekers, which standardizes soft skill training that is already available in WorkSource Centers and other locations.

#### b. Short-term solutions

- i. WorkSource and partners develop more paid internship positions in the community.
- ii. WorkSource and partners develop and hold customer service classes beyond entry-level knowledge and skills.

#### c. Long-term solutions

- i. WorkSource could offer non-traditional times for those with life barriers so they have access to the training.
- ii. Workforce system could advocate the need for K-12 to instill the concept of accountability at earlier age in education system.
- iii. Community colleges and high schools could integrate soft skills training into current course content, instead of as separate classes or workshops.

### 2. The overregulation of the healthcare industry

#### a. Long-term solutions

- i. Many veterans have medical certificates but are unable to transfer into the medical industry. This should be regulated to allow them to continue into the civilian medical field.
- ii. Reworking Washington States licensure requirements that produce barriers where people cannot work in the field for a year even when they have the skills – this is the same if people come from other states.
- iii. Lower regulations on certifying extra national health-centered degrees to increase legal talent pull of skilled immigrants into the area.
- iv. Lower regulations to allow more access for students and classes to be within the client settings during training.



- v. Regulating parts of the healthcare system as certain healthcare job regulations make the occupation itself not visible, such as certain low paying jobs that require months or training that has a high cost of earnings.
- vi. Community partners could advocate for the deregulation of occupational certifications within healthcare to allow easier entry and development of skills within the industry.
- vii. Have nationwide healthcare standards allowing people to bring their licenses and experience as they relocate, thus decreasing the reciprocity/recertification barriers.
- viii. Advocate to stop increasing certifications within the field that just lead to decreasing the possible candidates within the field.
- ix. Colleges will need a way to split up tuition for different fields.
  - 1. Healthcare training costs are exponentially more than other fields, so in the long-term colleges will likely not be able to keep the outdated tuition structure.
- x. Healthcare reform to allow TANF for 2 years past their hire date.

**3. Training provided is not reflective of occupational reality**

**a. Short-term solutions**

- i. Workforce and the colleges can form a board to identify what non-clinical positions within healthcare need to be addressed and not just over-shadowed by clinical positions.
- ii. Have the colleges and training providers present the multiple programs to employers to see if the lesser known programs meet their requirements in number and content of education. So, colleges and trainers know how to adjust their curriculum to meet employer needs.

**b. Long-term solutions**

- i. Secure more funding for onsite training within clinical settings, which is expensive.
- ii. Training could be conducted in multiple languages and at a variety of times.

**4. Employers feel that colleges and educators do not listen to them**

**a. Short-term solutions**

- i. Have colleges educate their value to businesses, giving business a reason to engage with them.

**5. Hospitals are having trouble retaining staff**

**a. Short-term solutions**

- i. Colleges provide knowledge databases of best of practices that are operating and working in other areas.



- ii. Make sure that programs take time to explain the reality of the job and working schedule within the field. Having onsite training would likely provide a better view of the actual work.

b. Long-term solutions

- i. Colleges maintain an ongoing research of national best practices to share with employers of the possible options to help with them ongoing issues.
- ii. Provide analysis of RN wages in college clinical programs and/or training centers versus what RNs are earning in hospitals. It may prove that the reason it's hard to build capacity with RN oversight programs is that the wages are so much lower in training programs.

**6. Recruitment issues**

a. Short-term solutions

- i. Colleges and WorkSource system can become familiar with the local healthcare organizations hiring structure. To give guidance to job seekers about how to apply with the different hiring practices of the local employers.
- ii. Colleges and the Worksource system could have outreach about the non-medical opportunities within healthcare.
- iii. Colleges can have an access point to the various occupational titles and positions within healthcare.
- iv. Community provide more outreach about the pipelines into healthcare.
- v. Community colleges have guided pathway navigators to outreach for the many pathways within healthcare.
- vi. Start outreach and knowledge of medical fields in middle- and high-schools.
- vii. Conduct marketing with the Nurses of America.
- viii. Increase outreach for the "Welcome Back Center" at EdCC for immigrants and refugee populations who worked in healthcare previously.
- ix. WorkSource could develop a panel to stay up-to-date on non-medical positions within healthcare.

b. Long-term solutions

- i. Create a Young Nurses of America to reach out to younger generation.
- ii. Have a bank of occupational videos of all the positions within a hospital that cover duties, daily routines, and career progression. This would allow all partners to have a way to outreach for each position.
- iii. Create an up-to-date career map from the pipeline in to career development for all occupations within healthcare.

**7. Lack of confidence in job applicants**

a. Current solutions

- i. WorkSource locations provide assistance for those looking for work.



1. How to job search.
    2. Where to job search.
    3. Review resume and cover letter.
    4. Practice interviews skills.
  - b. Short-term solutions
    - i. Educate job seekers on the importance of resume appearance as employers do judge on resume appearance. If a little more time and detail was spent on them, it can lead to a lesser amount of time being unemployed.
8. **Job seekers fail to understand proper interview attire and etiquette**
  - a. Current Solutions
    - i. WorkSource locations
      1. Interview class and one-on-one training.
    - ii. Rotating but recurring course provided within multiple locations around the county by multiple Workforce system partners.
9. **Lack of qualified candidates for open positions**
  - a. Current Solutions
    - i. Adding WorksourceWA to outreach platforms.
  - b. Short-term solutions
    - i. Locate more funding for industry recognized certificate programs that are offered locally.
    - ii. Secure more funding to offer work experience.
    - iii. Provide businesses with resources (workshops, webinars) on inter-generational workplace environments, best practices, etc.
    - iv. Business Solutions and others working directly with employers should candidly discuss what may look like resume “job hopping” but point out that many millennials started work during the recession and may have needed to do contract work or hold other short term project-based positions. It is not a reflection of “lack of loyalty”, but a necessity of the times
  - c. Long-term solutions
    - i. Provide more than one training cohort a year of in-demand skills.
    - ii. Workforce system collects best of practices to teach and offer resources to develop mentorship programs for businesses.
10. **Applicants do not have a real idea or vision of wage or job roles**
  - a. Short-term solutions
    - i. Interject time within programs and courses to explore career progression, including entry level wages. This will ensure that people do not think average wage is entry level wage.
    - ii. Provide responsibility and task progression, e.g. entry level will likely hold brooms and slowly move in to task roles. Job applicants will not start as a supervisor without prior experience.



- iii. Provide realistic time frames from entry level to career level responsibilities and roles.
- iv. Educate and outreach knowledge about total compensation; not just wage.
  - 1. Focus on quality of life aspects:
    - a. Work Culture.
    - b. Leave and sick time.
    - c. Location.
    - d. Health.
    - e. Benefits.

**11. Businesses do not know if they are compensating employees at competitive rates**

- a. Current solutions
  - i. WorksourceWA or the local Business Solutions team at WorkSource Everett should be able to provide wage data to businesses on the local economy within the occupation.

**12. Businesses do not know about WorkSource or WorkSourceWA**

- a. Short-term solutions
  - i. Marketing and outreach are needed to inform employers of the resources available at WorkSource Centers.
  - ii. Specific outreach plans need to be developed that target human resource managers in small to mid-size companies.
  - iii. Concentrate on building relationships and partnerships with industry leaders.
- b. Long-term solutions
  - i. WorkSource website could be set up like 211 service. All of the workforce system needs in one location, with accessible databases.
  - ii. WorkSource could become a better coordinator and central point for engagement, tours, outreach, and community resource information becoming more useful for businesses and a connecting point for community partners.

**13. It is hard to retain good employees**

- a. Short Term Solutions:
  - i. WorkSource could provide businesses with resources (workshops, webinars, etc.) that emphasize that training is career-long and how to inform employees of the opportunities within the company towards better pay, increased responsibility, and how this will keep employees engaged.
  - ii. Help businesses understand the benefit to setting up the expectation that each new level will have more training provided and then incentivize them for each of those training steps.
  - iii. Provide businesses with resources (workshops, webinars, etc.) that help them identify what their company culture is and help them market that to their employees (small & nimble, large with corporate type health benefits, family atmosphere, etc.).