WisCaregiver Careers
Nursing Homes Providing Retention Bonus

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Agenda

• Participants
• Nuts and bolts
• Reporting into the tracking system
• Media
• Workforce solutions
• Timeline
• Questions
Participants

- 13 technical colleges with approved Nurse Aide Training Programs (NATPs)
- 20 nursing homes with approved NATPs
- 280 nursing home participants who agreed to pay a $500 retention bonus
Contact Information

Check to make sure your information is correct.

• Nursing homes:
  www.dhs.wisconsin.gov/caregiver-career/nursing-homes.htm

• Training programs:
  www.dhs.wisconsin.gov/caregiver-career/training-programs.htm
Updates to the Website

Send no later than February 15, 2018, to dhscaregivercareer@dhs.wisconsin.gov.
Attestation

• We will be sending you a form with an attestation to participate in the program.
• Please sign and fax or scan it back no later than March 15, 2018.
Who is eligible for training?

• Traditional students
• Nontraditional students
• Seniors
• Veterans
• English language learners
• FoodShare Employment and Training (FSET) participants
Participant Criteria

• Complete training.
• Complete testing.
• Work in a Wisconsin nursing home for six months for the $500 bonus (provided by participating nursing homes).
Reporting Requirements

• Enter minimal student information into a secure online tracking system, including:
  ▪ Date hired.
  ▪ Date employee met six-month retention bonus.
  ▪ Date employment ended if less than six months and why, if applicable.

• Project conclusion: Complete an online survey to help us evaluate the project.
How would this look?

- Potential student would hear about the program through a number of routes from the media campaign.
- Campaign would direct people to a DHS website (www.wiscaregiver.com).
How would this look? (continued)

• Website will be interactive to help potential students decide what options they have for training and employment.

• Website will feature and link to participating training programs and nursing home employers providing the $500 retention bonus.
Tracking System

- Visual diagram
- Demo of what and when to report

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Media Campaign

Highlight the program and rewarding aspects of working as a nurse aide caring for Wisconsin’s elders and people with disabilities:

- TV and radio ads
- Social media advertising
Workforce Solutions

- Monthly webinars
  - Feature nursing home staff and other industry experts
  - Share best practices for successful recruitment and retention of staff
Workforce Solutions (continued)

• Possible topics
  ▪ Peer mentorship
  ▪ Flexible work hours and schedules
  ▪ Child care accommodations
  ▪ Education, training, and career advancement opportunities
Workforce Solutions (continued)

• Details
  - Dates: March 1, April 5, May 3, and June 7 (other dates as determined)
  - Time: 1:30–2:30 p.m.
  - Access: https://connect.wisconsin.gov/wiscaregiver_career/
Timeline

- September 2017: Held recruitment webinars with technical colleges, nursing homes with approved NATPs, and nursing homes providing the $500 retention bonus
- November 9, 2017: Held implementation webinar for training programs
- January 2018: Complete the tracking program
Timeline (continued)

- January 18, 2018: Hold implementation webinar for nursing homes
- January 2018: Complete the interactive website
- February 1, 2018: Second implementation webinar for training programs
Timeline (continued)

• By April 2, 2018: Launch media campaign
• April 2018–2019: Conduct training, hiring, retention
• March 2018–December 2018: Workforce solutions monthly webinars
Resources

• **Mailbox:** dhscaregivercareer@dhs.wisconsin.gov

• **Website:** [www.dhs.wisconsin.gov/caregiver-career/index.htm](http://www.dhs.wisconsin.gov/caregiver-career/index.htm)
Resources (continued)

• **Student Recruitment:**
  http://wiscaregiver.com (not yet available)

• **Listserv:**  https://public.govdelivery.com/accounts/WIDHS/subscriber/new?topic_id=WIDHS_430
Questions