



WISCONSIN DEPARTMENT  
*of* HEALTH SERVICES

# 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](http://www.dhs.wisconsin.gov/caregiver-career/nursing-homes.htm)

- Training programs:

[www.dhs.wisconsin.gov/caregiver-career/training-programs.htm](http://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](mailto: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](http://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/](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](mailto: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](https://public.govdelivery.com/accounts/WIDHS/subscriber/new?topic_id=WIDHS_430)

# Questions