



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

- 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

Resources (continued)

- **Student Recruitment:**
<http://wiscaregiver.com> (not yet available)
- **Listserv:** https://public.govdelivery.com/accounts/WIDHS/subscriber/new?topic_id=WIDHS_430

Questions