



WISCONSIN DEPARTMENT
of HEALTH SERVICES

WisCaregiver Careers Workforce Solutions

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Agenda

- Updates for WisCaregiver Careers
- A year in review
- Lessons learned
- Next steps
- Future webinars
- Questions

Student Sign-Up

- March 1 was the first day students could start signing up: www.wiscaregiver.com.
- April 30 was the media launch.
- As of November 30, there are:
 - 5,161 students registered for WisCaregiver Careers.
 - 1,320 students enrolled in training for WisCaregiver Careers.
 - 157 WisCaregivers employed.

Participants

- 13 technical colleges with approved nurse aide training programs (NATPs)
- 10 private NATPs
- 15 nursing homes with approved NATPs
- 303 nursing home participants who agreed to pay a \$500 retention bonus

Note: Make sure your contact information is accurate.

Year in Review



Goals: Three-Prong Approach

- Media campaign to attract caregivers
- Free training, free testing, \$500 retention bonus
- Workforce solutions: recruitment and retention

Media: Videos

Become a CNA today! Choose flexible hours and employment in hundreds of places around Wisconsin.



WisCaregiver - Start Your CNA Career

Watch later Share

Marcin
Certified Nurse Aide

#WisCaregiver WisCaregiver.com

Now is the time to start a meaningful career, making a real difference in people's lives.



WisCaregiver - Start Your Rewarding Career

Watch later Share

Karissa
Certified Nurse Aide

#WisCaregiver WisCaregiver.com

Are you ready to take the next step in your life?
WisCaregiver Careers will launch 2,000 caring individuals into careers in health care.



WisCaregiver Careers - Learn About the Program and How To Apply

Watch later Share

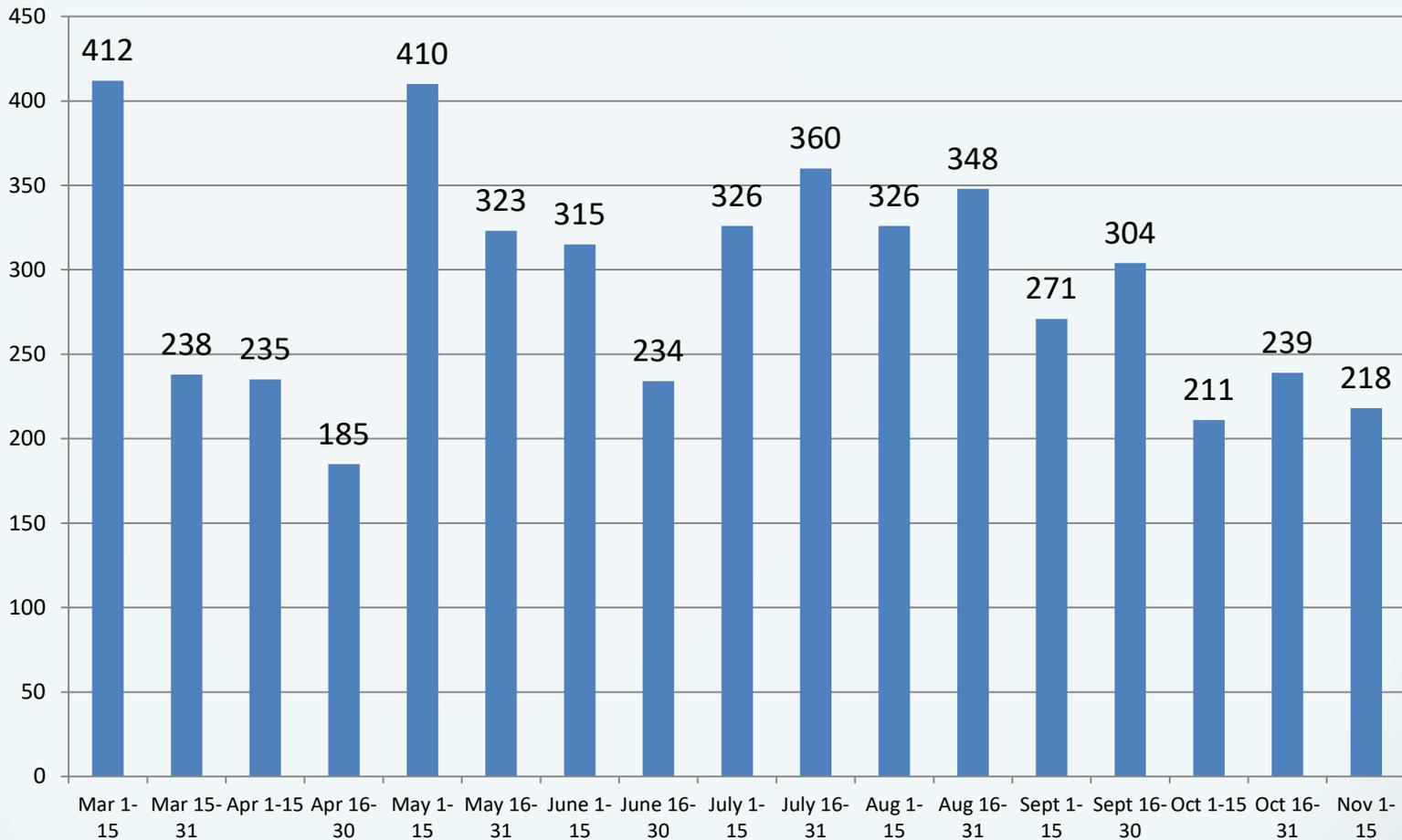
FREE TRAINING

FREE TESTING

CERTIFICATE

#WisCaregiver WisCaregiver.com

Student Registrations



Registrations by County: Over 100

County	# Registered	% Registered	% of Population
Milwaukee	1,643	39%	16%
Racine	293	7%	3%
Brown	230	5%	5%
Kenosha	161	4%	3%
Eau Claire	126	3%	2%
Dane	117	3%	9%

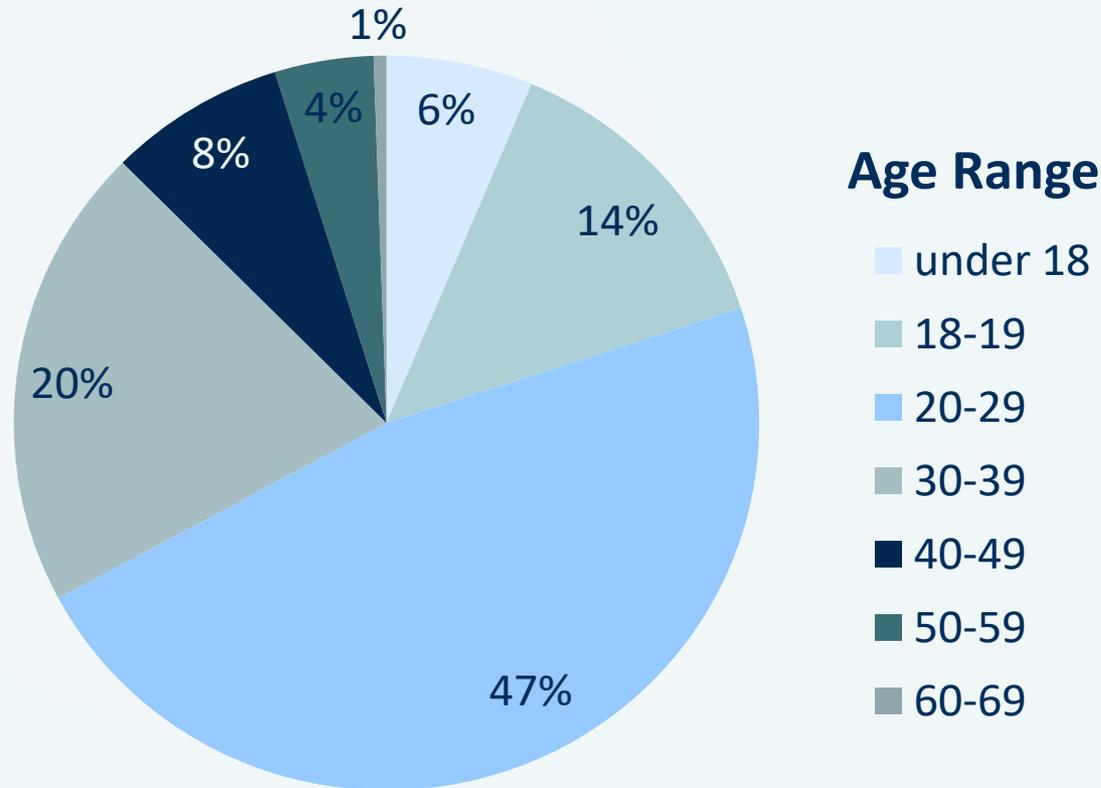
Registrations by County: 76–100

County	# Registered	% Registered	% of Population
Chippewa	94	2%	1%
Rock	82	2%	3%
Marathon	76	2%	2%

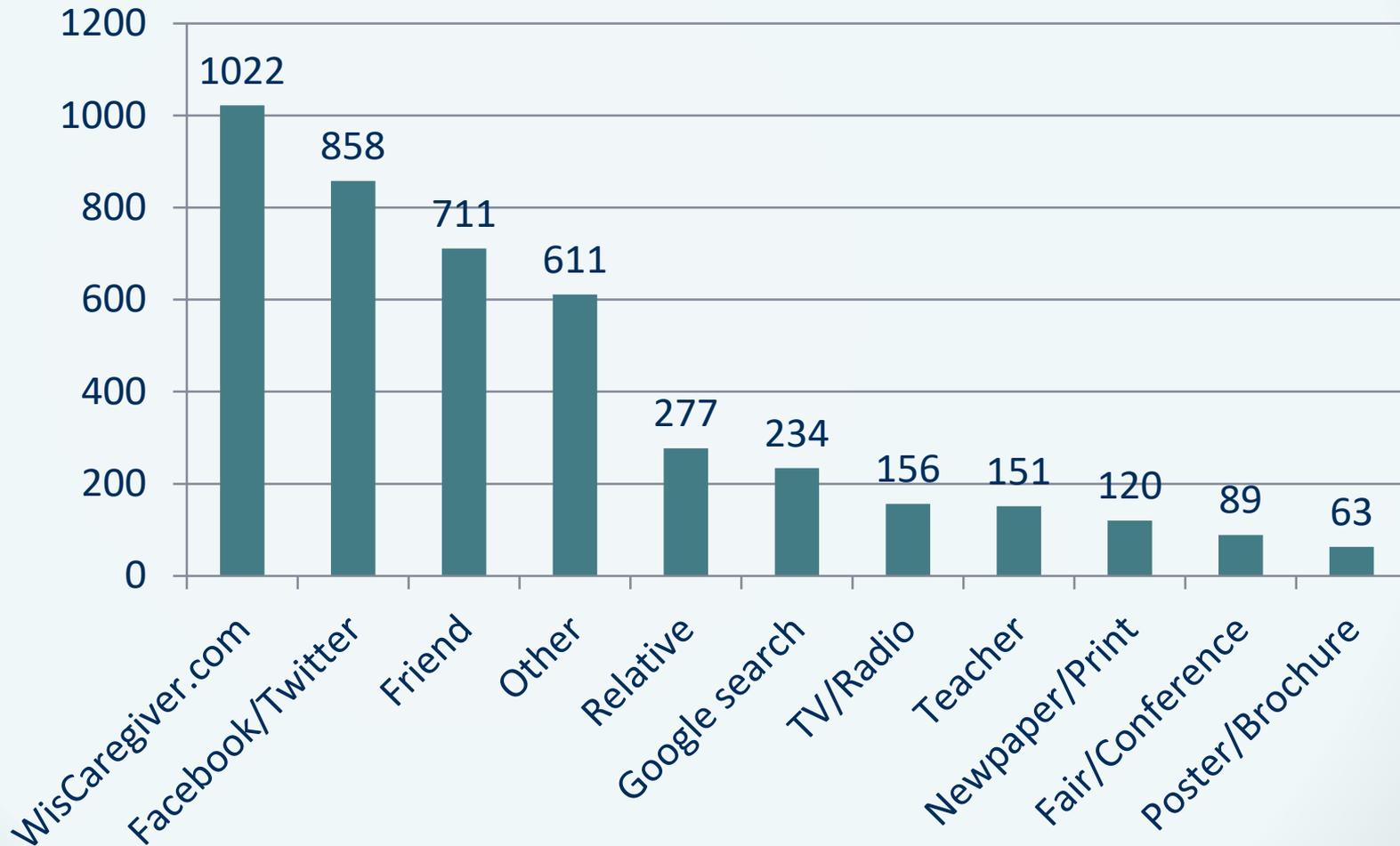
Registrations by County: 51-75

County	# Registered	% Registered	% of Population
Barron	71	2%	1%
La Crosse	67	2%	2%
St. Croix	60	1%	2%
Sheboygan	59	1%	2%
Trempealeau	54	1%	1%
Outagamie	54	1%	3%

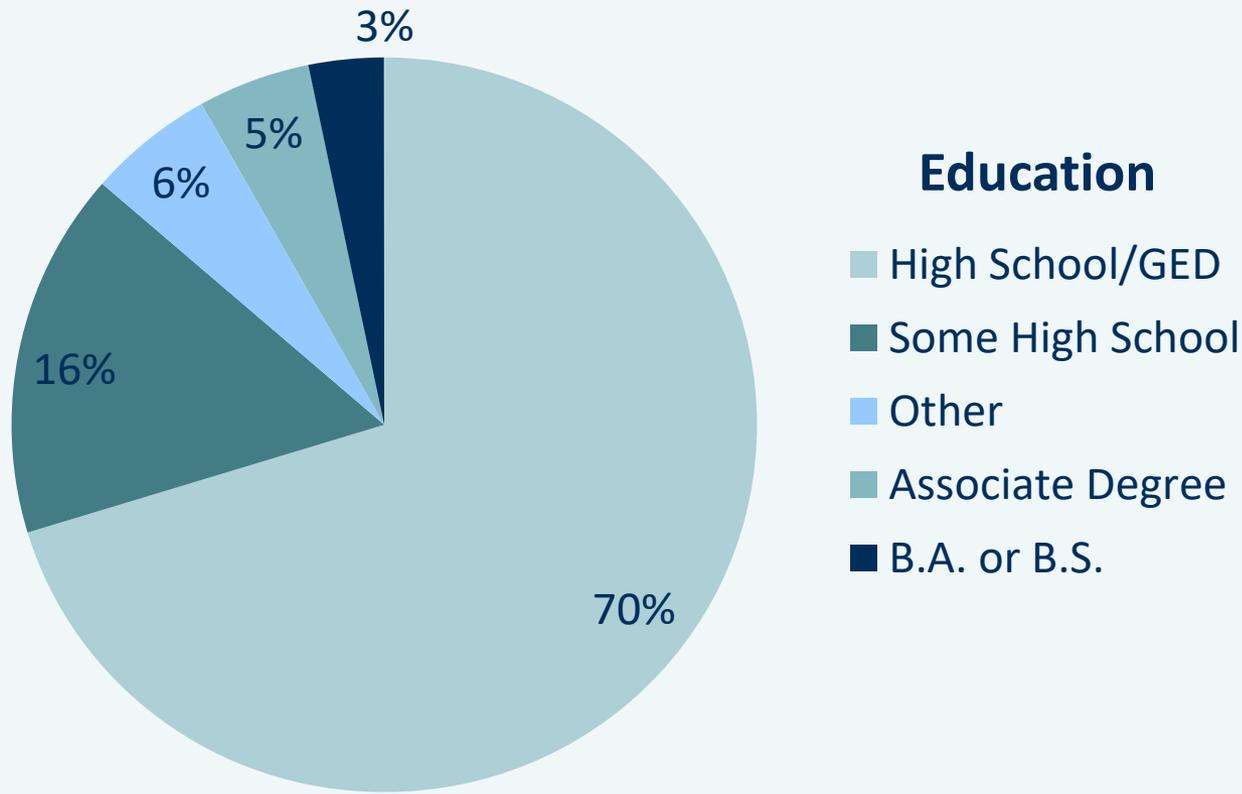
Age Range as of September 30, 2018



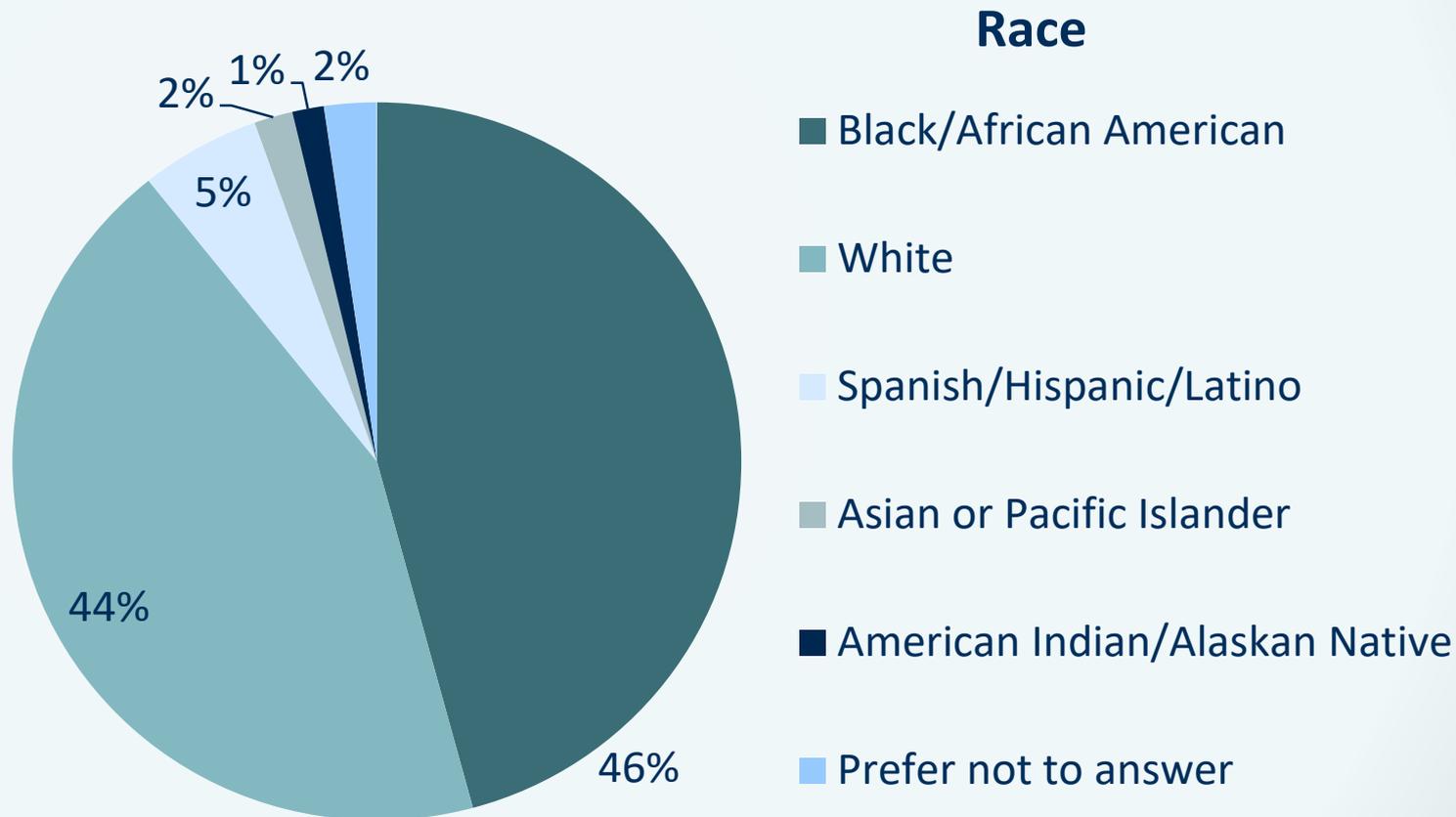
How They Heard About WisCaregiver



Education Level as of September 30, 2018



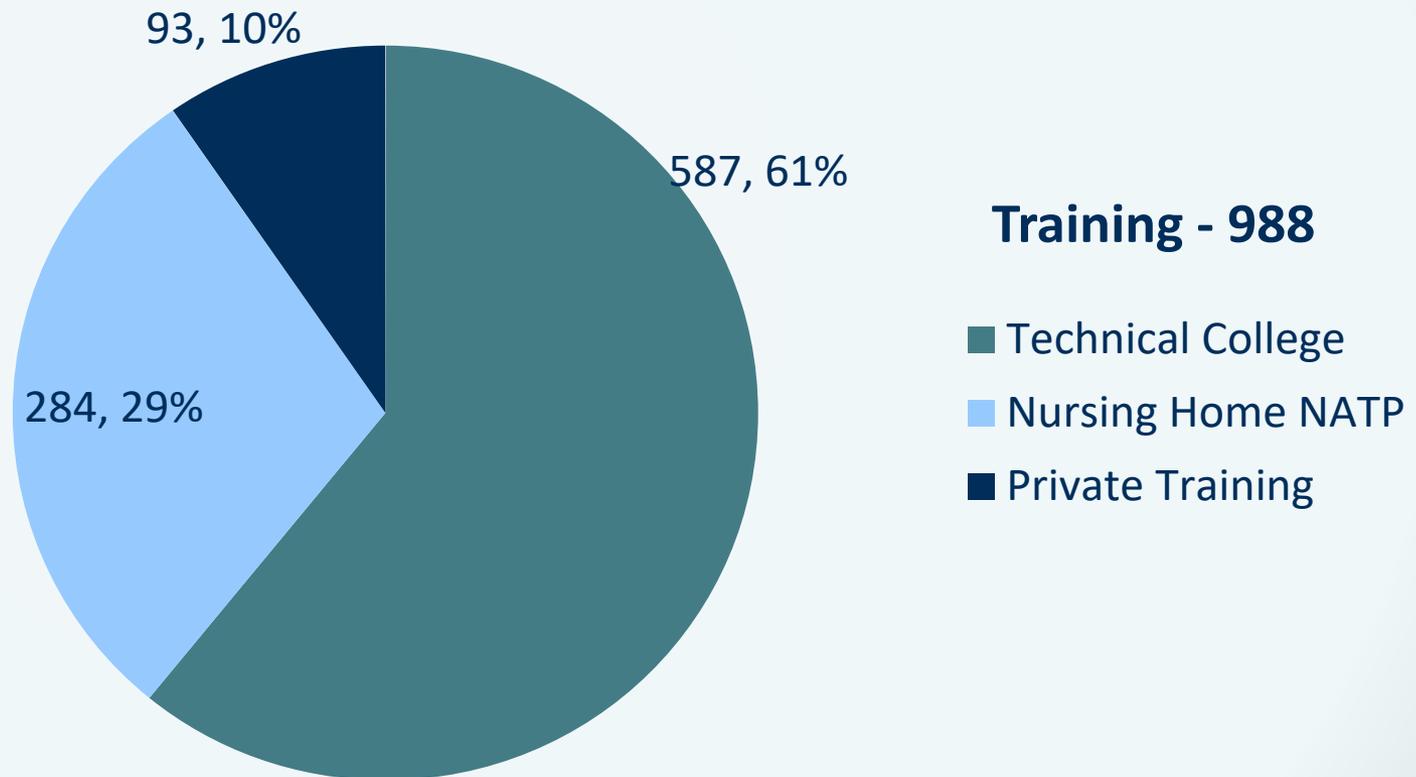
Race as of September 30, 2018



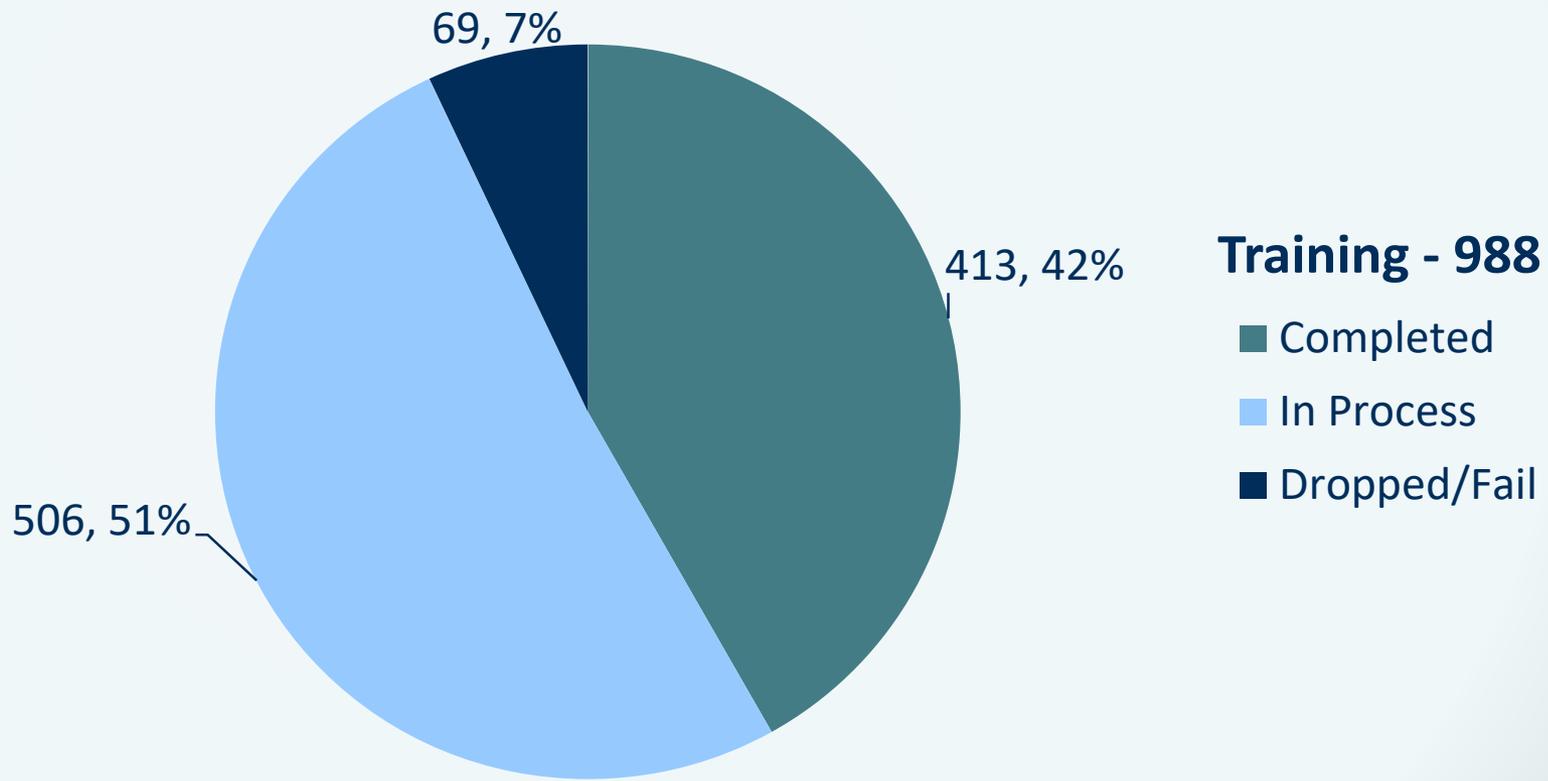
Free Training, Testing, and Bonus

free

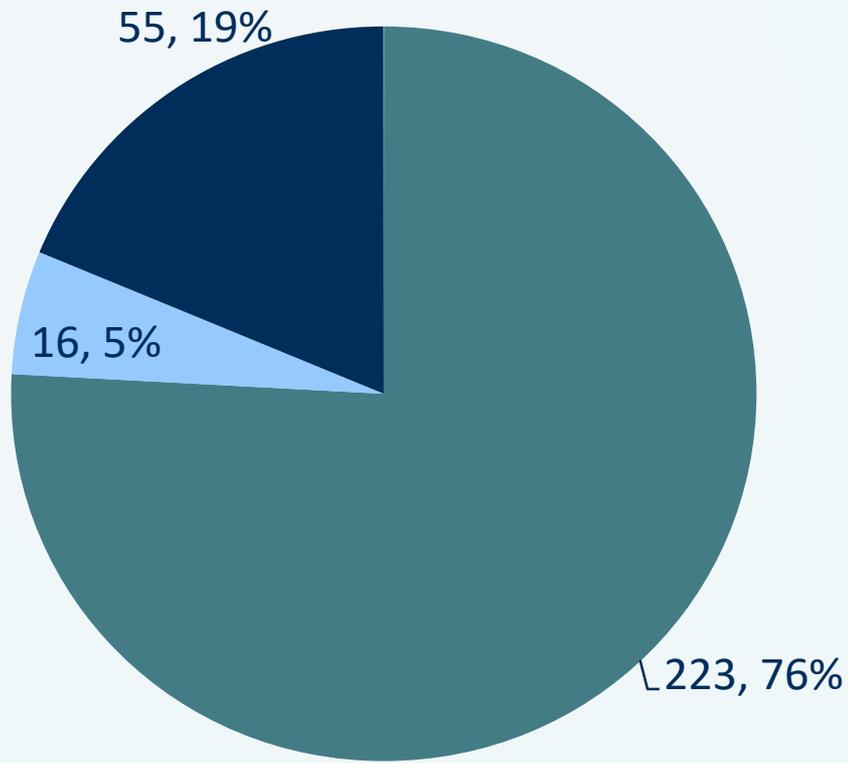
Enrolled in Training as of September 30, 2018



Training as of September 30, 2018



Testing as of September 30, 2018



Tested - 294

- Passed first attempt
- Passed second attempt
- Not passed

Hired by nursing home – 9/30/18

- 104 hired



Workforce Solutions



Overview of Webpage

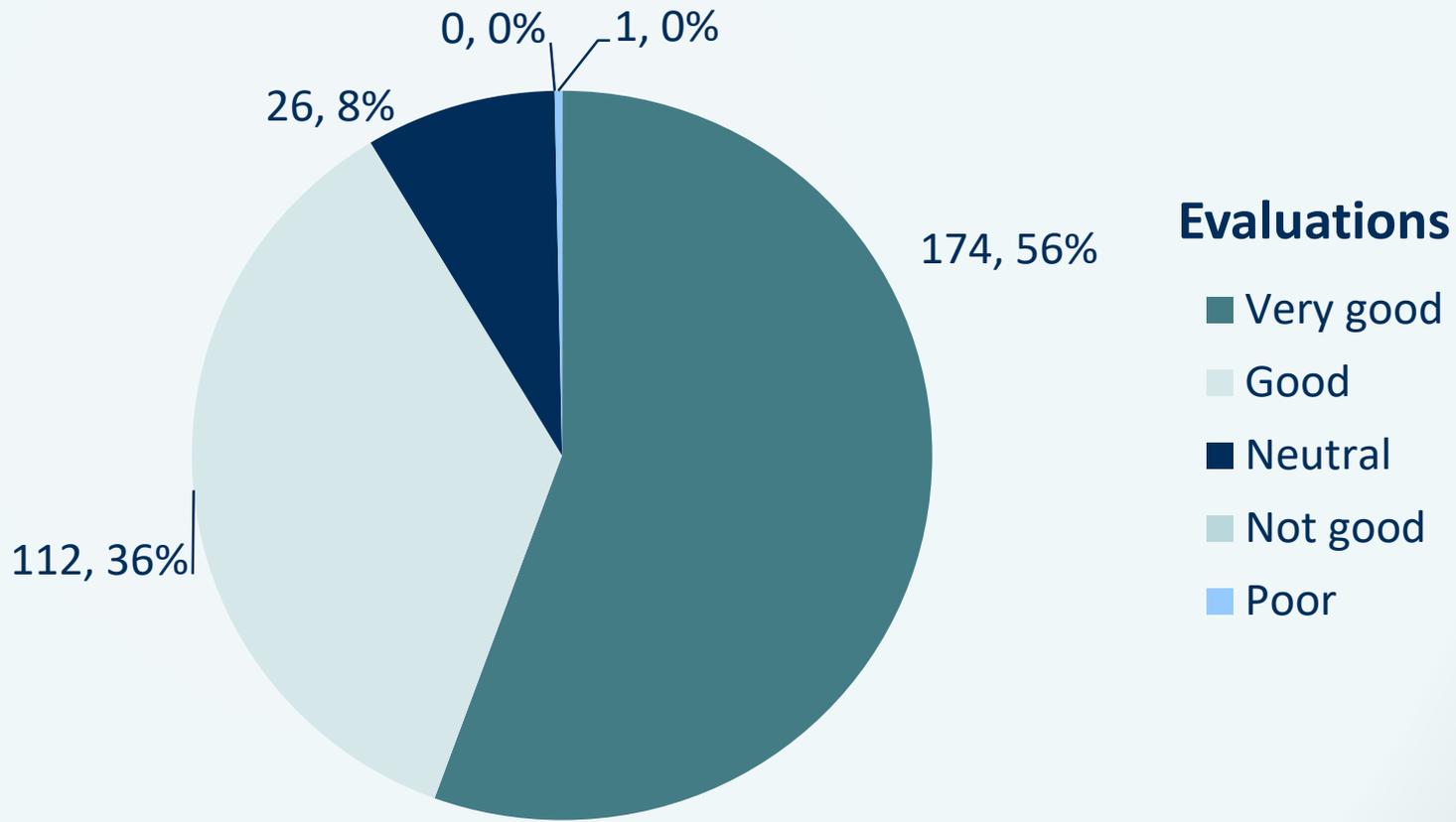
- www.dhs.wisconsin.gov/caregiver-career/index.htm
- Quarter 3- 17,749 page views and 12,410 unique page views.
 - Ranked 51st for Quarter 2 for most visited Department of Health Services (DHS) webpages
 - Ranked 65th for Quarter 3 for most visited DHS webpages

Webinar Series

Workforce Solutions Webinar Series

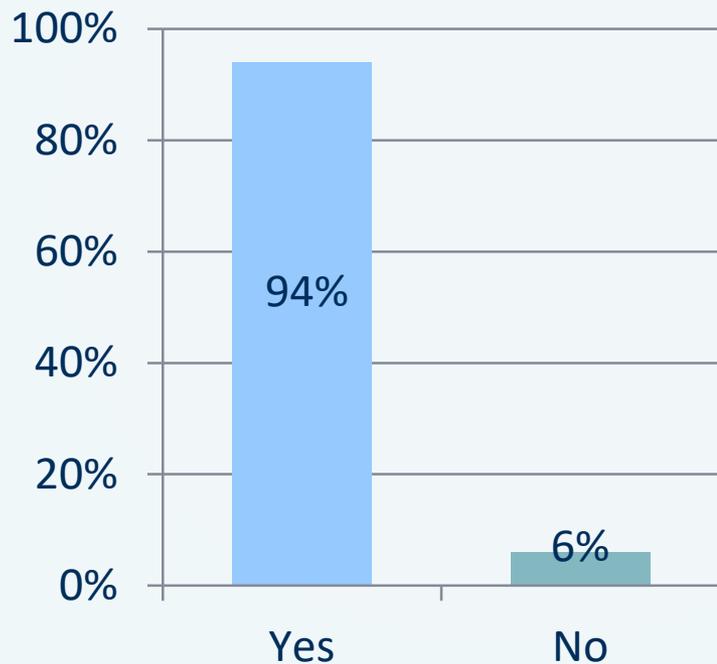


Webinar Evaluations



Poll Question

Would you like us to continue the Workforce Solutions webinars for calendar year 2019?



If so, what topics and speakers would you like to see?

- Modern employee recruitment and retention methods
- Relationship development
- Helping teach middle managers leadership
- Retention ideas that do not cost extra money
- Motivation
- Building managers to lead
- Recruitment sources
- Incentives

Lessons Learned

- This is a very popular program. The message is effective.
- Additional training capacity is needed to meet the demand.
- This is not as simple as we thought.
- Communication and program accuracy is challenging.
- We may need to change the webinar series to keep interest.

Where do we go from here?



Next Steps

- Evaluate the results of the survey sent to WisCaregivers registered but not enrolled in training.
- Develop and implement a plan to address the results of the survey to WisCaregivers.
- Conduct a webinar for training programs to identify issue and solutions.
- Add more training programs and employers.

Poll

- How can we improve WisCaregiver Careers in year two? Please provide a short answer.

Resources

- **Mailbox:** dhscaregivercareer@dhs.wisconsin.gov
- **Website:** www.dhs.wisconsin.gov/caregiver-career/index.htm
- **Webinars:** https://connect.wisconsin.gov/wiscaregiver_career/

Resources, continued

- **Student recruitment:**
www.wiscaregiver.com
- **Listserv:** https://public.govdelivery.com/accounts/WIDHS/subscriber/new?topic_id=WIDHS_430

Questions