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](http://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

TIME FOR 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.

Maricia
Certified Nurse Aide

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

Tonya
Certified Nurse Aide

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

FREE TRAINING
FREE TESTING

WisCaregiver Careers - Learn About the Program and How To Apply

WisCaregiver.com
Student Registrations
Student Registrations as of September 30, 2018
Registrations by County: Over 100

<table>
<thead>
<tr>
<th>County</th>
<th># Registered</th>
<th>% Registered</th>
<th>% of Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Milwaukee</td>
<td>1,643</td>
<td>39%</td>
<td>16%</td>
</tr>
<tr>
<td>Racine</td>
<td>293</td>
<td>7%</td>
<td>3%</td>
</tr>
<tr>
<td>Brown</td>
<td>230</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>Kenosha</td>
<td>161</td>
<td>4%</td>
<td>3%</td>
</tr>
<tr>
<td>Eau Claire</td>
<td>126</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>Dane</td>
<td>117</td>
<td>3%</td>
<td>9%</td>
</tr>
</tbody>
</table>
## Registrations by County: 76–100

<table>
<thead>
<tr>
<th>County</th>
<th># Registered</th>
<th>% Registered</th>
<th>% of Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chippewa</td>
<td>94</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>Rock</td>
<td>82</td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td>Marathon</td>
<td>76</td>
<td>2%</td>
<td>2%</td>
</tr>
</tbody>
</table>
Registrations by County: 51-75

<table>
<thead>
<tr>
<th>County</th>
<th># Registered</th>
<th>% Registered</th>
<th>% of Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Barron</td>
<td>71</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>La Crosse</td>
<td>67</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>St. Croix</td>
<td>60</td>
<td>1%</td>
<td>2%</td>
</tr>
<tr>
<td>Sheboygan</td>
<td>59</td>
<td>1%</td>
<td>2%</td>
</tr>
<tr>
<td>Trempealeau</td>
<td>54</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Outagamie</td>
<td>54</td>
<td>1%</td>
<td>3%</td>
</tr>
</tbody>
</table>
Age Range as of September 30, 2018

- under 18: 47%
- 18-19: 20%
- 20-29: 8%
- 30-39: 6%
- 40-49: 4%
- 50-59: 1%
- 60-69: 1%
How They Heard About WisCaregiver

- WisCaregiver.com: 1022
- Facebook/Twitter: 858
- Friend: 711
- Other: 611
- Relative: 277
- Google search: 234
- TV/Radio: 156
- Teacher: 151
- Newspaper/Print: 120
- Fair/Conference: 89
- Poster/Brochure: 63
Education Level as of September 30, 2018

- 70% High School/GED
- 16% Some High School
- 6% Other
- 5% Associate Degree
- 3% B.A. or B.S.
Race as of September 30, 2018

- 46% Black/African American
- 44% White
- 5% Spanish/Hispanic/Latino
- 2% Asian or Pacific Islander
- 2% American Indian/Alaskan Native
- 1% Prefer not to answer

Race as of September 30, 2018
Free Training, Testing, and Bonus
Enrolled in Training as of September 30, 2018

- Technical College: 587 (61%)
- Nursing Home NATP: 284 (29%)
- Private Training: 93 (10%)

Training - 988
Training as of September 30, 2018

- Training - 988
  - Completed: 413, 42%
  - In Process: 506, 51%
  - Dropped/Fail: 69, 7%
Testing as of September 30, 2018

Tested - 294

- Passed first attempt: 223 (76%)
- Passed second attempt: 55 (19%)
- Not passed: 16 (5%)
Hired by nursing home – 9/30/18

- 104 hired
Workforce Solutions
Overview of Webpage

- [www.dhs.wisconsin.gov/caregiver-career/index.htm](http://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

# Attendees

<table>
<thead>
<tr>
<th>Month</th>
<th>Attendees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mar-18</td>
<td>161</td>
</tr>
<tr>
<td>Apr-18</td>
<td>129</td>
</tr>
<tr>
<td>May-18</td>
<td>120</td>
</tr>
<tr>
<td>Jun-18</td>
<td>101</td>
</tr>
<tr>
<td>Jul-18</td>
<td>97</td>
</tr>
<tr>
<td>Aug-18</td>
<td>73</td>
</tr>
<tr>
<td>Sep-18</td>
<td>75</td>
</tr>
<tr>
<td>Oct-18</td>
<td></td>
</tr>
<tr>
<td>Nov-18</td>
<td></td>
</tr>
<tr>
<td>Dec-18</td>
<td>42</td>
</tr>
</tbody>
</table>
Webinar Evaluations

- Very good: 174, 56%
- Good: 112, 36%
- Neutral: 26, 8%
- Not good: 0, 0%
- Poor: 1, 0%

Evaluations:
- Very good
- Good
- Neutral
- Not good
- Poor
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:**
Questions