Agenda

• Updates for WisCaregiver Careers
• Website demo
• Media campaign
• Employee engagement
• Future webinars
• Questions
Participants

• 14 technical colleges with approved nurse aide training programs (NATPs)
• 19 nursing homes with approved NATPs
• 292 nursing home participants who agreed to pay a $500 retention bonus
Student Sign-Up

Today is the first day students can start signing up: www.wiscaregiver.com.
Updates to the Website

• Participating training programs and nursing homes offering to pay the retention bonus: Please make sure your contact information on the DHS website is correct.

• Updates take approximately one week to become effective.

• Send all changes to dhscaregivercareer@dhs.wisconsin.gov
Media Campaign

• Starts April 9
• Will 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
Employee Engagement

Denise Boudreau-Scott, MHA, LNHA
Workforce Solutions

Monthly webinars (1:30–2:30)

• April 5: Recruitment, Retention and Best Practices, Cagney Martin, North Central Health Care and Jill Gengler, Colfax Health & Rehabilitation Center

• May 3: TBD

• June 7: Peer Mentorship Programs, Anna Ortigara, RN, MS, FAAN

• Other dates: TBD

https://connect.wisconsin.gov/wiscaregiver_career/
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:** wiscaregiver.com
• **Listserv:** https://public.govdelivery.com/accounts/WIDHS/subscriber/new?topic_id=WIDHS_430
Questions