



WISCONSIN DEPARTMENT  
*of* HEALTH SERVICES

# WisCaregiver Careers Workforce Solutions

Pat Benesh, Policy Advisor

Kevin Coughlin, Policy Advisor

Dana Philipp, Project Manager

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# Agenda

- Updates for WisCaregiver Careers
- Media campaign update
- Employee engagement
- Future webinars
- Questions

# Participants

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

# Student Sign-Up

- March 1 was the first day students could start signing up: [www.wiscaregiver.com](http://www.wiscaregiver.com).
- To date there are 662 students registered for WisCaregiver Careers.
- WisCaregiver Careers Registration Distribution Map

# Media Campaign

- Launch – April 30<sup>th</sup>
- TV, Radio and Social Media
- New brochure available soon
- WisCaregiver Careers logo

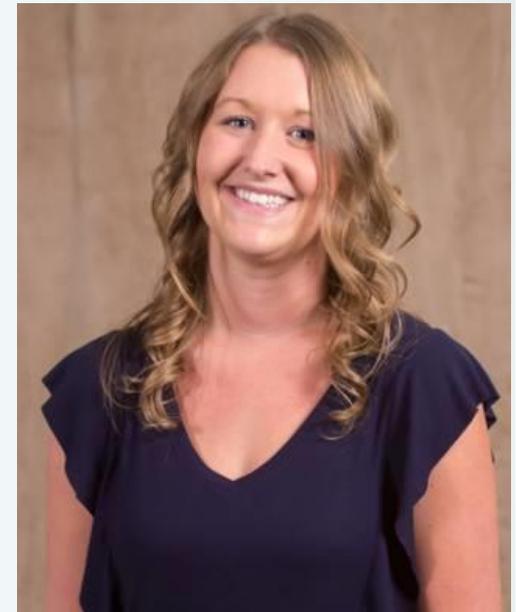
# Employee Retention



**Cagney Martin**  
Nursing Home Staff  
Development  
North Central Health Care



**Jill Gengler**  
Administrator  
Colfax Health &  
Rehabilitation Center



**Kenzie Galetka**  
Employee Relations  
Colfax Health and  
Rehabilitation Center

# Workforce Solutions

Monthly webinars (1:30–2:30 p.m.)

- **May 3: Recruitment and Retention**, Ila Johnson, Good Shepherd Services, and Karen Sautbine, Lakeland Health Care Center
- **June 7: Peer Mentorship Programs**, Anna Ortigara, RN, MS, FAAN

# Workforce Solutions, continued

- August 2: **Recruiting, retention and decreased use of agency staff**, Karen Hayden, NHA at SSM St. Mary's
- September 6: **Staff Appreciation**, Dr. Paul White, author and president of Appreciation at Work

# Workforce Solutions, continued

- October 11: **Caregivers SOAR**, Kim Stuyvenberg and Reneé Rickert, Associate Directors, Center for Career Development (CCDET), UW Oshkosh
- November 1: **Creative Ways to Retain Staff**, Christine M.W. Witt, Executive Director, Advanced Employment, Inc.

[https://connect.wisconsin.gov/wiscaregiver\\_career/](https://connect.wisconsin.gov/wiscaregiver_career/)

# 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)
- **Webinars:**  
[https://connect.wisconsin.gov/wiscaregiver\\_career/](https://connect.wisconsin.gov/wiscaregiver_career/)

# Resources (continued)

- **Student recruitment:**  
[www.wiscaregiver.com](http://www.wiscaregiver.com)
- **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