



WISCONSIN DEPARTMENT
of HEALTH SERVICES

WisCaregiver Careers Workforce Solutions

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Kevin Coughlin, Policy Advisor

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April 5, 2018



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.
- To date there are 662 students registered for WisCaregiver Careers.
- WisCaregiver Careers Registration Distribution Map

Media Campaign

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

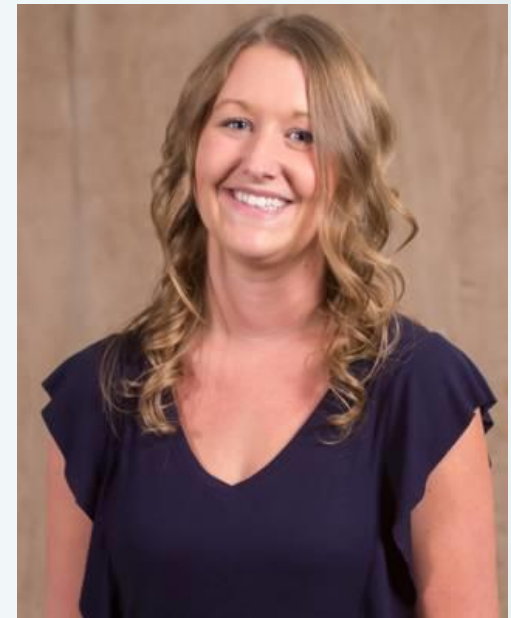
Employee Retention



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/

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