



WISCONSIN DEPARTMENT  
*of* HEALTH SERVICES

# WisCaregiver Careers Workforce Solutions

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# Agenda

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

# Participants

- 14 technical colleges with approved nurse aide training programs (NATPs)
- 16 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 1,052 students registered for WisCaregiver Careers.
- To date, there are 226 students enrolled in training for WisCaregiver Careers.

# Email From the Secretary



WISCONSIN DEPARTMENT  
of HEALTH SERVICES



Dear Participant,

Congratulations on your acceptance into the WisCaregiver Careers program, and thank you for taking your first step toward becoming a nurse aide.

As the number of people getting older grows, your job will be more important than ever. Nursing homes are working hard to find dedicated, caring workers to provide their residents with the quality care they need and deserve.

# Email From the Secretary

You belong to the first class of the WisCaregiver Careers program. This means you get your training and testing paid for, and will receive a \$500 bonus from the nursing home after six months on the job. This program will not only help you begin your career as a caregiver, you will also have the opportunity to make a profound impact in the lives of many Wisconsin residents.

I'm very pleased you have accepted this challenge. I know you will enjoy your classes and find your work rewarding.

Sincerely,

*Linda Seemeyer*

Secretary

Wisconsin Department of Health Services

# Media Campaign

- Broadcast TV and Radio
- Online Videos
- Collateral Print
- Newspaper Ads
- Digital Ads
- Wiscaregiver.com
- Facebook and Twitter

# Employee Recruitment and Retention



Ila Johnson,  
Good Shepherd Services



Karen Sautbine,  
Lakeland Health Care Center

# Workforce Solutions

Monthly webinars (1:30–2:30 p.m.)

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

- June 7: **Peer Mentorship Programs**,  
Anna Ortigara, RN, MS, FAAN
- July: No webinars

# Workforce Solutions, continued

- August 2: **Recruiting, Retention, and Decreased Use of Agency Staff**, Karen Hayden, NHA at SSM St. Mary's; Jane Hooper, NHA; and Megan Tobian, Human Resources Specialist, Clearview Nursing and Rehabilitation
- September 6: **Staff Appreciation**, Dr. Paul White, Author and President of Appreciation at Work

# Workforce Solutions, continued

- October 11: **Caregivers SOAR**, Susan Churchill and Sharon Mylrea, Development Specialists, UW-Oshkosh Center for Community Development, Engagement and Training
- November 1: **Creative Ways to Retain Staff**, Christine M.W. Witt, Executive Director, Advanced Employment, Inc.

# 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