



## WisCaregiver Career Program

<https://www.dhs.wisconsin.gov/caregiver-career/index.htm>

*The Department of Health Services Working to Address  
Long-Term Care Workforce Challenges*

### OUR GOALS

- **To increase the number of nurse aides** available to work in Wisconsin nursing homes
- **To inform the public** about the benefits of working in a Wisconsin nursing home and the opportunity to make a difference

### FEBRUARY / MARCH 2018 PROGRAM UPDATE

#### PARTICIPATION TO DATE

- 14 Technical colleges with approved nurse aide training programs
- 17 Nursing homes with approved nurse aide training programs
- 295 Nursing homes that agree to pay \$500 retention bonus
- 500 Students registered in WisCaregiver Careers

### WHAT'S NEW

#### STUDENT REGISTRATION

We're off to a great start! In just a few weeks and with limited social media and [media](#), 500 students have [signed up](#) to be a part of the WisCaregiver Career program. We are encouraged by the large number of individuals who are taking the first step to begin their career as a caregiver in Wisconsin nursing homes and taking advantage of this great opportunity.

#### MEDIA LAUNCH – APRIL 30, 2018

Watch for the launch of our media campaign for WisCaregiver Careers on April 30 by [Pigorsch Media Design](#)! The comprehensive marketing package will use radio, television, Twitter, and Facebook to highlight the benefits of the program and feature staff in Wisconsin nursing homes talking about the rewards of caring for Wisconsin's elders.

#### WEBINAR SERIES WORKFORCE SOLUTIONS

Beginning March 1, the Department of Health Services (DHS) began hosting a series of webinars featuring nursing home staff and other experts in the field sharing their best practices for successful recruitment and retention of staff.

Our inaugural webinar featured Denise Boudreau-Scott, speaking on the importance of employee engagement. The webinar was very well received, with over 160 staff tuning in. The recording and PowerPoint from the webinar can be found at <https://www.dhs.wisconsin.gov/caregiver->

[career/index.htm](#). (Click the “Workforce Solutions” accordion.)

The April 5 Workforce Solutions webinar will feature Jill Gengler, Nursing Home Administrator at Colfax Health and Rehabilitation Center, and Cagney Martin of North Central Health Center, speaking on **Best Practices for Facility Recruitment and Retention**. Join us on April 5 from 1:30-2:30 p.m. at [https://connect.wisconsin.gov/wiscaregiver\\_career/](https://connect.wisconsin.gov/wiscaregiver_career/).



**Jill Gengler, Nursing Home Administrator.** Jill Gengler is the NHA at Colfax Health and Rehabilitation Center (CHRC). She joined the organization eleven years ago and is honored to have been selected to lead a facility with such a long-standing reputation for quality and care.

In her service to CHRC, Jill has managed a Medicare certification, completed a conversion to a not-for-profit organization, and directed a successful capital campaign and the construction of a new expanded health care campus. She currently manages the skilled nursing facility, community-based residential facility, residential care apartment complex, and independent care services

provided at the new campus.

Jill received her degree in health care administration from the University of Wisconsin – Eau Claire and started her career in Milwaukee with a large health care organization where she held a variety of roles, including Assistant Administrator, Executive Director, and Director of Special Projects.

She currently resides in Bloomer with her husband, Steve, and their three beautiful daughters --- Lauren, Stephanie, and Jessica.



**Cagney Martin, Nursing Home Staff Development.** “The summer I graduated from high school, I decided to take the CNA class. Since my grandmother was a CNA and so was my mom, it seemed like the thing I should do. I worked at North Central throughout my college years in that role. After graduating with a degree in psychology, I took a Life Enrichment Coordinator position with North Central on our dementia neighborhoods. Last year, after nine years in life enrichment, I was offered the Nursing Home Staff Development position. Currently, I train all new CNAs and provide continuing education to all our current CNAs.”

## TIMELINE

- September 2017** Hold recruitment webinars for nursing homes and training programs
- November 2017** Hold implementation webinar for training programs
- Jan / Feb 2018** Hold implementation webinar for nursing homes and training programs
- January 2018** Complete tracking system
- February 2018** Complete interactive website
- March 2018** Begin WisCaregiver Career Program webinar series
- April 2018** Launch media campaign

## WEBINAR SCHEDULE – WORKFORCE SOLUTIONS

The following webinars are scheduled the first Thursday of the month from 1:30 to 2:30 p.m. CST. Additional information will be provided for each of the webinars closer to the scheduled date. Tune in at [https://connect.wisconsin.gov/wiscaregiver\\_career/](https://connect.wisconsin.gov/wiscaregiver_career/).

- **May 3: Facility Recruitment, Retention, Incentive Programs.** Ila Johnson, Human Resource Director, Good Shepherd Services, LTB, and Karen Sautbine, MSN, NHA, Lakeland Health Care

Center

- **June 7: *Peer Mentorship Programs***. Anna Ortigara, RN, MS, FAAN
- **August 2:** TBD
- **September 6: *Staff Appreciation***, Dr. Paul White, President of Appreciation at Work, author
- **Other dates:** TBD

#### **NURSE AIDE TRAINING PROGRAM (NATP) LINKS**

- **Participating Nursing Home and Technical College NATPs**  
DHS Publication P-02031a, *WisCaregiver Career Program: Participating WisCaregiver Nurse Aide Training Programs (map)*, <https://www.dhs.wisconsin.gov/publications/p02031a.pdf>
- **Participating Nursing Homes That Have Agreed to Pay \$500 Retention Bonus**  
DHS Publication P-02031, *WisCaregiver Career Program: Participating Nurse Aide Training Programs (map)*, <https://www.dhs.wisconsin.gov/publications/p02031.pdf>

#### **STAY IN TOUCH WITH US!**

**Website:** [www.dhs.wisconsin.gov/caregiver-career](http://www.dhs.wisconsin.gov/caregiver-career)

**Mailbox:** [dhscaregivercareer@dhs.wisconsin.gov](mailto:dhscaregivercareer@dhs.wisconsin.gov)

**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)

