



WisCaregiver Careers

A professional workforce advancement program.



WISCONSIN DEPARTMENT
of **HEALTH SERVICES**



UNIVERSITY *of* WISCONSIN
GREEN BAY

Background

Direct Care Workforce Crisis

1 in 4 direct caregiver positions are vacant

20,000 additional home care workers needed by 2024

>50% Wisconsin's annual caregiver turnover



Wisconsin's Multifaceted Approach



- Improve caregiver competencies
- Create a pathway for advancement
- Increase the number of direct care workers
- Improve sustainability of the workforce

Video: Introducing WisCaregiver CDCP



[Media - WisCaregiver CDCP](#)

Direct Care Professional Certification - Curriculum

- Online self-paced – FREE
- Modules
- Estimated 30 total hours
- 14 [competencies](#)



Caregiver Recruitment - Incentives

- Free Training – 1st year goal of 10,000 Certified Direct Care Professionals
- Bonuses - sign-on and stay-on bonus (\$250) and retention bonus (\$250)



Caregiver Recruitment – Marketing Campaign

- Branding WisCaregiver Careers
 - Dedicated website
 - Social Media
 - Videos
 - Print ads
 - Radio
 - Listserv
 - And more
- Green Bay Packer Partnership



Video: Rewards of a career in health care



[Media - WisCaregiver CDCP](#)

WisCaregiver Connections - Workforce IT Platform

- One stop workforce portal
 - Job postings
 - Auto-match employers with job seekers
 - Candidate profiles
 - Credentialling details
 - Training opportunities
 - Employer and other key stakeholder resources
 - Educator and student resources
 - Resource library, and more.

Ladders and Lattices

- Wisconsin Division of Quality Assurance (DQA) – Crosswalks to Assisted Living, Personal Care.

<https://www.uwgb.edu/certified-direct-care-professional/resources/>

- Working with a few approved CNA programs to incorporate CDCP into their approved program creating a ladder.



Collaboration with DPI and DWD

- [Wisconsin HOSA](#)
- [Regional Career Pathways](#)
- [Youth Apprenticeship](#)

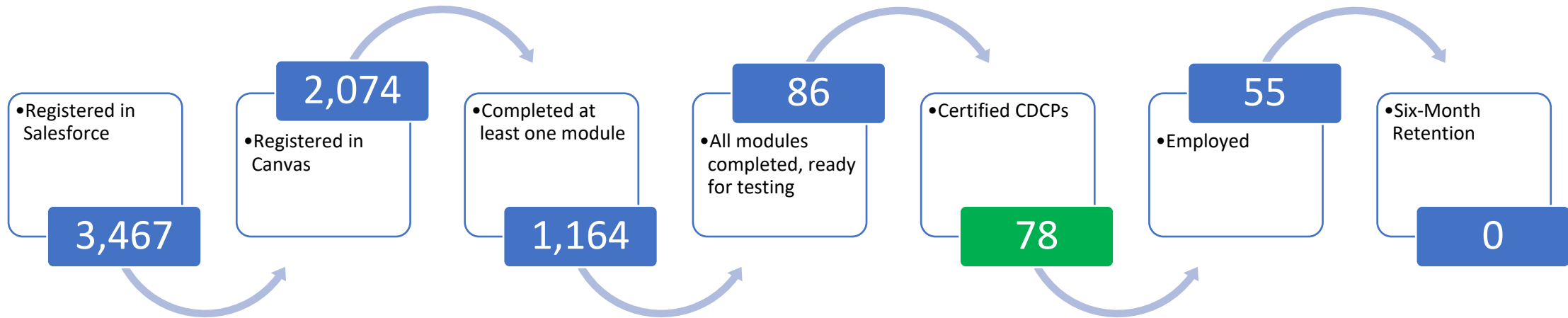


Badging and Micro-Credentialing

- Micro-credential = mini-certification
 - Digital, short, and relatively low-cost
 - Demonstrate proficiency in a particular skill
- Digital badges = visual representation of a micro-credential
 - Share on social media, add to email signatures, display on resumes, and add to digital badge wallets

Certified Direct Care Professional (CDCP)

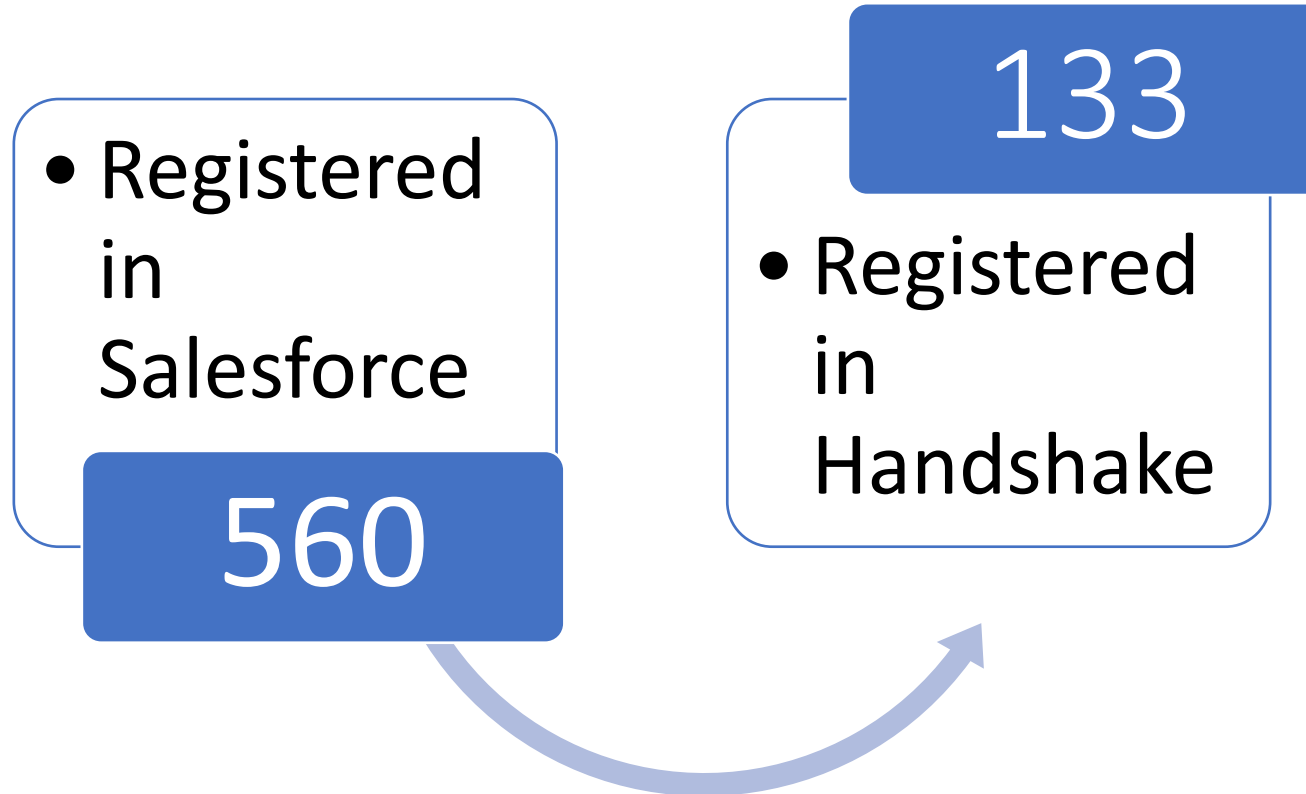
- Student Pipeline



Results as of 10/12/23

Certified Direct Care Professional (CDCP)

- Employer Pipeline



Results as of 10/12/23

What the students are saying

“I found it all amazing. All the information was crucial and pertinent in helping me to be the best CDCP, to those I take care of. This Program was put together very nicely. So much information. It was great.”—Dawn, CDCP

“There was a lot of great information that helped remind me of old things I have been trained on as well as new things that I was not really up to date on. I think the course in all was great.”—Brandi, CDCP

What the students are saying

“All of the information was very helpful. I think that crisis prevention and intervention is what will help me the most.”—Corrie, CDCP

“Thank you for offering this program and I would recommend everyone taking regardless of their level of experience or training because it is very informative.”—Laresa, CDCP

“The course was most impactful and several new things were taught, especially of how to show more concern to the individual we are caring for. I am now more prepared to be a real caregiver with empathy!”—Sylvester, CDCP

National Attention

- [PHI - Will Wisconsin's Direct Care Program Change the Field?](#)
- [Badger State aims to recruit 10,000 home care workers with on-line training program](#)
- [Real Problems, Real Solutions to the Long-Term Care Crisis](#)
- [As Worker Shortages Loom, Some States Move to Train Paid Caregivers](#)
- [Free program offers streamlined path to direct care professional certification](#)
- [The Value of Statewide Direct Care Worker Training and Credentialing Systems/](#)



Resources

- DHS Website: <https://www.dhs.wisconsin.gov/arpa/hcbs-directcareworkforce.htm>
- Student recruitment website: <https://www.wiscaregivercdcp.com/>
- Video: Rewards of a career in health care:
<https://www.wiscaregivercdcp.com/rewards-of-a-career-in-healthcare/>
- Video: Introducing WisCaregiver CDCP
<https://www.wiscaregivercdcp.com/introducing-wiscaregiver-cdcp/>
- Grants: <https://www.dhs.wisconsin.gov/arpa/hcbs-grantsopportunities.htm>
- Program fact sheet: [English](#)(PDF) | [Hmong](#)(PDF) | [Spanish](#)(PDF)



Questions?



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