

During the March 28, 2023 Talent Pipeline Management Healthcare Session, employers met directly with K12 program and district directors, workforce agencies and community-based organizations, and post-secondary program and training directors. During the separate provider group conversations, each stakeholder group had a two-way conversation with employers on candidate recruitment, assessments, program evaluations, and opportunities to improve and expand the industry workforce in our region. The meeting was the first of a few scheduled meetings between employers and providers. Ultimately, the groups will identify opportunities for collaboration between employers and provider groups to improve and/or expand general industry outreach and education for our region with a focus on a more prepared workforce on day one of their new career.

Some meeting takeaways and next steps are below:

Discussion Notes and Next Steps

K12 External Partners Meeting

- Employer Feedback
 - Why Healthcare?
 - Steady career opportunity with various options for growth and easily transferrable skills within the industry.
 - Healthcare is everywhere and the need will always be present, so job security is high.
 - Not just hospital positions or clinical – can even be data analytics, coding, front/back office, etc.
 - Rewarding work with immense community impact.
 - Need talent that has empathy, compassion, and kindness. Customer service skills are necessary for all patient facing roles.
 - Must be aware of physical demand. On your feet most of the day, walking, lifting, and general movement for most traditional roles.
 - Varying shift needs, but requires long hours for many positions. There are some traditional “8-5” clinics and roles. Job seekers need to identify what type of schedule works best for them.
- K12 Partner Feedback
 - Students are extremely interested in job shadow and internship opportunities. How do we best align high school students with work-based learning? Virtual and in-person needs.
 - Need assistance with career alignment and next steps for students leaving high school with certifications – Exampled: CNA certified high school graduates – what are their next step options for entering the workforce and/or school.
 - Opportunity for city-wide or multiple regional career fair and career exploration.

Workforce Agencies Partners Meeting

- Employer Feedback
 - Often see that employees look to stay in healthcare, but change career pathways as they get older – less physical demand, more structured shifts, etc. Employers remain flexible in identifying the best fit for each candidate.
 - It is important that job seekers understand the mission and culture of each employer. How best can employers communicate that through the Workforce Partners?
 - Understand the opportunities for each type of certification and training – Example: Nursing homes takes CNAs, but not MAs. While Living assistance facilities look for MAs.
 - Employers do not require prior experience or clinical rotations for many roles. Understand that many job seekers want this experience, but it is not a requirement and can be built into the onboarding process. Some constraints to externships/internships because you are pulling staff from the line.
- Workforce Partner Feedback
 - Most job seekers/clients have knowledge of nursing, but not the full career pathway. Need to identify improved occupational profiles and assessments.
 - Interest in healthcare is high because job seekers see it often. Assistance and education/training opportunities are available.
 - Some clients are interested in healthcare careers because of the many short-term training options. Quicker to enter the workforce.
 - Clients are looking for work-based learning opportunities – externships, internships, and apprenticeships. They want to experience the role before being hired. Many are nervous to enter the field right after training. Exploration of types of different roles based on healthcare provider might reduce retention issues.

Higher Education and Training Provider Partners Meeting

- Employer Feedback
 - Employers do not always require work experience to be part of the training program for hiring.
 - Major nursing shortage because of Covid burnout and retention issues.
 - Need to improve knowledge of general entry points into healthcare careers and understanding the pathways available through CNA, MA, and PCT training. Dependent on the provider and career trajectory.
 - Schools say they are at capacity for training, but are not meeting the employer hiring demand. Where do we collaborate on increasing training quantity without sacrificing quality?

TPM Healthcare Employer / External Partner Meeting Notes

- Employers find a difference in the preparedness of candidates that come from virtual/hybrid training programs.
- Employers would like shared training completion projections to adjust hiring expectations and timing.
- Higher Ed/Training Partner Feedback
 - Developing programs that include externships/internships. Providers believe this develops a more well-rounded candidate with improved confidence.
 - Some training providers are hesitant to partner with employers if they do not offer work-based learning opportunities.
 - Focused on finding the competitive/livable wage opportunities or their students.
 - Recruiting opportunities would be improved if employers served on advisory boards, did longer campus visits, and were also part of the classroom instruction (limited).
 - Some training providers are keeping hybrid training models post-covid. Increased interest in training more recently.
 - Including general professional development skills in the coursework – leadership, communication, and customer service.
 - Need industry/employer videos, career pathways, and candidate profile information to share with students.

What's Next

Next Meeting: Follow up meetings and next step planning

We are working on follow up meetings between industry and provider group. The next session will be virtual and might combine provider groups to streamline communication. We are prioritizing K12 outreach due to summer schedules and closures. Please look for calendar invitations for May in the next 1-2 weeks. Our hope is to schedule collaborative conversations through Q2 to help outline the deliverable. Late Q3/Q4 will be focused action for the deliverables.

Thank you to the employers for committing to the TPM process and improving the long-term workforce pipeline for our region. The industry has done tremendous work and the partnerships and conversations with providers will lead to an improved healthcare ecosystem in our region.

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