

During the May 19, 2023 Talent Pipeline Management Healthcare Session, employers continued the two-way external partners conversations by meeting virtually with K12 program and district directors, workforce agencies and community-based organizations, and post-secondary program and training directors. The virtual breakout rooms featured discussions on the below topics:

- Career Inspiration and Awareness & Pipeline Development (K12 & Workforce Agency discussion)
- Tracking Enrollments, Completions, and Placements (Workforce Agency discussion)
- Industry-Focused Programming and Career Transition Success (Post-Secondary discussion)

Some meeting takeaways and next steps are below:

Discussion Notes and Next Steps

Career Inspiration and Awareness & Pipeline Development

- **Key Takeaways:**
 - Various healthcare pathways are often not clear to learners, career counselors, case workers, and other influencers.
 - Exposure, internships, on the job experience are key to confidence required for direct patient care roles—but this takes a lot of employer capacity.
 - Onboarding is often a long process, which should be communicated (re: not being expected to be on their own so soon). This can reduce participant/placement hesitancy.
 - Industry coming into classroom can help participants/students understand the job *and* industry/company culture, including things like environment/location, type of work, mission, community involvement, team atmosphere, etc.
 - Retention is high when the student finds the “right fit” regarding each industry role and environment.
 - Classrooms are a great place to promote industry to a captive audience—and this should begin in middle school (at minimum).
 - Promoting flexibilities and different work schedules, environments, excitement levels, etc., is key in finding right fit and gaining interest and long-term retention.
 - Targeting to each audience (students, parents, adult learners, counselors, teachers, etc.) should be audience-specific and relatable re: their experience with the industry.
- **Potential Next Steps:**
 - **Leverage candidate profiles to gain interest and awareness.** Include notes on environment and cultural fit. Highlight different stories about various pathways into roles to accurately spread the word regarding multiple onramps to related education and employment/upskilling.

TPM Healthcare Employer / External Partner Meeting Notes

- **How can we leverage videos to promote job requirements and expectations.**
Perhaps interview team members (current workers in key roles) to help show new job seekers how expectations were met and what role is like.
- **Establish regular opportunities for employer engagement in schools (K-12 specifically, but others relevant).** Encourage and support employers to set up regular patterns of engagement with schools. In a perfect world, 1 day a month of volunteer time to go into schools to engage with students and promote industry/share knowledge.
- **Create a repository and communication board.** This tool would list who each district can contact at collaborative employers and school districts they can currently work with (based on where facilities are). It would also list collaborative employer contacts and the best time of year (and budget cycles) for interaction. The communication board concept would promote ongoing contact about graduates available, employer needs, events, outreach, annual timeline/grid for events and cycles of opportunity, etc.

Tracking Enrollments, Completions, and Placements

- **Key Takeaways:**
 - Workforce Agency engagement with participants after job placement is important to retention (30, 60, 90 days; 6, 12, 18 months).
 - Looking back on successful candidates' preparation processes, training institutions, etc. (Strategy 4 back mapping) can be helpful for identifying preferred providers and going back to those successful programs. Employers are returning to only to successful pipeline sources more than ever at the moment.
- **Potential Next Steps:**
 - **Workforce Ecosystem Forum** – Learning session for employers to better understand the services, resources, and funding provided to job seekers even after job placement. Identify best practices for tracking agency placement and continued engagement between employers and case managers.
 - Identify opportunities for Workforce Agencies to partner with employers on retention – continue to provide coaching, resources, and services.

Industry-Focused Programming and Career Transition Success

- **Key Takeaways:**
 - Employers want talent that does not require additional/remedial training once they start. Will train on company culture, but don't want to retrain on basic skills (vitals, EKGs, etc.) or workplace expectations.
 - Concerns are often more focused on lack of job-ready skills than technical skills.
 - Learners need examples/exposure to critical thinking, difficult customers/situations, etc., in the context of roles.
 - Important for influencers to understand and experience roles, too. Teachers, student advisors, counselors, etc.

TPM Healthcare Employer / External Partner Meeting Notes

- There is interest in very detailed conversations about what is expected from graduates through competency-to-curriculum mapping. And to streamline these processes via conversations/meetings, various virtual tools, etc.
- Employers want a single point of contact on campuses/at schools to work through needs, partnerships—and to work with them on campus on curriculum alignment efforts.
- Providers want to get better at talking with employers about addressing their *full* pipeline.
- Need to make education and skill attainment more relevant to students through explaining how it connects to careers.
- Need to better align career exposure with admissions/recruitment staff – a disconnect currently between those who know career opportunity/industry and those who enroll/guide toward courses. Perhaps add to orientations?
- **Potential Next Steps:**
 - **Joint branding/connection/marketing to students/job seekers and influencers** that connects the dots—a partnership between business and education. “You can go to X program and then end up at Y company doing Z.”
 - **Exploring and formalizing a navigator/matchmaker role at the institutions.**
 - **Provider connections and collaboration.** Outline ways for education and training providers to join together to meet industry and worker/learner needs – not compete against each other.

What's Next

Next Meeting: Follow up meetings and next step planning

June 20, 2023 – Post-Secondary only focused conversation

- Discuss programming needs, quality, WBL opportunities, and capacity for direct patient care and nursing roles

Additional meetings, including a Workforce Agency Information Forum, will be scheduled in the near future.

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

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