

The **WorkPlace**

»» Think it forward.

Health Career_x Academy



Who are we?



- **The WorkPlace** is one of two Workforce Investment Boards (WIB's) in Connecticut that are part of the HPOG Program, along with a handful of others throughout the country. **The WorkPlace** prepares people for careers while strengthening the workforce for employers. We act as convener, catalyst, collaborator, and advocate for workforce development throughout the region, state, and nation.
- **The WorkPlace, Inc.** is cultivating a pipeline of healthcare workers to meet the needs of employers. To that end, **The WorkPlace** created **The Health Career Academy (The Academy)** in 2011.
- **The Academy** is a broad partnership of healthcare providers, educators, trainers, and community based organizations.
- **The Academy's** mission is to increase the number of low income people trained and prepared for entry level healthcare employment or to continue on the career pathway towards higher education and earnings.

Populations Served



HHS Health Profession Opportunity Grant:

Individuals Receiving TANF or other State Assistance, Other Low Income

Individuals Remain Eligible for Assistance and State Support While Enrolled in Training

Targeted Occupations



HPOG

- Home Health Aide
- Certified Nursing Assistant (CNA)
- Patient Care Technician
- Dental Assistant
- Pharmacy Technician
- Radiologic Technician
- Medical Assistant
- Medical Secretary
- Medical Records & Health Information Technician
- Surgical Technologist
- Registered Nurse

Employer Development



The Employer Developer will establish and perform activities to:

- **Develop and secure job interviews**
- **Secure placements**
- **Develop On-the-Job Training opportunities with employers**
- **Market the Program**
- **Facilitate participant employer connections**
- **Design and guide strategies to establish and maintain relationships with employers**
- **Promote the services provided by the Program**

Employer Development Duties:



- Develop and execute employer outreach initiatives such as direct mail campaigns, job fairs, and business expos
- Research and build relationships with new and existing employer contacts
- Work with team members to develop proposals that speak to the employer's needs, concerns, and hiring objectives
- Develop On-the-Job Training Programs and volunteer opportunities that have the potential to lead to jobs for participants
- Attend industry functions and provide feedback and information on market and creative trends

Employer Development Duties:



- Assist program participants with their job search process in order to facilitate the best job match to employer's requirements
- Counsel participants on appropriate employment expectations and the realistic employment environment early in and throughout the Program's application, education, certification, and employment search and obtainment processes

Employer's Environment



We can never lose sight of the fact that we are working with businesses:

Whether we are working with individual offices, hospitals, assisted living facilities, rehabilitation centers, or clinics:

They are running a business, so we must address – and satisfy - their business needs.

We must answer the question:

What Employers Want



What do Employers want?

What have they told us?

Employers have told us – through individual contact, roundtable discussion groups, and open feedback - that the traits they most desire in their employees are:

- Reliability
- Timeliness
- Accuracy
- The ability to properly respond as circumstances change

In one word: **PROFESSIONALISM**

And employers tell us that they have an incredible amount of difficulty finding it

What Employers Need



How do we meet these Employer's Needs?

We will remove the expensive, time consuming process of vetting prospective employees:

- We can provide prospective “ready to work” employees who are properly educated and certified, that are qualified, prepared, and organized
- We can alleviate the stress of having to search for the “right” employee
- We can provide an employer with employees that are part of the community in which they are located and serve
- Our participants are prepared with the necessary personal and professional skills required in healthcare

Employer Access



We actively seek out healthcare employers who can hire our qualified, credentialed workers.

Who are these employers? Where do we find these employers?

They are every potential healthcare provider:

- Doctor's offices – from pediatrics to podiatrists to surgeons to general practitioners, and internists;
- Hospitals Urgent Care Facilities, Community Health Centers, and clinics;
- Home Health Agencies, Assisted Living Facilities, Rehabilitation Centers

Employer Access



How do you find these employers?

They are everywhere throughout the area you serve!

- You can find them through Business Services
- Through your own knowledge of your communities
- You can even find them through the Yellow Pages! (You do remember the Yellow Pages, Don't you?)

Employer Access



How do you access these employers?

The same way it's been done for years:

You knock on doors, you network, you make yourself available and visible

You try new ideas: Mailings, Roundtables, Lunch and Learns

But the best way will always be the personal touch:

You must build relationships with people: You talk to them. You listen to them.

People – not entities – are who you are ultimately dealing with, and it's the people that you meet and achieve a connection with that will decide who eventually will be hired – or not