

**SLO Healthcare Workforce Partnership
Partnership Meeting
August 8, 2024**

Attendees: Michelle Shoresman (Public Health), Heather Tucker (Cuesta), Alexandra Chamberlain (Toloso Dental), Aydin Nazmi (Cal Poly), Lisa Fraser (CFS), Tom Buckley (Aspire Counseling), Tony Girolo (WDB), Matt Briskin (The Chartis Group), Beth Johnson (Cuesta), Bob Redlo (Bay Area WDB), Madisyn Masatani (CHC), Oscar Ramos (Cuesta), Carolyn Deily (Dental Consultant), Jessica Peckham (DNP), Barb Morrow (Oral Health), Angel Lopez (Promotores), Adam Butler (Cencal Health), Jeff Oxendine (HCC), Terrance Harris (Cal Poly), Gisela Taboada (CenCal Health), Susan McGraw (Partnership Coordinator)

Discussion Results:

• **Introduction of new members:**

- Bob Redlo (leader of Bay Area health workforce training for many years; former Director at Kaiser; member of CA WDB; provider of a healthcare training program; has knowledge and expertise in obtaining public funding for customized healthcare training programs)
- Gisela Taboada, Provider Relations Manager, CenCal Health (replacing Citlaly Santos)
- Adam Butler, Public Policy Analyst, CenCal Health (replacing Dona Lopez)

• **Planning for Fall SLO County Healthcare Workforce Forum:**

○ **Opening networking segment:**

- Determine if people will be sitting down or standing up for lunch, which will depend on the facility and will influence the type of networking activity that can be designed.
 - Planning to use round or rectangular tables for the main session to facilitate small group discussions.
- Do we want to mix people by profession and stakeholder group or do we want all the education providers together, employers together?
 - Consensus: MIXED is better; what we are trying to conquer is silos.
- Discussion tables with reflective questions or let it be casual?
 - We need to lead the people...it will be casual regardless. Prompts just help start the conversation.
 - Print out on each table to help people have something to talk about.
 - Easy to start if we are going to do some polling.
 - Important to facilitate this networking conversation. Partnership members could share this responsibility or assign members to different tables to actively lead a table or theme and support the conversations.
 - People come with a specific thing they want to get out of this, so have a topic at each table that people can choose from.
 - Some kind of prompt/table top discussion to influence opening session is good. Get some agreement from people about what we are doing? What are their most important healthcare needs? 2 or 3 questions to set the tone for the rest of the day.
 - However, if no context for the conversation yet, people may be caught off guard, not aware or ready to share, so some will dominate, while others will be quiet.
 - Give something out in advance to help people come with a context in mind?
 - Invitation: What we want the vision of healthcare in the county to be. Also some explanation toward some specific real problems we are facing so they come prepared to talk about this. So not just something you are asked in the moment, but have been thinking about and prepared for conversation.
 - Alexandra Chamberlain is happy to help design this segment.

- **Overview of the Healthcare Workforce in the County Data:**
 - Jeff Oxendine: Will do a state update in this segment.
 - At the conclusion to we want to ask people to validate top critical needs (i.e., a poll to narrow down to top 3 to 5) or we stating that these are the ones our partnership will focus on for collective action?
 - Other partnerships are focusing on 1 to 3/4 and organizing into sub-groups and creating tactical plans to build pathways around those occupations.
- **UPLIFT Overview of the Draft Healthcare Strategies** (see slides at SLOHealthcareWorkforce.org, Partnership Meetings 2024 tab, August 8, 2024 meeting materials)
 - Promotores/CHW: Completed an UPLIFT-funded project from January to May and conducted listening sessions in SLO County. What rose to the top was the need for educational opportunities for people to grow in their profession. (e.g., how a CHW can advance into a professional role, with a clearly defined career path, particularly those without English as first language or those with a lot of experience, but not enough formal education).
- **Funding & Advocacy Segment:** Michelle Shoresman presented an update.
 - Anticipated Panel: 3 Individuals who can represent issues from the federal, state, and local level with 5 to 10 minutes per panelist to address the topic, “What we can do as a community at large to advocate for initiatives that would help us bolster local healthcare workforce?”
 - Federal: Medicare rates or legislation at that level
 - State: MCO Tax? Advocacy at the state level or any other programs or funding at state level.
 - Contact Dana Goba, Central Coast Medical Society, be a panelist or recommend someone.
 - Regional/local: UPLIFT? Continue to advocate at the local level
 - To determine appropriate topics/speakers, we need to be clear about the desired outcome and determine which occupations/level to focus on. Jeff Oxendine and Bob Redlo can then help brainstorm who can help from the state level. Need to identify what we want to advocate about first.
 - Michelle Shoresman and Jeff Oxendine to discuss further.
- **Recruitment & Retention Segment:** Susan McGraw presented an update.
 - Dawn Boulanger to present information on resources available to support organizations in determining competitive salary ranges for healthcare employees in various occupations.
 - Matt Briskin to present information on national best practices to enhance employee engagement and address job burnout/stress for healthcare employees.
- **Healthcare Career Pathways Segment:** Oscar Ramos presented an update.
 - Example shared: Santa Cruz county career pathway infographic.
 - Need to determine SLO County pathways to be included to go to graphic designer to develop a customized version of the infographic, which will include occupations within pathways, training/education providers, and salary ranges.
- **Healthcare Career Exploration Fair:**
 - Fair component: Is this a job fair or knowledge fair?
 - We are not looking to make this a job fair, but also understand that if someone is there and wants to talk about jobs, great.
 - Mix of providers for everything is good!
 - Invitation content to tabletop providers to include:

“On October 30, 2024, the SLO Healthcare Workforce Partnership will host an exciting event dedicated to workforce and career exploration in healthcare, focusing on educating attendees about various career and educational pathways. This comprehensive event

aims to connect aspiring healthcare professionals with leading industry experts and employers. Participants will have the opportunity for networking designed to offer insights into the diverse career paths within the healthcare sector. The event promises to equip individuals with the knowledge and resources needed to navigate their career journey effectively. By fostering connections and offering practical guidance, the event seeks to inspire and prepare the next generation of healthcare professionals to meet the evolving needs of the industry.”

- Family Care Network (FCN) Youth/Young Adult Clients: captive audience for this Fair. Interested individuals we want to engage from an educational standpoint. The Committee would like to have the event at FCN facilities with their participants.
- Tabling: All partners have a table to have conversations with what they can provide and how they interface with the Committee.
- SLO Partners has been doing dental boot camp. They have used 2 types of approaches: one table for each provider or a speed dating approach (which was more effective).
 - At this point, we don't know how many partners will be there and how many students. If we use RSVPs and have a better idea on who is coming, we can determine which approach might be better.
- It is not the vision for this to be a job fair, but if someone brings a resume and an employer has opportunity, then great.
 - The community college approach: you come as you are and we meet you where you are at. But this is NOT a job fair.
 - Overall vision of what we are doing: challenge ourselves to recognize needs in the community but consider the overarching challenges of the community...understanding what our partners need and how do we engage that effectively with the demographics we have.
- **Partnership Member Engagement at the Fair:**
 - If held at FCN, there will be a main room for the forum, plus separate room(s) for tabling, speed dating for students/ prospective employees interfacing with employers/education institutions. FCN has 2 programs that they work with that are transitioning into adulthood, so their clientele would be good participants.
 - Speed dating is trending, keeps it interesting, prizes, candy, storytelling.
 - Could use a “road map” approach, where each participant receives a handout/booklet with info on each table/organization and there are prizes for those who complete the road map.
 - If you are member, you have a stake in this. How do you fit in, not just the educational component? We are trying to inform the community about the opportunities, not only through educational institutions, employers, on the job training employers. Every member should be participating in the fair in some way.
 - Health Agency: Frank Warren , Barb or HR team? Table or speed dating. Promote opportunities in BH and Oral Health.
- **Promotion and Marketing of Both Events:**
 - Need flyer or invitation
 - Need tag line: Career Fair.....“chart your course, empowering healthcare careers for the future”.....visual
 - Title for the Main event....
 - Fair Invitees: FCN students, CASA, Cuesta connections
 - Main program Invitees:
 - Email from 2019 forum; Partnership members to refer others from own organization; Identify other groups that are not members: Chambers
- **Event Sponsorships:**
 - Solicit sponsorships from Partnership members (or outside organizations).
 - Put their logo on the website and promotional materials.