Provide Employment Opportunities for Your Clients and…
Satisfy the Need for Skilled Healthcare Workers in Your Community!

The 2005 National Conference on

Workforce Development and Job Placement Strategies for Healthcare

Designing, Managing and Funding Workforce Development and Job Placement Programs Targeting Healthcare Positions

February 24–25, 2005 • Miami • Radisson Hotel Miami Downtown

Presented by:

The Performance Institute

In Association with:

ashhra
AMERICAN SOCIETY FOR HEALTHCARE HUMAN RESOURCES ADMINISTRATION OF THE AMERICAN HOSPITAL ASSOCIATION

and

NASTAD
National Association of State and Territorial Apprenticeship Directors

- **Establish Healthcare Training Program**
  Ensure appropriate alignment for employment and healthcare training curricula
- **Enhance Job Placement Strategies**
  Improve recruitment and retention in healthcare to non-traditional worker pools; youth, dislocated, and immigrant workers
- **Secure Healthcare Funding**
  Tap into new funding streams to increase capacity for healthcare partnership development
- **Forge Sustainable Partnerships with Local Healthcare Entities**
  Effectively collaborate with healthcare industry entities and educators to effectively match career paths with client's needs

The Only Event for Workforce Development Professionals Offering Healthcare Employment Strategies!

Get Your Fair Share of Funding for the Healthcare "High Growth Job Initiative"

Provide Employment Opportunities for Your Clients and Satisfy the Need for Skilled Healthcare Workers in Your Community!

Comprehensive Coverage of:

- Sustainable Partnership Strategies
- Promising Practices in Healthcare Training
- Career Ladders
- Performance Measurement
- Healthcare Apprenticeship
- Skills Development
- Recruitment/Retention Strategies
- High Growth Job Initiative Outcomes

Who Should Attend?

- WIB Members
- HR Directors for Healthcare Systems
- State and Local Workforce Agencies
- State Boards of Nursing
- Workforce System Youth Program Developers
- One-Stop Administrators and Operational Staff
- Job Corps Center Directors
- Workforce Investment Program Managers
- Community Health Center HR Directors
- Community Colleges
- Vocational-Technical Schools

…And all stakeholders in the development of our nation's workforce

Dear Workforce Development & Healthcare HR Professionals,

Today, there is a critical current and projected shortage of nursing and affiliated healthcare workers in the U.S. If left unaddressed, this shortage will have severe and damaging impacts upon the quality of healthcare services. The public workforce is now working with the Department of Labor, private business and educators at the high school and community college levels to help prepare workers for skilled jobs in the health-care industry.

Solutions and promising practices in designing, managing and funding workforce development and job placement programs for the healthcare industry are available at the 2005 National Conference on Workforce Development and Job Placement Strategies for Healthcare, February 24-25, 2005 in Miami, Fl. Identify and implement healthcare job training program solutions in your community to provide employment opportunities to unemployed and underemployed workers while satisfying the need for skilled healthcare workers.

Forge Sustainable Partnerships with Local Healthcare Entities

Ensure appropriate alignment for employment and healthcare training curricula by forging alliances with extensive partnerships. Participating hospitals and national healthcare systems, the community college system, the registered apprenticeship systems, and local one-stop career centers are necessary to provide the essential infrastructure for supporting healthcare training.

Enhance Job Placement Strategies: Recruit and Retain Skilled Workers

The healthcare system is stifled with a lack of diversity and flow of highly skilled workers. Improve recruitment and retention in healthcare to non-traditional worker pools; youth, dislocated, and immigrant workers. Learn how to advance incumbent workers to a higher skilled position in the healthcare industry.

Increase the Capacity of Healthcare Education and Training Providers

One of the major challenges to the healthcare industry is the lack of qualified academic and clinical healthcare faculty. Identify strategies for addressing the lack of capacity of training providers. Collaborate with educators and WIB to respond to the needs of the healthcare labor market and become a successful demand-driven system.

Secure Healthcare Funding

Tap into new funding streams and utilize non-traditional funding sources to increase capacity for healthcare partnership development. Get your fair share of the High Growth Job Training grants to help prepare workers for skilled jobs in the health-care industry.

Promising Practices and industry-driven strategies are awaiting your review. Register today by calling 703-894-0481 or visit us at www.PerformanceWeb.org. I look forward to seeing you in February!

Regards,



Kara M. Farina
Director
Social Policy & Public Health Center

Access New Sources of Funding

Agenda and Speaking Faculty

Day One: February 24, 2005

8:00 Registration & Continental Breakfast

8:30 Keynote Presentation: Addressing Challenges and Identifying Strategies and Solutions for Current and Future Healthcare Workforce Shortages

Join us for this informative keynote presentation and identify the issues and challenges facing the healthcare industry;

- National overview of issues and solutions for Healthcare Industry
- Identify outcome goals specific to the healthcare industry
- Identify "next steps" for workforce shortages

***CAPN Kerry Nesseler, R.N., M.S.**, Associate Administrator, Bureau of Health Professions, Health Resources and Services Administration (HRSA)*

9:30 Lessons Learned In Designing and Managing Demand-Driven Healthcare Initiative

As an early innovator in the area of sector-based employment interventions, the Lancaster County Workforce Investment Board has had a highly-successful healthcare initiative in play since 2000 that has included a television-based recruiting campaign, a contextual literacy program, a CNA training program located in the area one-stop, dedicated healthcare recruitment counselors funded by WIA, and linkages with area hospitals and nursing homes for the reporting of job openings. The cooperative effort has resulted in doubling the output of allied health graduates and in the establishment of a regional Center of Excellence in Long-Term Care Practice. This workshop takes a step back and offers a perspective on the lessons learned from the experience that can be applied to other geographical areas and other industries. The Lancaster County WIB is a US Department of Labor Demand-Driven Incubator organization.

***Scott Sheely**, Executive Director, Lancaster County Workforce Investment Board*

10:30 Break & Refreshments

10:45 Increasing the Capacity to Provide Healthcare Education and Training

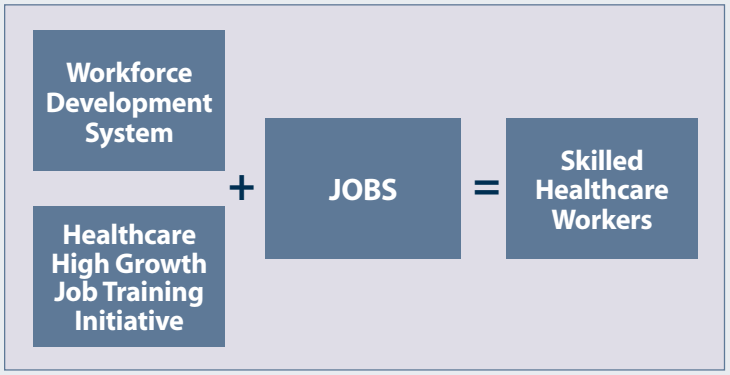
Major issues regarding the lack of nurses and allied health professionals and the lack of qualified academic and clinical healthcare faculty need to be addressed. Identify strategies for solving the faculty capacity problem and the partnerships necessary for implementing the solutions.

- Filling the need for academic and clinical instructors
- Addressing the need for facilities and resources
- Aligning employer requirements and curricula

***Robert Seurkamp**, Executive Director, Maryland State Governor's Workforce Investment Board*

11:45 Luncheon: Stakeholder Roundtable Discussion: Workforce Investment Boards, labor employees, and healthcare entities dialogue together on the strategies and solutions for implementing the healthcare high growth job initiative. Join us for this stakeholder dialogue, whether you are a WIB Member or Healthcare Executive, you benefit from the interactive roundtable discussion and exchange of ideas for;

1. Establishing Communication and Partnerships
2. Identifying joint opportunities of leadership
3. Sharing funding to increase capacity of programs



1:15 "School at Work"--Expand Skills Training and Healthcare Work-related Education

This program tackles the challenging lack of access to the educational opportunities and support required to upgrade their skills and advance to higher-paying positions. Through a strong partnership between participating hospitals, local community colleges, Catalyst Learning and participating WIBs, this program works to expand access to basic skills training and work-related education for entry-level jobs in the healthcare field using worksite-based television broadcast and Internet instruction.

- Improve access to basic skills training
- Develop current entry-level healthcare workforce
- Open new opportunities for new healthcare workforce entrants

***Lynn Fischer**, Founder and President, Catalyst Learning*



2:15 Nursing Career Lattice Project

Designed to address critical nursing shortages, the Healthcare Career Ladder Project is working to build the pool of new healthcare workers through registered apprenticeship programs. CAEL simultaneously provides incumbent Licensed Practical Nurses with expedited pathways to careers as Registered Nurses through a hybrid distance learning/community college training model. The program targets older working adults who want to transition into the nursing field. The CAEL/Department of Labor Healthcare Ladder Program is unique because it recognizes that licensed practical nurse (LPN) candidates can be drawn from non-healthcare professions as well as other branches of the healthcare field.

- Address turnover and skilled worker shortage
- Open the pipeline for potential healthcare workers
- Identify hybrid distance learning/community college training model
- Provide incumbent LPNs with expedited pathways to careers

***Phyllis Snyder**, Regional Vice President, Council for Adult and Experiential Learning (CAEL)*

3:15 Break & Refreshments

3:30 Building Capacity: Education Partnerships for Healthcare Career Opportunities

Community partnerships between education institutions, department of education/labor agencies, and public workforce system provide healthcare career opportunities to potential worker pools that may not traditionally enter the healthcare industry; youth, dislocated workers, immigrant communities, and older workers. Identify innovative structures for training nurses and healthcare workers to best serve your community's needs.

***Bryan L. Stone**, Vice President Policy & Program, WorkSource*

4:30 Adjourn

Day Two: February 25, 2005

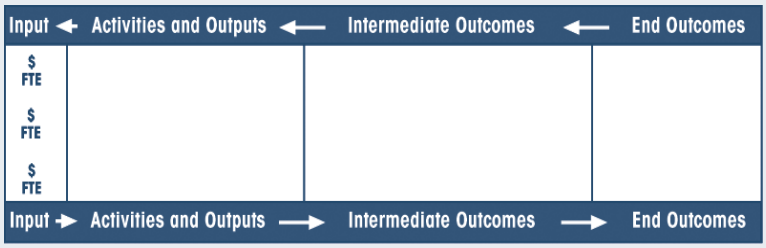
8:30 Continental Breakfast

9:00 A Framework for Performance-Based Measures for Healthcare Workforce Development within Public Workforce Systems

- Devise and implement performance measures to evaluate and streamline workforce and placement services
- Identify and implement workforce development strategies: training, development, recruitment and succession planning for healthcare industry jobs
- Understand case management implications of performance measures
- Set recruitment and retention goals and strategies for skill areas

***Jon Desenberg**, Senior Consultant, The Performance Institute*

A Framework for Performance Measurement in Workforce Development



10:00 Upgrading Incumbent Healthcare Workers into High-Skill Jobs

The Incumbent Worker Career Acceleration Program is a promising practice in combating the severe shortage of skilled healthcare workers.

- Address retention and growth of at-risk workers
- Institute a GED and diploma program
- Retrain employees in declining jobs for emerging jobs
- Create a high-potential workers assessment and skills training program
- Upgrade training of incumbent workers into critical skills shortage positions

***Deborah Knight-Kerr**, Director, Community and Education Projects, Johns Hopkins Health System*

11:00 Morning Break

11:15 Create and Execute a Strategic Plan for Short-term and Long-term Workforce Goals

Norton Healthcare created a new office dedicated solely to addressing workforce issues throughout its seven hospitals. The office created a strategic plan for the organization, dividing workforce goals into short-term and long-term initiatives. Identify the strategies, goals and demonstrated results that this program has outlined. Such strategies include:

- Student scholarships for local colleges and universities
- Increasing awareness of healthcareers
- Foreign nurse recruitment
- Collaboration with competitors for labor grant
- Employee recruitment

***Kimberly Maffet**, Associate Vice President, Workforce Development, Norton Healthcare*

Reasons to Attend:

- **Increase** Recruitment and Retention for Healthcare
- **Achieve** Outcomes High Growth Job Initiative
- **Partner** to Create Innovative Strategies and Funnel Well-trained workers into the Healthcare Industry
- **Improve** Outreach Non-Traditional Populations
- **Implement** Innovative Apprentice Programs to Increase the Pipeline

12:15 Networking Luncheon

1:00 Post-Conference Application Workshop A:

Funding Strategies and Capacity Building for Healthcare Career Development Programs

The U.S. Department of Labor (DOL) is charged with preparing the American workforce for new and better jobs, and ensuring the adequacy of America's workplaces. April 2004, Secretary of Labor Chao announced the recipients of $13.5 million High Growth Job Training grants to help prepare workers for skilled jobs in the health-care industry, part of $24.3 million Healthcare Initiative Secretary Chao kicked off in March 2004.

Learn how to analysis the healthcare employment requirements, identify the variable factors contributing to the manpower crisis, and identify the manpower projections for sustaining the healthcare industry into the twenty-first century.

Attend this interactive workshop that will reflect a hands on translation of the identified employment requirements, funding costs, and program availability by the preparation of a grant proposal framework. Proposal framework will include the needs identification of the participant's facility, available new employee training opportunities, human resource candidate pool and explore funding sources, both traditional and non-traditional.

***Janet Ogden Calder, M.Ed., RN, CHE**, Chief Nursing Officer, Tyler County Hospital and Workforce Development Board Member*

1:00 Post-Conference Application Workshop B:

Aligning Human Resources Strategies to Workforce Investment Strategies to Ensure a Stable Supply of Skilled Workers to Healthcare

Collaboration between HR within healthcare systems and the public sector workforce system facilitates recruitment and retention within the healthcare industry. Aligning goals and inputs of both HR and Workforce Investment can lead to an increase in the output of qualified skilled healthcare workers.

- Identifying the role healthcare Human Resources plays in achieving workforce development program goals
- Design and implement a comprehensive and strategic recruitment, hiring and training plan that tackles your specific short-term and long-term needs
- Implement targeted strategies for solving staffing shortages and providing employment opportunities and career advancement

***Jeri Lynn Else,** Manager, Healthcare Education Institute, Business and Professional Institute and Continuing Education; and Director, Strategic Healthcare Partnerships, Health Sciences, College of DuPage*

4:00 Workshop Adjourns

In-House Training



All of the publicly offered courses offered by the Performance Institute can be adapted for your office, program, agency, or department. In-house training provides a customized, cost-efficient vehicle for educating your staff with a hands-on, educational forum that facilitates team-building and project-planning. PI in-house training is designed to meet the specific needs of the client. Instead of making the training match with "cookie-cutter" training, our in-house offerings are matched to the specific needs of the participants.

Venue & Hotel

The 2005 National Conference on Workforce Development and Job Placement Strategies for Healthcare will be held at the Radisson Hotel Miami Downtown. A limited number of rooms have been reserved at the hotel at a discounted rate of $138. Please contact the hotel directly to make reservations. Be sure to ask for the Performance Institute conference rate. The hotel will ensure that your conference experience is not only educational but also comfortable and enjoyable in every aspect.



Radisson Hotel Miami Downtown
1601 Biscayne Blvd.
Miami, FL 33132
Tel: (305) 374-0000

Exhibiting and Sponsorship Information

To learn more about exhibiting at the ***2005 National Conference on Workforce Development and Job Placement Strategies for Healthcare*** please contact Nick Grasso at 703-894-0481 or grasso@performanceweb.org.

Tuition

The tuition rates for attending the ***2005 National Conference on Workforce Development and Job Placement Strategies for Healthcare*** are as follows:

Conference:	$795
Post-Conference Workshop:	$295

Group Discounts:

The Performance Institute offers reduced tuition to groups of three or more. If you think your colleagues would benefit from attending this year's conference, please contact Nick Grasso for group rates at 703-894-0481 or grasso@performanceweb.org.

Administrative Note:

A $150 service fee will be charged on cancellations received less than three weeks from the date of the event. A credit memo will also be sent reflective of that amount, which can be used for a future Performance Institute conference. As speakers are confirmed six months before the event, some speaker changes or topic settings may occur.

The Performance Institute
The Performance Institute
1515 N. Courthouse Rd. Suite 600
Arlington, VA. 22201

Registration Form for the 2005 National Conference on Workforce Development and Job Placement Strategies for Healthcare

Call 703-894-0481; Fax this Form to: 703-894-0482;
or visit www.PerformanceWeb.org

- ❑ Yes! Register me for the Conference only.
- ❑ Yes! Register me for the Workshop only. (Circle A or B)
- ❑ Please call me. I am interested in a special **Group Discount** for my team.

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Organization_____

Dept._____

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