

#OHIOSTRONGPCATRAINING

A Pandemic Workforce Shortage Recruitment/Retention Pilot



Kathy Stevens, Del Mar Encore Fellow
The Dayton Foundation
PSA2 Workforce Shortage
Project

Nicole Khaner, PSA 2 Consumer Services
Director

Background

Personal Care Aide Shortage Issues



“Former restaurant servers would be good potential personal care aides because of their customer service focus.”

Doug McGarry, 2019



Program Timeline



May
2020

**Win-Win Idea,
Feedback on it**



June

**Partnerships,
ODA Proposal**



July

**AAA Board Approval,
Finalize Program Details**



August

**Program Launch &
Promotion**



September
2020 -
September
2021

On-Going Program



Displaced by the pandemic?
Want to help people and have flexible hours?
Become a personal care aide for a local senior who needs
your help. Go to [https://info4seniors.org/free-training-
available-to-help-pandemic-impacted-restaurant-and-
retail-workers/](https://info4seniors.org/free-training-available-to-help-pandemic-impacted-restaurant-and-retail-workers/) to find out more.

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Area Agency on Aging, PSA 2

#OHIOSTRONGPCATRAINING The Area Agency on Aging has begun a win-win program to train hospitality and retail workers for new jobs caring for the elderly and the disabled in their homes. Visit our website for more information about the program and how to apply.
<https://info4seniors.org/free-training-available-to-help-pandemic-impacted-restaurant-and-retail-workers/>



3

7 Shares

Like

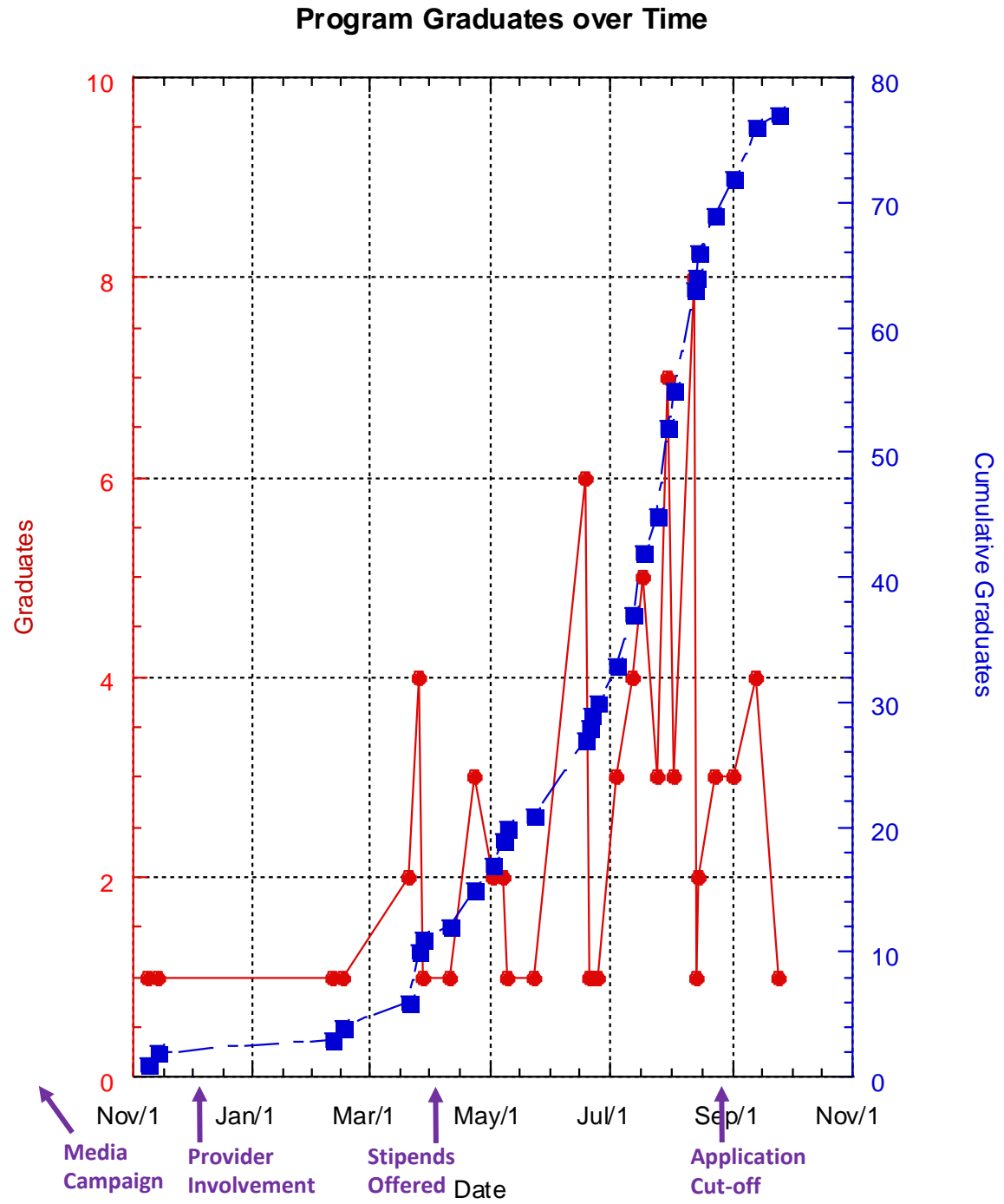
Comment

Share

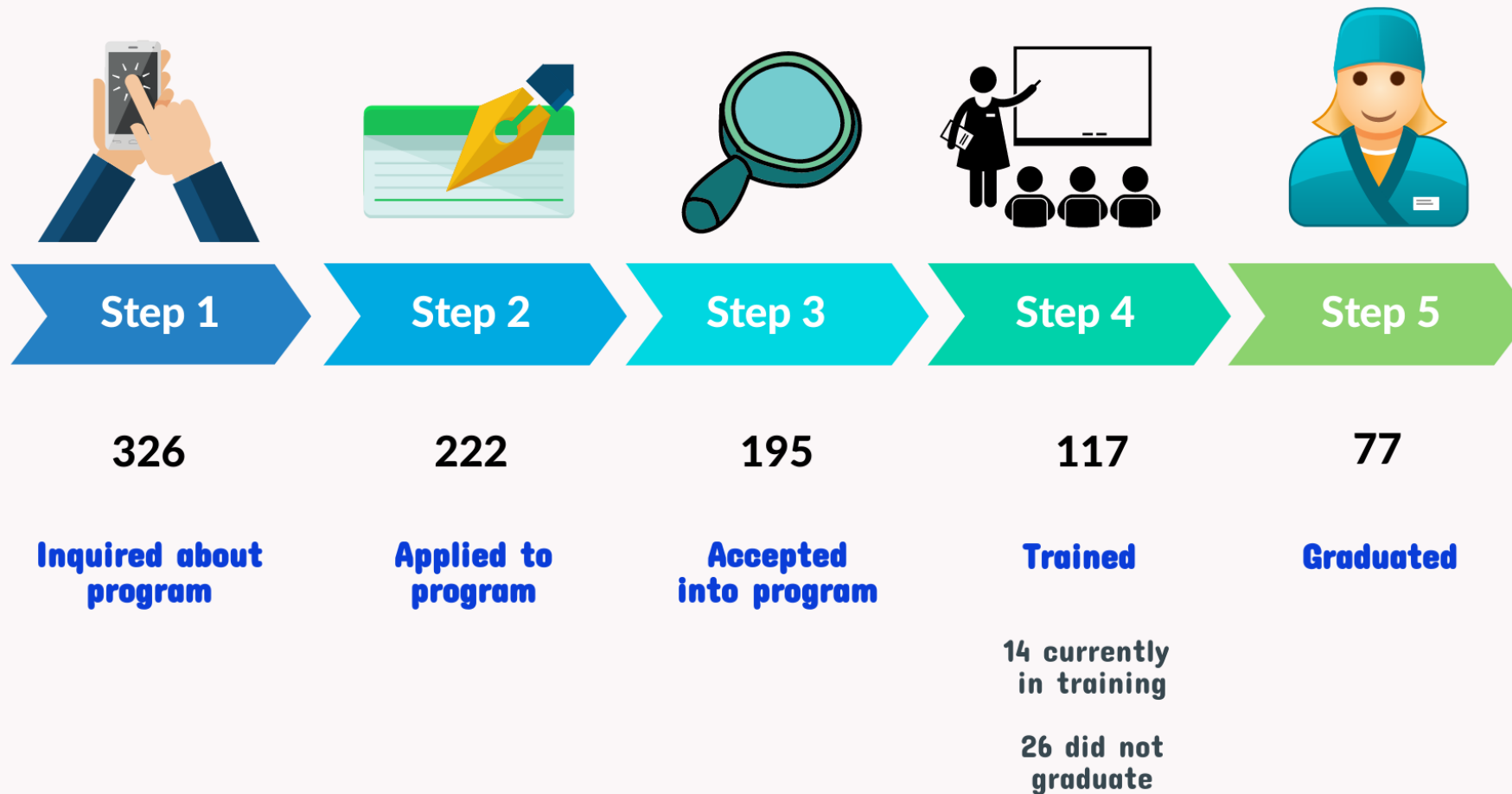


Program Execution

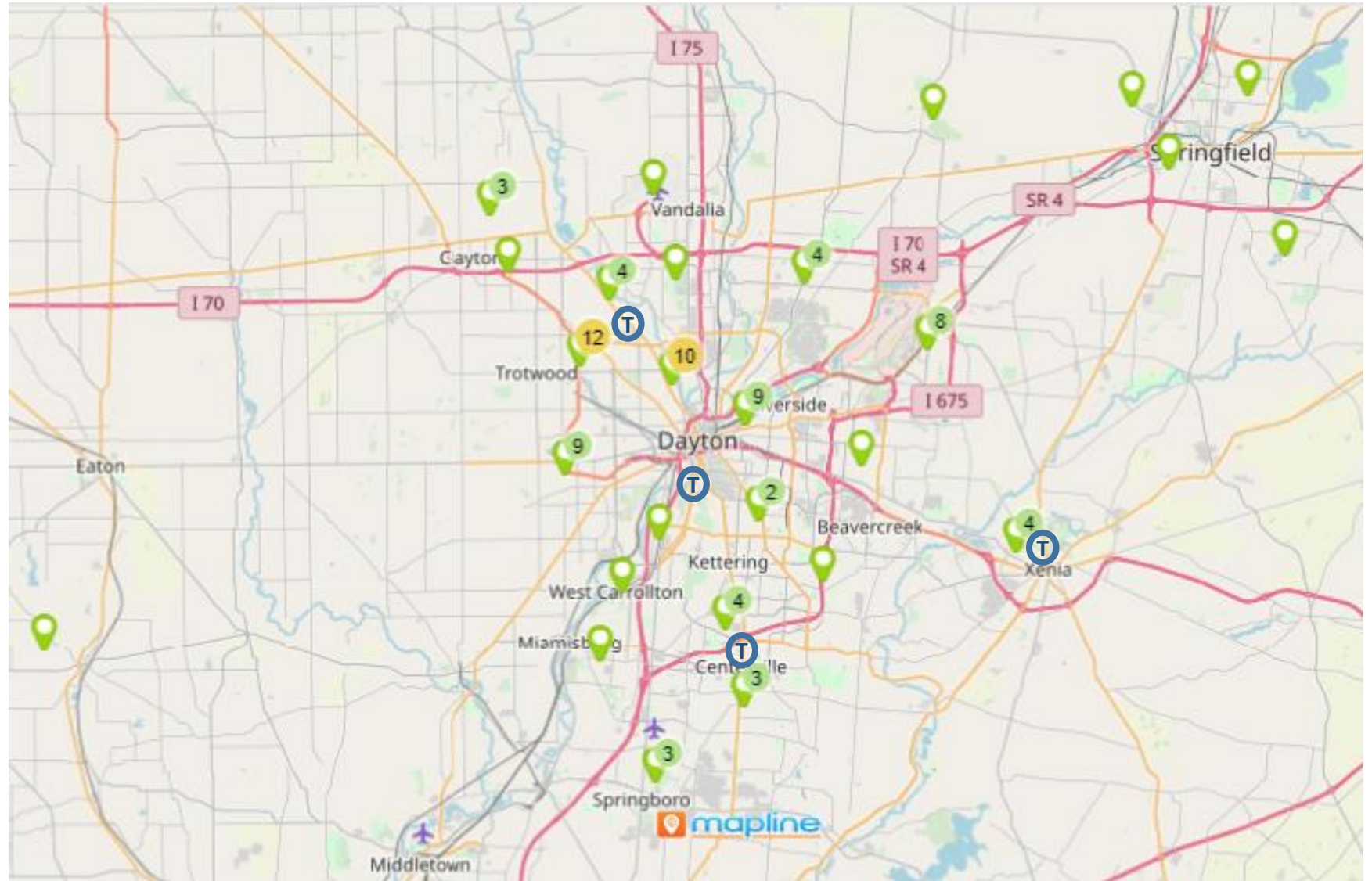
- Slow ramp-up
 - Program promotion & use of social media
 - Teaming with agency partners
 - Summer bump



#OHIOSTRONGPCATRaining



Program Trainees from around the PSA 2 Area



Previous Jobs of Program Trainees

CHILDCARE/COMMUNITY

Daycare x3
Preschool teacher
Church youth programs
Community program case manager x2

FOOD SERVICE

Restaurant manager
Restaurant assistant manager
Restaurant worker x3
Restaurant food prep & dishwasher
Restaurant & SNF cook x3
Banquet server
Food delivery
Fast food asst manager
Fast food crew member x11
Pizza company
Restaurant sales
Coffee house barista

HEALTH CARE

EMT
HHA or hospital/SNF NA x21
DSP x16
Medical technician
Phlebotomist
Hospital technician x3
Behavioral technician
Pharmacy technician x2
HHC office assistant x2
Admin in doctor's office, hospital
Hospital patient account rep
Medical billing
Medical receptionist/office coordinator
Medical sales company
DSP facility support staff
Hospital /SNF cook/server x4
Hospital/SNF cleaning x4

RETAIL/SERVICE

Customer service rep x3
Retail store department manager
Retail assistant manager
Retail sales x18
Managing cosmetologist
Hair salon manager
Telemarketer/call center rep x2
Cashier x5
Grocery store shopper/stocker x2
Cleaner
Hotel housekeeping
Mail carrier/package delivery x2

OFFICE/SCHOOL

Event hospitality
Marketing coordinator
Marketing manager
Mortgage document preparer
Foreclosure counselor
Pool management company regional manager
Insurance customer rep
Insurance co web tech
Census supervisor
Self-employed freelance designer
Substitute teacher
School special needs paraprofessional
Special needs school bus driver
University TA
School coach
University library
University food services
School cafeteria worker

MISCELLANEOUS

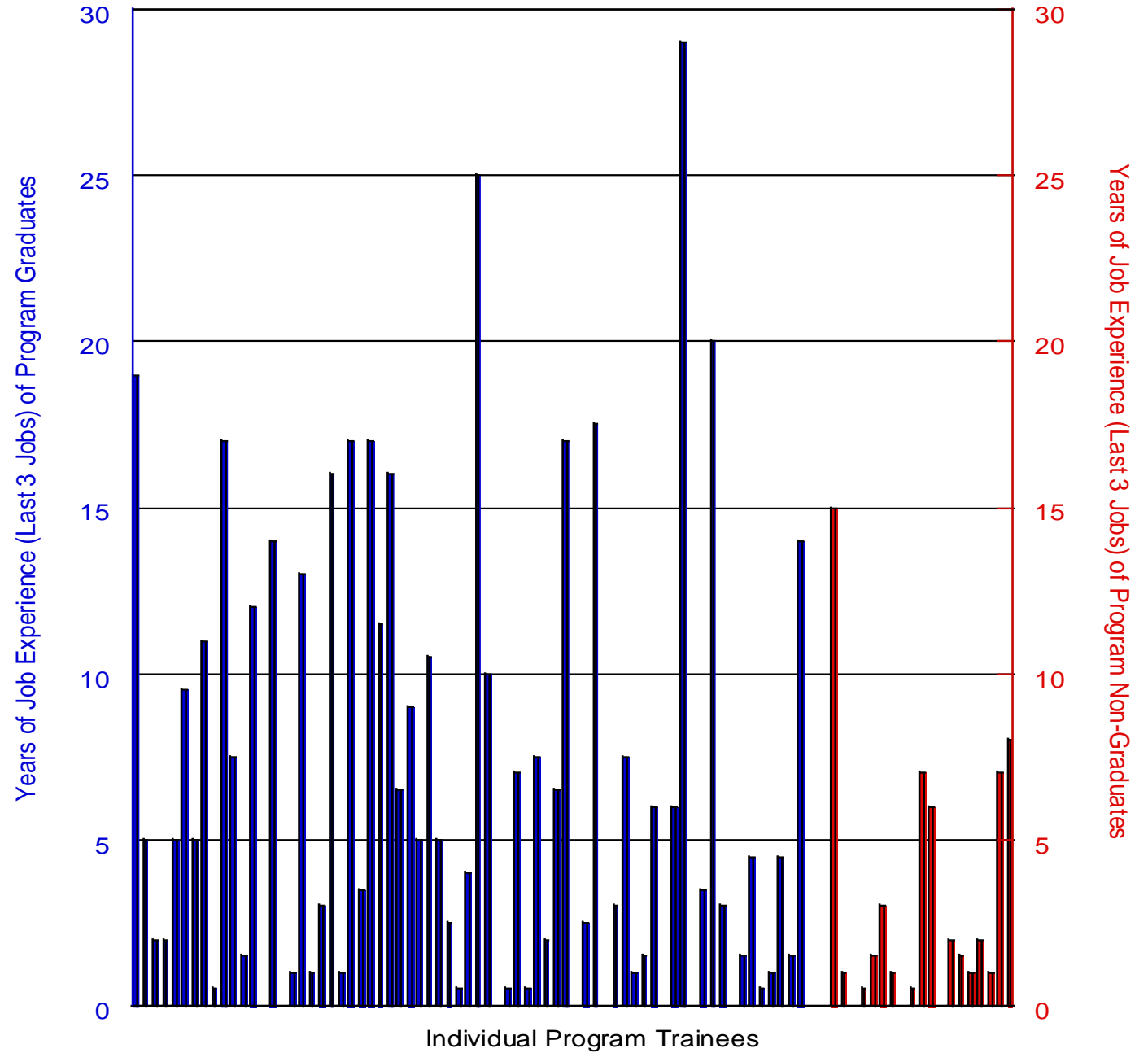
Car dealership cashier
Airline ramp agent
Logistics manager
Tax commissioner agent
Property manager, painter & landscaper x2
Tour driver
Parking
Security x3
Electric service company

FACTORY

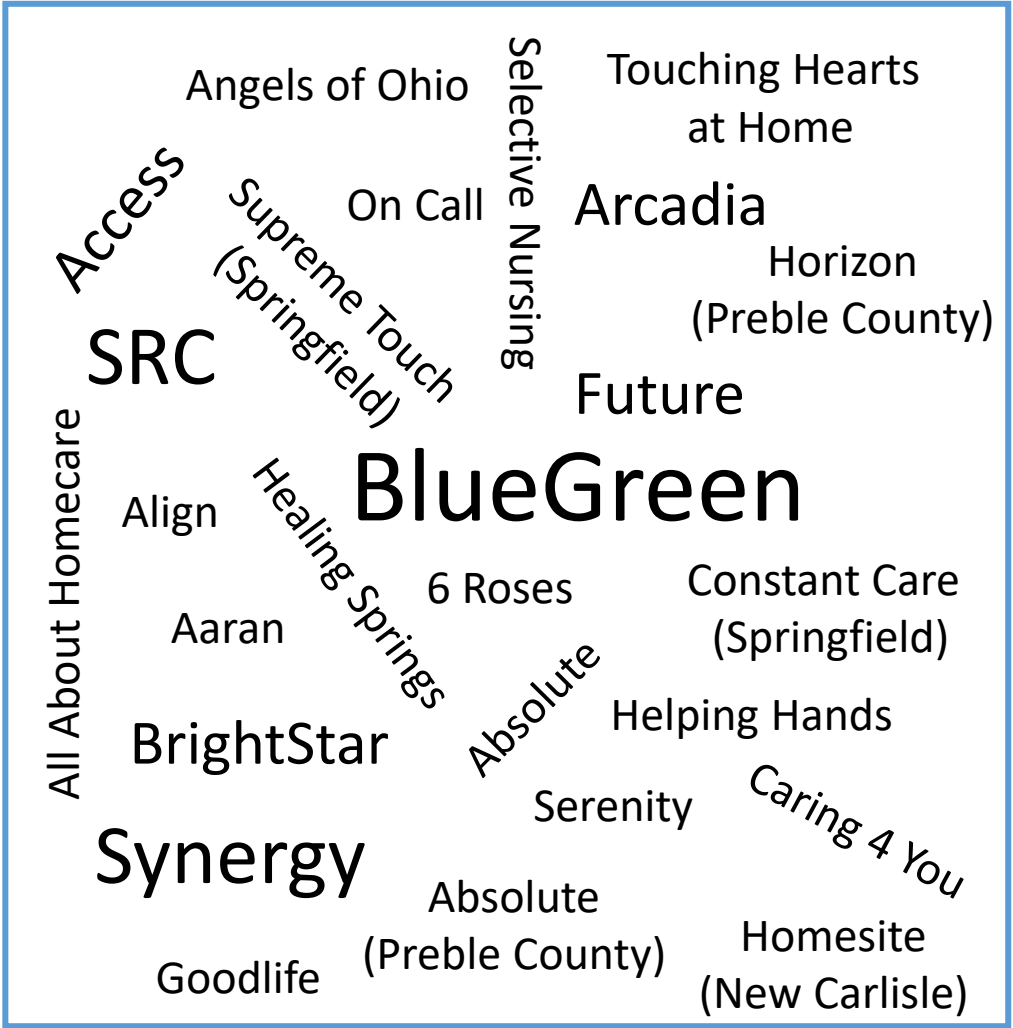
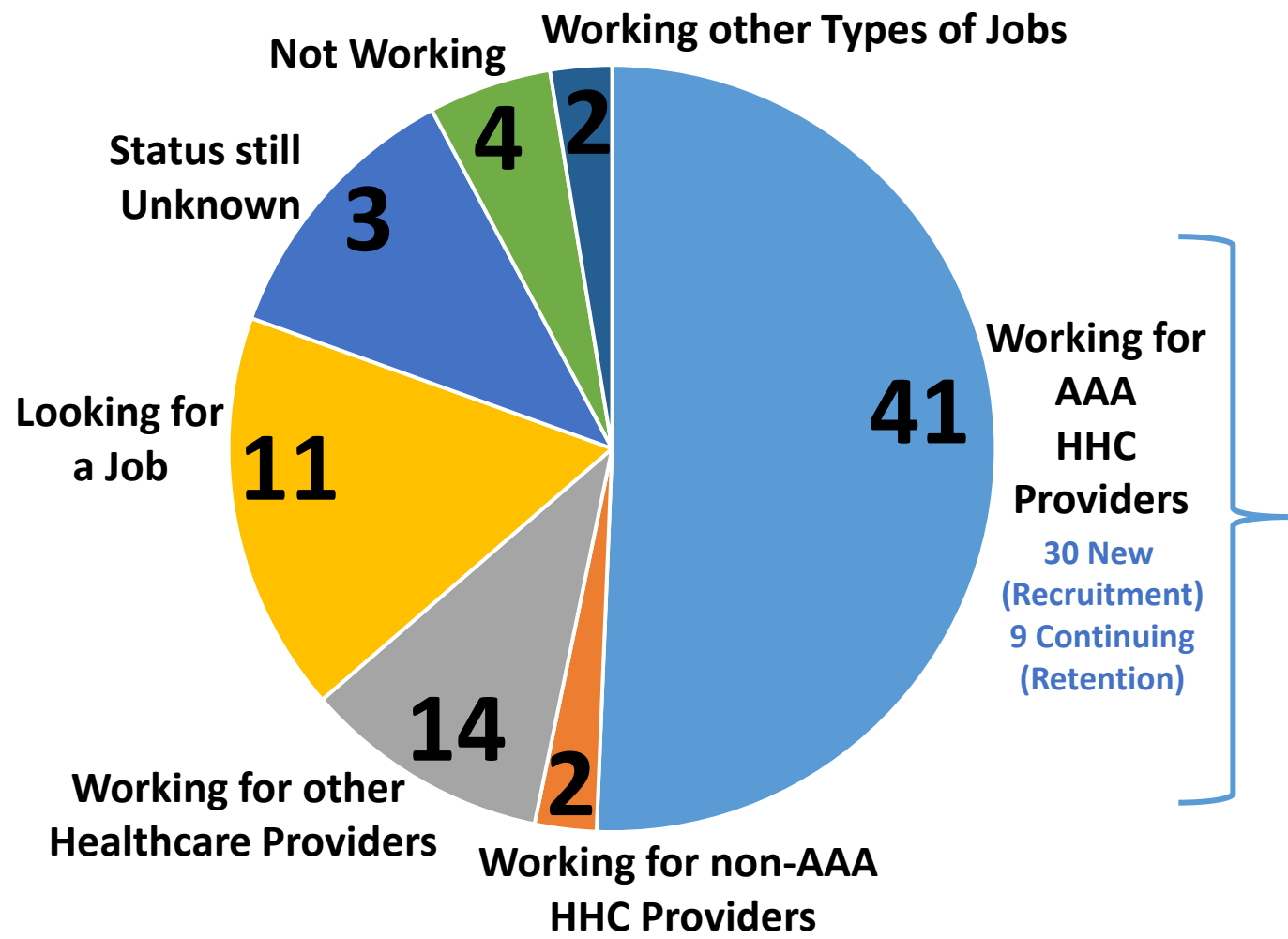
Warehouse team lead
Solderer
Masker for finishing company
Machinist
Factory worker
Medical manufacturing
Factory plating technician
Factory production worker x3
Manufacturing machine operator
Warehouse worker x4
Warehouse picker/packer x2

Participant Success

- No clear predictor of participant success in program
- Loose correlations between
 - ✓ Length of previous job tenures
 - ✓ Increased commitment level of previous jobs (greater responsibility, certification needed,...)and likelihood of training completion
- Impact on post-training job tenure not yet known



Status of 77 Graduates



Program Pivots

✓ **Provider referrals**

- **Stipends** – Up to \$1000/student
 - Payments: at-completion versus weekly payments
 - 8 graduates from 20 participants approved
- **Training re-takes** – 70-88% of original training cost
 - 3 graduates from 5 re-takes
 - 60% success versus 75% training overall

Conclusions / Recommendations

- Program was successful in recruiting & retention of HC aides in the PSA 2 area
- Need AAA ecosystem commitment
- Put tons of resources on-line
- Link training to efforts to recruit family & friend paid caregivers
- Link training to Consumer Direction
- Consider in-person job fair or making resources available to assist in job hunting
- Link to career progression resources, if available

“When I lost my job during the pandemic, this program was a lifeline that gave me a way to get trained, so I could get working again.”

Feedback from a #OHIOSTRONGPCATRAINING graduate