#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
“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
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Program Execution

➢ Slow ramp-up
  • Program promotion & use of social media
  • Teaming with agency partners
  • Summer bump
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Step 1: 326 Inquired about program
Step 2: 222 Applied to program
Step 3: 195 Accepted into program
Step 4: 117 Trained
- 14 currently in training
- 26 did not graduate
Step 5: 77 Graduated
Program Trainees from around the PSA 2 Area
## Previous Jobs of Program Trainees

<table>
<thead>
<tr>
<th>CNA Graduates</th>
<th>CNA Non-graduates</th>
<th>Both grads &amp; non-grads</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>FOOD SERVICE</strong></td>
<td><strong>RETAIL/SERVICE</strong></td>
<td><strong>MISCELLANEOUS</strong></td>
</tr>
<tr>
<td>Restaurant manager</td>
<td>Customer service rep x3</td>
<td>Car dealership cashier</td>
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<tr>
<td>Restaurant assistant manager</td>
<td>Retail store department manager</td>
<td>Airline ramp agent</td>
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<tr>
<td>Restaurant worker x3</td>
<td>Retail assistant manager</td>
<td>Logistics manager</td>
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<tr>
<td>Restaurant food prep &amp; dishwasher</td>
<td>Retail sales x18</td>
<td>Tax commissioner agent</td>
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<tr>
<td>Restaurant &amp; SNF cook x3</td>
<td>Managing cosmetologist</td>
<td>Property manager, painter &amp; landscaper x2</td>
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<tr>
<td>Banquet server</td>
<td>Hair salon manager</td>
<td>Tour driver</td>
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<tr>
<td>Food delivery</td>
<td>Telemarketer/call center rep x2</td>
<td>Parking</td>
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<tr>
<td>Fast food asst manager</td>
<td>Cashier x5</td>
<td>Security x3</td>
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<tr>
<td>Fast food crew member x11</td>
<td>Grocery store shopper/stocker x2</td>
<td>Electric service company</td>
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<tr>
<td>Pizza company</td>
<td>Cleaner</td>
<td></td>
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<tr>
<td>Restaurant sales</td>
<td>Hotel housekeeping</td>
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<tr>
<td>Coffee house barista</td>
<td>Mail carrier/package delivery x2</td>
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<tr>
<td><strong>CHILDCARE/COMMUNITY</strong></td>
<td><strong>HEALTH CARE</strong></td>
<td><strong>OFFICE/SCHOOL</strong></td>
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<tr>
<td>Daycare x3</td>
<td>EMT</td>
<td>Event hospitality</td>
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<tr>
<td>Preschool teacher</td>
<td>HHA or hospital/SNF NA x21</td>
<td>Marketing coordinator</td>
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<tr>
<td>Church youth programs</td>
<td>DSP x16</td>
<td>Marketing manager</td>
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<tr>
<td>Community program case manager x2</td>
<td>Medical technician</td>
<td>Mortgage document preparer</td>
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<td></td>
<td>Phlebotomist</td>
<td>Foreclosure counselor</td>
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<td></td>
<td>Hospital technician x3</td>
<td>Pool management company regional manager</td>
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<td></td>
<td>Behavioral technician</td>
<td>Insurance customer rep</td>
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<td></td>
<td>Pharmacy technician x2</td>
<td>Insurance co web tech</td>
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<td></td>
<td>HHC office assistant x2</td>
<td>Census supervisor</td>
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<td>Admin in doctor’s office, hospital</td>
<td>Self-employed freelance designer</td>
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<td></td>
<td>Hospital patient account rep</td>
<td>Substitute teacher</td>
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<td></td>
<td>Medical billing</td>
<td>School special needs paraprofessional</td>
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<td></td>
<td>Medical receptionist/office coordinator</td>
<td>Special needs school bus driver</td>
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<td></td>
<td>Medical sales company</td>
<td>University TA</td>
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<td></td>
<td>DSP facility support staff</td>
<td>School coach</td>
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<tr>
<td></td>
<td>Hospital /SNF cook/server x4</td>
<td>Universary library</td>
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<tr>
<td></td>
<td>Hospital/SNF cleaning x4</td>
<td>University food services</td>
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<td>School cafeteria worker</td>
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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

- Working for AAA HHC Providers (41)
  - 30 New (Recruitment)
  - 9 Continuing (Retention)
- Working for non-AAA HHC Providers (14)
- Working for non-Healthcare Providers (2)
- Looking for a Job (11)
- Status still Unknown (4)
- Not Working (2)

- Working other Types of Jobs

- Absolute (Preble County)
- Angels of Ohio
- All About Homecare
- Align
- BrightStar Synergy
- BlueGreen
- Constant Care (Springfield)
- Caring 4 You
- Contact Nursing
- Helping Hands
- Horizon (Preble County)
- Horizons
- 6 Roses
- Helping Hands at Home
- Future Homesite (New Carlisle)
- Goodlife (Preble County)
- Goodlife Constant Care (Springfield)
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