



Health Care **ACADEMY**

Program Strategies and Investment

Presentation to
WISF Health Care Subcommittee
November 29, 2012



Workforce Development: Proposed Annual Funding

WIA Formula **\$5.5 million**

WIA Adult \$2 million

WIA Dislocated Worker \$2 million

WIA Youth \$1.5 million

CDBG **\$1.35 million**

General Funds **\$5 million**

Additional DOL Resources **\$13 million**
over 4 years



Strategic Plan: **Goals**

1

Sector

Improve responsiveness to demand industries & labor market dynamics

2

Young Adult

Re-engage young adults disconnected from education system & work to achieve:

- academic credential,
- post secondary education, or
- living wage employment

3

Access

Increase access to workforce services for populations underserved by the workforce system

4

Business

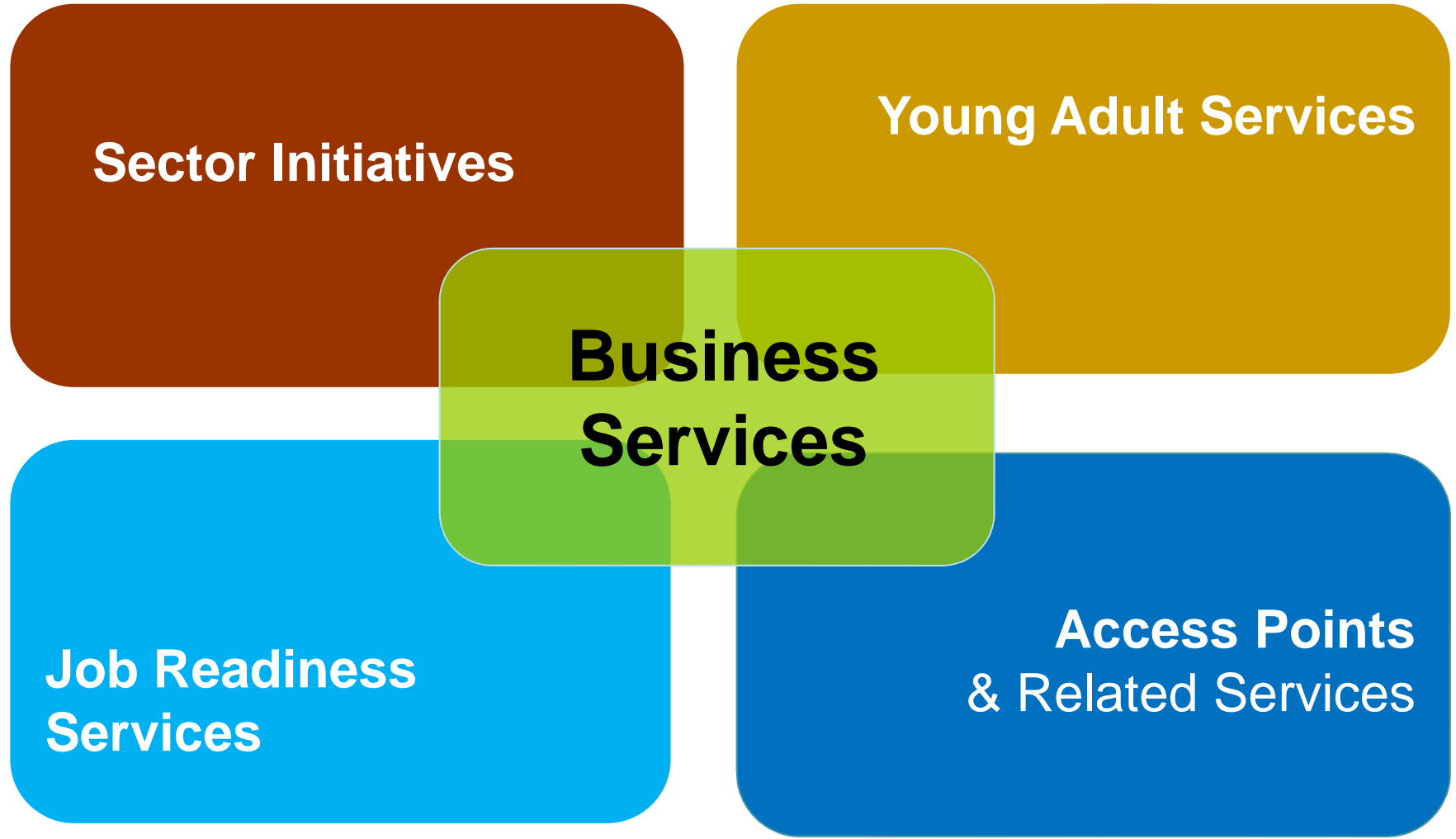
- Improve quality of services for businesses
- Promote hiring of SF jobseekers

5

Policy

Streamline and align policy & administration across multiple funding sources

OEWD Workforce System Program Areas



Community Input

- DCYF and TAY SF presented strategies and recommendations at last Youth Council Meeting
- Feedback in numerous surveys (providers and employers)
- CBO Focus Groups
- Employer subcommittees
- Dialogue with Education Partners
- Community Meetings Scheduled for October
- WiCAC and Youth Council will discuss priorities at next meetings





Goals

Align the Health Care Academy to the demands of the industry

- Provide employers with skilled workers
- Expand employment opportunities and career pathways for San Francisco residents
- Develop new and relevant academic and career pathways to meet the ongoing and ever-changing demand for a skilled workforce



Creating a competitive **WORKFORCE**

- **The need for skilled workers will grow**

- **Population Growth**
- **Aging Population**
- **Technological Advances**
- **Health Care Reform**



Healthcare Jobs: Growth during and after the Recession

- The Health Services sector was the only private sector to experience consistent job growth throughout the recession, adding 27,500 jobs per year throughout the recession.
- Strong employment growth will continue in the coming years, adding over 40,000 jobs per year over the next four years.



Employment Projection Data 2008-2018:

Healthcare Occupations With Projected Highest Growth: San Francisco-San Mateo-Marín Area, 2008-2018	Projected New Jobs	Projected % Growth
Personal and Home Care Aides	10,520	43.1%
Pharmacy Technician	430	26.1%
Home Health Aide	660	21.7%
Medical Assistant	520	15.7%
Dental Assistant	380	14.2%



HealthCare

Office of Economic and Workforce Development

TRAINING 2012-13

- Personal Caregiver (English, Spanish, Chinese)
- Home Health Aide (English, Chinese)
- Certified Nurse Assistant
- Medical Administrative Assistant

PLUS

- Panel Management training for Medical Assistant students at CCSF
- Wraparound and Job Search support for MA's, Medical Billers, others at CCSF
- Research and develop additional trainings as needed



HealthCare Academy Results Years 1-3

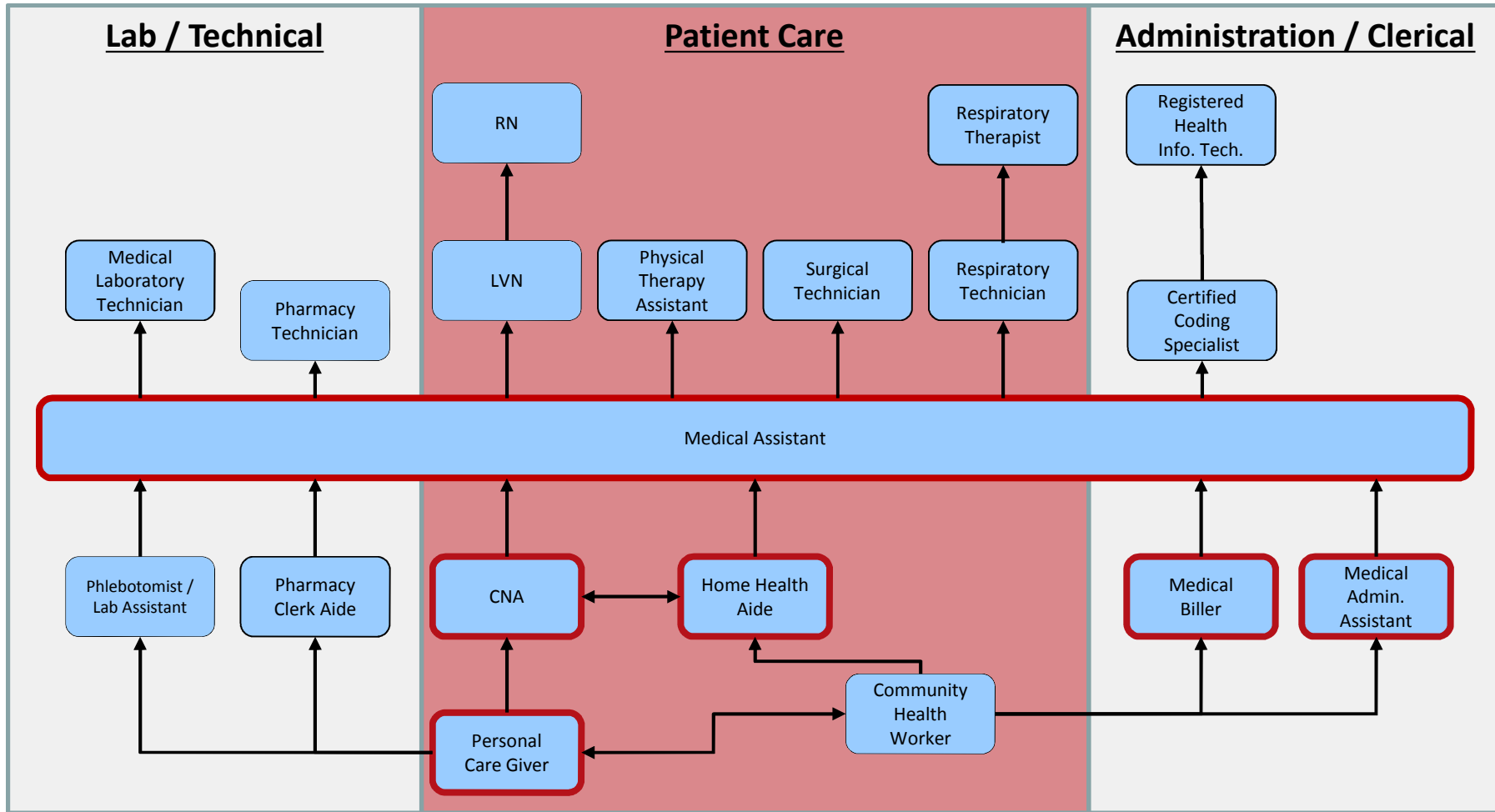
307+ job placements


	1/1/10-6/30/11 Year 1 (18 mos.)	7/1/11-6/30/12 Year 2	7/1/12-10/31/12 Year 3 to date*
Total number of clients enrolled	398	249	120
Number of clients in vocational training	369	179	101
Number of clients completing training	280	126	40
Number of job placements	142 by end of year 1; approx. 225 by mid-2012	69 by end of year 2; partners still working to place graduates	13 to date, with most students still in training

*5 months into Year 3



Career Lattice Pathways



 Healthcare Academy track

Program Development Strategies

- Analyze and develop program model for **Personal Caregiver** career pathways
- Consider future demand in allied health occupations, including **Medical Assisting**, and **use technology to be creative** about vocational and soft skills training
- Consider future demand and develop **training model for Nurses**, especially “recession graduates”



Program Development Strategies

- Expand **Bridge to Health Care** model
- Integrate **Core Skills Training for young adults and low-skilled adults** using blended online and classroom teaching
- Conduct **further research** on other growing occupations, including **Community Health Workers** and **Patient Advocates**





DISCUSSION

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Discussion Questions

1. Employment Projections

- **What trends are you experiencing?**
 - Most in-demand jobs
 - Jobs no longer in-demand
 - Recruitment “pain points”



Discussion Questions

2. Occupational Training Programs

- **What are the recommendations for future HCA training tracks?**
 - Programs to expand
 - Programs to reduce/eliminate
 - New programs to explore



Discussion Questions

3. Program Strategies and Priorities

- **What should be the focus of HCA 4.0?**
 - **Career Pathways?**
 - **Program Strategies?**
 - **Other Priorities?**



Next Steps:

Planning & Recommendations

- **Program Development – Winter 2013**
- **Resource Allocation Plan – Spring 2013**
- **Program Implementation – Summer 2013**

