



Health Care ACADEMY

Employer Engagement

Presentation to
WISF Health Care Subcommittee
October 27, 2011



Five Employer Engagement Models

1. Vocational Training with Paid Internship
2. Incumbent Worker Training
3. Employer Spotlights and Hiring Events
4. Employer Participation in Training and Other Opportunities
5. Hiring Services, including screening and mass recruitment



Vocational Training with Paid Internship

Community Outreach and Internship Program (COIP) with UCSF

- 10-week classroom skills training
- 5 month paid internship
- Job coaching and case management
- Mentorship by UCSF employees
- Post-internship job placement and retention assistance

COIP Success 2010

- 16 COIP graduates completed training and internship
- 12 graduates retained by their host department post-internship
- Average 33% increase in take home wages
 - **\$14.15/hour intern wage**
 - **\$20/hour post internship**
- Wages range from \$16.25 - \$23.00
- San Francisco Minimum Wage - \$9.22

Incumbent Worker Training

The Employment Training Panel (ETP) is a business and labor supported state agency that assists employers in strengthening their competitive edge by providing funds to off-set the costs of job skills training necessary to maintain high-performance workplaces.

The Employment Training Panel provides financial assistance to California businesses to support customized worker training to:

- Attract and retain businesses that contribute to a healthy California economy
- Provide workers with secure jobs that pay good wages and have opportunities for advancement (workforce pipeline development)
- Assist employers to successfully compete in the global economy
- Promote the benefits and ongoing investment of training among employers

The ETP program is entirely funded by a tax on employers, collected alongside the Unemployment Insurance tax. ETP receives no General Fund support.

Incumbent Worker Training 2011-2012

Employer	Occupation(s)	Type of Training
San Francisco General Hospital	RN MEA Clerical Staff	New Hire RN Clinical for RN and MEA Customer Service
Jewish Home	RN LVN Unit Managers Social Workers Various Support Staff	Culture Change Change Management End of Life Care Computer Skills
Laguna Honda	RN LVN Social Workers Various Support Staff	Nurse Leadership Facilitation Skills Computer Skills
North East Medical Services	Various Clinical and Support Staff	Customer Service

Employer Spotlights and Hiring Events

Employer Spotlights

- Presentations to participants on hiring needs, qualifications, culture of organization
- Employer led trainings on how to apply to employment opportunities (online, etc)
- Employer Site Visits
- Presentations to participants as part of a panel of employers (incl. time for Q&A, networking)

Employer Hiring Events

- Group and/or one-on-one interviews
- Coordination/feedback with staff on next steps for selected clients

Employer Participation in Training and Other Opportunities

Activities could be Offered to Specific Training Groups or At-large Clients:

- Guest faculty and instructors (clinical and non-clinical)
- Informational interview opportunities
- Mock interviews
- Elevator pitch critiques
- Resume and cover letter review

Benefits of Involvement in Events and Training Programs

Employers see potential future employees in action

- Hard Skills
- Soft Skills
- Critical Thinking

Building of training, facilitation, and evaluation skills for staff

- Leading Small and Large groups
- Coaching, Mentoring, Performance Development

Hiring Services

Partnering with Employers on hiring multiple positions

- Streamlined recruiting for employers
 - Screening jobseekers for specific positions
 - Maintaining infrastructure to refer qualified candidates and efficiently share information
- Increasing SF residents' employment and earning potential, short and long term
- Support of various employer hiring initiatives

CPMC Hiring Services Model

Clients	Activity
18	Recruited for Interview
14	Screened by CMPC (78% of recruited)
8	Moved to next round (57% of screened)
2	Selected for final round (25% of those sent to CPMC)

Employer Engagement Opportunities

Engagement Need	Details	Timing	Level of Interest (H/M/L)	Contact?
Employer Spotlight presenters	Give a high level overview of your organization, hiring trends, what you look for in a candidate, and your career path	Ongoing		
Guest speakers for networking events	Give a brief presentation about your organization and your skills /experience as part of events for targeted job seekers (MAS, LVNs) as part of a panel of employers	Ongoing		
Site visits	Give a tour of your work environment to groups of Healthcare Academy clients	Ongoing		
Participants in Volunteer Events including: * Mock Interviews * Resume critique * Elevator pitch	Work 1:1 with JVS clients to build job-search skills	Ongoing		
Info interview participants	Meet with clients 1:1 to discuss the industry, your organization, your own career path, and to give guidance on the client's job search	Ongoing		
Guest Faculty/Instructors	Participate in vocational training programs	Ongoing		
Internships	Hire interns for entry-level administrative or housekeeping positions	Ongoing		
Entry-level positions (Healthcare Academy)	Hire for entry-level clinical and/or administrative positions from recent Healthcare Academy graduates	Ongoing		