“Hitting the Mark”

- Employer & Workforce Engagement
- Student Recruitment
- Job Placement

Provided by the Western Interstate Commission for Higher Education for the Consortium for Healthcare Education Online

March 5-6, 2015
SHEPC Learning Center
WICHE, 3035 Center Green Drive
Boulder, Colorado
Welcome Message

Welcome to Boulder the home of the Western Interstate Commission for Higher Education (WICHE) dedicated to helping its 16 member states and territories expand educational access and excellence for all citizens of the West.

We are delighted to coordinate this final career coach workshop and provide you with the opportunity to share information with your colleagues on all the exciting work you have completed to date for this TAACCCT grant and your plans for continuing efforts up to and after the close of this grant.

On the first day of this workshop, you will learn from experts who have successfully created effective partnerships with employers and the workforce, recruited students to allied health programs, and helped those students successfully secure jobs. You will also have time to share your efforts in these areas and develop additional strategies to use at your institution based on the information shared at this workshop.

On the second day, you will have an opportunity to train on the “Plan Your Health Career Hub” site, a key tool for capturing your student data and a valuable tool for students to use in preparing themselves for allied health careers.

We have enjoyed working with all of you over the last three years by delivering professional development webinars and workshops geared to your requested topics and those of the CHEO project director. We hope that you have found nuggets of knowledge that you can use in your role as career coaches and in future endeavors you may pursue.

Sue Schmidt
NANSLO/CHEO Project Coordinator, WICHE
Who Should Attend

This workshop provides a professional development opportunity for career coaches hired as part of the Consortium for Healthcare Education Online (CHEO) initiative. CHEO is a federally funded United States Department of Labor Trade Adjustment Assistance Community College and Career Training (TAACCCT) program.

As part of their roles and responsibilities, career coaches coordinate with workforce centers and employers on referrals, internships, and job placement; provide career guidance, recruit and screen students; assist in connecting students with the appropriate academic support, internship opportunities, and allied health program options; and collect data and submit reports.

Overview

Eight institutions are participating in the CHEO initiative: Alaska's Kodiak College, University of Alaska; Colorado Community College System’s Pueblo Community College, Otero Junior College, and Red Rocks Community College; Great Falls College, Montana State University, as well as Montana's Flathead Valley Community College; South Dakota’s Lake Area Technical Institute; and Wyoming’s Laramie County Community College. Students in these institution’s allied health programs often are working adults pursuing academic credentials. Many of the courses in these programs lattice, so that students can more easily change their area of focus to a different allied health program and be able to apply prior learning.

This workshop marks the middle of Year 3 of the TAACCCT grant. Through the use of many successful strategies and activities, career coaches have assisted students in entering allied health programs, completing their programs of study, and moving into allied health jobs. We applaud their efforts and dedication to student success!

Workshop Objectives

At the close of this workshop, attendees will be able to:

1. Identify strategies used to create effective partnerships with education, allied health care employers, and the workforce.
2. Describe methods used to recruit students into allied health programs that lead to job placement locally.
3. Define ways that the education process can be integrated with job requirements through employer engagement.
4. Describe work completed on the career coaches strategic plan.
5. Apply lessons learned from TAACCCT case studies to their work as a continuous improvement process.
6. Implement, through learning acquired by participating in the focused group discussions, strategies to continually improve coaching work in employer and workforce engagement, student recruitment, and job placement.
7. Use the knowledge gained from the “Plan Your Health Career Hub” training to effectively utilize the hub for data collection and for coaching students on allied health career opportunities.
Workshop Coordinators

**Sue Schmidt** is the NANSLO/CHEO project coordinator at WICHE. Schmidt provides professional development opportunities for CHEO career coaches and science and allied health faculty who are creating remote lab experiences utilizing the NANSLO lab and its resources in CHEO courses. Schmidt facilitates communication between members of discipline panels and career coaches to share best practices and project updates and also serves as the project manager for the development of the new NANSLO scheduling system. Previously, she worked for Colorado Mountain College. Schmidt holds an M.A.Ed. from George Washington University with a focus in educational technology leadership and a bachelor of science degree in business administration.

**Patricia (Pat) Shea** is the director for academic leadership initiatives at WICHE. Shea oversees the activities of three membership-based organizations: WICHE Internet Course Exchange, Western Academic Leadership Forum; and Western Alliance of Community College Academic Leaders. In addition, she directs WICHE’s involvement in three regional collaborative projects: the North American Network of Science Labs Online, the Consortium for Healthcare Education Online, and the Interstate Passport Initiative. Prior to serving in this position, Shea served as the assistant director of WCET, also based at WICHE. She holds an M.A. in educational administration and supervision from George Mason University.

Workshop Facilitators

**Tara Bell** is the program director for health science and public safety at Colorado Community College System (CCCS). She was recently appointed to the National Consortium for Health Science Education (NCHSE) executive board as chair for curriculum and master teaching conferences. Bell has been involved with Health Occupations Students of America (HOSA): Future Health Professionals for many years. Previously Bell was the Career Technical Education (CTE) coordinator and then Utah’s state specialist for health science education. Bell has a master’s degree in curriculum and instruction.

**Lauren K. Jones** is the career technical education (CTE) program director for career guidance, counseling, and ACE with the Colorado Community College System (CCCS). In her role, Jones is responsible for bridging the gaps between K-12 school districts and post secondary institutions by providing training that helps support the implementation of comprehensive career guidance and school counseling programs and collaborative efforts that parallel Colorado’s education initiatives (ICAP, PWR, POS, and others). Jones also coordinates the implementation of middle school CTE programs as well as serving as project manager for the Workplace Gender Balance grant. Previously she was the statewide outreach coordinator for College In Colorado. Jones holds a master’s degree in counseling psychology and counselor education from the University of Colorado at Denver and a bachelor’s degree in sociology and peace and justice from Villanova University. She is a nationally certified counselor.
Workshop Speakers

**Nancy M. Case** is the executive director for community and civic engagement at Columbus State Community College (OH), a group charged with cultivating intentional partnerships that enrich student experience and strengthen the community. She is currently leading FastPath, a program funded by the City of Columbus, that identifies, recruits and connects unemployed and underemployed adults with technical and employability training that prepares them for in-demand jobs. Prior to this position, she led the transitional workforce department, developing and implementing programs to equip underprepared adults and youth for the workforce and/or college. She holds a bachelor of science degree in finance from Miami University in Oxford, Ohio, and a master’s of public and private management from the Yale School of Management.

**Renée Edwards** is a research project manager for the School of Management and Labor Relations Education and Employment Research Center at Rutgers, The State University of New Jersey. Edwards specializes in policy implementation and evaluation and applies this to research in workforce development, higher education, and feminist policy analysis. She is a doctoral candidate in the School of Politics, Philosophy and Public Affairs at Washington State University.

**Judith Emery** is the director for the Colorado Urban Workforce Alliance (CUWA) and the convener for the Greater Metro Denver Healthcare Partnership. The Partnership is an industry led, workforce, education, and economic development collaborative designed to meet the health-care industry’s hiring, retention, and training needs. Seven of the largest hospital systems and ambulatory care facilities in the Metro Denver area set the direction for the Partnership, and the Partnership collaborates with the Adams County Workforce and Business Center, Arapahoe Douglas Works!, Denver Economic Development and Workforce Center, and the American Job Center serving Jefferson, Gilpin, and Clear Creek workforce regions.

**Maria Fieth** is project director for the Consortium for Healthcare Education Online (CHEO). Her previous position as project manager for a federally funded Safe Schools/Healthy Students Initiative provides a strong backdrop for the U.S. Department of Labor’s Trade Adjustment Assistance Community College and Career Training round two CHEO grant work. In 2010 her work as project manager received national recognition from Kevin Jennings, U.S. Department of Education. Her work was honored by Auburn University with a national award in building exemplary schools and community partnerships. She holds a master’s degree in English and education and a master’s degree in psychodynamic counseling.

**Kelly Folks** is the acting workforce division manager at Arapahoe/Douglas Works. She is also the co-chair of the Colorado State Youth Council and resides on various other councils. Previously, Kelly worked in the non-profit sector where she focused on local community development initiatives. She has over 20 years of experience developing programming designed for the hardest-to-serve populations. She is a Metropolitan State University (CO) graduate.

**Mark Genkinger** is the director of recruitment at Denver Health and has been actively involved with the Greater Metro Denver Healthcare Industry Partnership for the last three years. Previously, Genkinger held HR positions in the natural gas, utilities, financial services, and medical device industries. Genkinger sits on the advisory board for the Center for Work Education and Employment (CWEE) and is on the executive board of the Denver Workforce Investment Board, chairing the business sector committee. He holds a bachelor’s degree in business administration from the University of Iowa and is a Senior Professional in Human Resources (SPHR).
Marianne Krismer is the national director of the Health Professions Pathway Consortium at Cincinnati State Technical and Community College (OH). She is directing a $19.6 million Department of Labor, Trade Assistance Act Community College Career Training (TAACCCT) grant for 9 community colleges in 5 states with a focus on transforming health education pathways to employment in healthcare. Krismer has served as faculty, program chair, associate dean, and dean in the health and public safety profession during her years at Cincinnati State. She implemented the Bridge to Employment Program sponsored by the Johnson and Johnson Foundation and has been responsible for the acquisition and oversight of three Department of Labor grants totaling in excess of $26M. Krismer is also one of the founders of the Health Careers Collaborative of Greater Cincinnati, a college access program for entry level health care workers in nursing and allied health careers. Krismer is a registered dietitian and earned her doctorate in education from the University of Cincinnati.

John Milroy is the director of client relations for Kuder, Inc. In this role he develops partnerships with individuals and organizations to identify solutions that align with both immediate needs and long-term goals, providing strategic direction while establishing and monitoring project specifications and budgets. Milroy also oversees Kuder’s customer support and training teams, organizing product implementation and ongoing service delivery schedules. Prior to joining Kuder, Milroy held operations and enrollment positions at a major North American postsecondary institution. Milroy holds a master’s degree in business administration and a bachelor’s degree in sports management.

Julia Pirnack has worked with College In Colorado since October 2005. As director of web and curriculum development, Pirnack provides oversight for the design and development of the website, CollegeInColorado.org, and its related curriculum, as well as managing training to educators statewide. Pirnack served as the mayor for the city of Longmont from 2001 to 2007. Before working with College In Colorado, Pirnack’s career spanned small business, large for-profit organizations, and a national non-profit in agriculture for which she served as its executive vice-president. She holds a bachelor of science degree in business administration and a master’s degree in public administration, both from the University of Colorado.

Keith Wollenberg is the career facilitator for the FastPath program in the workforce development department at Columbus State Community College (OH). He assists with recruitment, orienting students and guiding them through the program, and with supportive services. Wollenberg follows up with each student in regard to work readiness, assisting them with resume writing, interview techniques, and networking opportunities that identify employment opportunities post graduation. His work extends, at times, in matching students who have the skill sets needed with employers seeking applicants. Formerly, Wollenberg worked for Central Ohio Workforce Investment Corporation (COWIC) as a job developer and was the program coordinator for the Bio Science Technology program at Columbus State Community College, helping with job placement for graduates of bio training.
Welcome and Goals for the Day


The Colorado Urban Workforce Alliance (CUWA) united four Workforce Investment Boards (WIBs) representing the largest and most-populated regions in Metropolitan Denver Colorado in 2010 to drive and implement a healthcare sector partnership. The Greater Metro Denver Healthcare Partnership is an industry led, workforce, education, and economic development collaborative designed to meet the hiring, retention, and training needs identified by seven of the largest hospital systems and ambulatory care facilities in the Metro Denver area. The panel will highlight key structural elements of an effective sector partnership, effective strategies to engage and support cooperation between health care competitors, critical elements for new program development designed to meet industry standards, and how to determine, track and report the right metrics. The presentation will also share examples of policy changes resulting from the Partnership and how success was measured through pre- and post-training salaries, economic impact of increased earnings, career advancement, and sector leader satisfaction.

Speakers:

Judy Emery, director, Colorado Urban Workforce Alliance
Kelly Folks, workforce division manager, Arapahoe/Douglas Works (CO)
Mark Genkinger, director of recruitment, Denver Health

Focused Discussion: Career Coaches Strategic Plans

Come prepared to share your progress, success stories, and obstacles in implementing your strategic plans developed during the December 2014 meeting hosted by the CHEO project director.

Facilitators:

Lauren K. Jones, CTE program director for career guidance, counseling, and ACE, Colorado Community College System (CCCS)
Tara Bell, program director for health science and public safety, CCCS
11:15 AM - Noon  **CHEO Institution Case Studies: Coaching Highlights**

As part of the CHEO project, the evaluator prepared case studies for each of the institutions in the consortium that included information about the services provided through the career coaching component. Learn about some of the findings highlighted in these reports and how they are making a difference for students and the CHEO allied health programs.

**Speaker:**
Renée Edwards, research project manager, School of Management and Labor Relations Education and Employment Research Center at Rutgers, The State University of New Jersey

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Noon – 1 PM  **Lunch**

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1 PM – 2:00 PM  **FastPath and Nationwide Children’s Hospital**

FastPath, a new effort by Columbus State Community College (CSCC) funded by the City of Columbus, Ohio, in July 2014 is focused on employing unemployed and underemployed adults. Through this program, CSCC provides recruitment, assessment, skills training, support services, job placement, job coaching, and other services. CSCC is heavily involved with Nationwide Children’s Hospital (NCH), a demonstration site for the FastPath program. The FastPath program for NCH focuses, among other things, on getting underemployed adults into short-term training programs to earn certificates in patient care, food services, and building services, and helping CSCC students get supplemental training to prepare them for jobs at NCH. Keith Wollenberg and Nancy Case will provide information on this exciting program.

**Speakers:**
Keith Wollenberg, career facilitator for FastPath, Columbus State Community College (OH)
Nancy M. Case, executive director for community and civic engagement, Columbus State Community College (OH)

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2 PM – 2:30 PM  **Focused Discussion: Recruiting Unemployed and Underemployed Workers into Allied Health Programs**

In this roundtable discussion, career coaches will share their experiences recruiting these students and lessons learned.

**Facilitators:**
Lauren K. Jones, CCCS
Tara Bell, CCCS

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2:30 PM – 2:45 PM  **Break**
2:45 PM – 3:45 PM  
**Strategies Used to Establish Effective Partnerships with Employers and Workforce Training Organizations**

The Health Professions Pathways (H2P) Consortium consists of nine community colleges in five states and is led by Cincinnati State Technical and Community College (OH). H2P was founded in October 2011 with an award of a $19.6 million U.S. Department of Labor TAACCCT grant. H2P, in partnership with the National Network of Healthcare Programs in Two-Year Colleges (NN2) and other national partners, has engaged and continues to grow partnerships at state and national levels among education and industry groups, employers, technical assistance providers, various accrediting bodies, and more. Scaling of successful strategies and best practices learned are integrated into the design of the H2P model. H2P is particularly designed for displaced workers, veterans, and low skilled individuals. One of the key strategies of the consortium is to form effective partnerships to assure that the education process is purposefully integrated with the job requirements. H2P was recognized by the Clinton Global Initiative in 2013 as an example of a best practice in “Career Pathway Implementation with Employer Support.” Learn about the strategies H2P has used to create these effective partnerships.

**Speaker:**
Dr. Marianne Krismer, national director, Health Professions Pathway Consortium, Cincinnati State Technical and Community College

3:45 PM – 4:15 PM  
**Focused Discussion: Adapting Ideas to Local Campus Culture**

What works in one environment may work equally well in another. On the other hand, it could be a disaster. How could you adapt some of the ideas just presented for your campus? What would really not work? What are some new ideas this session has sparked in your own mind?

**Facilitators:**
Lauren K. Jones, CCCS  
Tara Bell, CCCS

4:15 PM – 4:30 PM  
**Q&A and Wrap Up**
Friday, March 6

8:45 AM – 9 AM  **Goals for the Day**

Sue Schmidt, WICHE

9 AM – 12 PM  **Plan Your Health Career Hub Training**

Join us for an in-depth working session on the PlanYourHealthCareer.org administrative tools, focusing on reporting and case management. We will discuss how to use these tools effectively on your campus as well as how to demonstrate and market the Hub to students, colleagues, business, and workforce centers in your community. We will wrap up the day with a brainstorming session on sustainability planning and next steps.

*Bring your laptops and log on information!*

Speakers:
Julia Pirnack, director of web and curriculum development, College in Colorado
John Milroy, director of client relations, Kuder, Inc.

Noon – 12:30 PM  **Lunch**

12:30 PM – 3:00 PM  **Plan Your Health Career Hub Training – Cont’d**

3 PM - 3:30 PM  **Closing Remarks and Reflections**

Speakers:
Maria Fieth, CHEO project director, Pueblo Community College
Sue Schmidt, WICHE
Registration

To attend the workshop, please register at https://www.regonline.com/builder/site/?eventid=1665128 by February 13. There is no registration fee.

Workshop Location

This workshop will be held at the SHEPC Learning Center, WICHE, first floor, 3035 Center Green Drive, Boulder, CO. For general information about this location, contact Jenny Allen, NANSLO/CHEO administrative assistant at WICHE, 303-541-0276 or you can reach her via email at jallen@wiche.edu.

Travel Options

Make the Denver International Airport (DIA) your flight destination. This airport is approximately 44 miles from Boulder. Ground Transportation: Shuttle service is available to and from DIA to Boulder. As it is a shared ride, you should plan on additional time for pickup and arrival. All common rental car companies are located at DIA. Taxi service is very expensive based on the distance from DIA to Boulder. Directions to WICHE: See http://www.wiche.edu/directory/location.

Accommodations

Please make your hotel reservations as soon as possible at the Boulder Residence Inn by calling the number provided below or register online at http://goo.gl/TiJVDW

For call-in reservations:
• Ask for the WICHE discounted room rate.
• Rate is $169 per night for Wednesday, March 4, Thursday, March 5, and Friday, March 6 (if applicable based on flight reservations.)
• The block expires on Friday, February 13, unless it fills earlier.

Address and Contact Information

Residence Inn Boulder
3030 Center Green Drive
Boulder, CO 80301

800-331-3131 or 303-449-5545

Make reservations early! Once the block is filled, there is no guarantee that a room will be available! Spring is a busy time in the Boulder area.
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For more information, please contact:
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