CHEO Career Coaches
Professional Development Workshop

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 discuss with your colleagues 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 resource 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
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 institutions’ 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, you have assisted students in entering allied health programs, completing their programs of study, and moving into allied health jobs. We applaud your efforts and dedication to student success!

This final workshop gives you the chance to share successes with colleagues, and gain additional knowledge and strategies in employer and workforce engagement, student recruitment, and job placement that can be leveraged in continuing career coaching work.

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 your strategic plan.
5. Apply lessons learned from TAACCCT case studies to your work as a continuous improvement process.
6. Implement, through learning acquired by participating in the focused group discussions, strategies to continually improve your 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 Agenda

Thursday, March 5

8:45 AM – 9 AM  Welcome and Goals for the Day
Sue Schmidt, NANSLO/CHEO project coordinator, WICHE

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 presenters 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

10 AM – 10:15 AM  Break

10:15 AM – 11:15 AM  Focused Discussion: Career Coaches Strategic Plans
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

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.
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:**

Suzanne Michael, senior research analyst, School of Management and Labor Relations Education and Employment Research Center, Rutgers University (NJ)

Noon – 1 PM  **Lunch**

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

FastPath is a new initiative by Columbus State Community College (Columbus State) funded by the City of Columbus, Ohio in July 2014. The program is designed to identify, recruit, and connect unemployed and underemployed adults with technical and employability training that prepares them for in-demand jobs. Participants earn an industry recognized credential or certification that supports career and educational advancement. Columbus State provides recruitment, assessment, skills training, support services, job placement, job coaching, and other services. Nationwide Children’s Hospital (NCH) has served as the lead employer partner, collaborating on entry-level job identification, curriculum development, support for mock interviews, work-arounds on an automated application process, concrete feedback to interviewees, and job placement. FastPath offers certificates in patient care (STNA), food services (ServSafe), and building services (OSHA-10). A logistics track will be introduced in March. 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)

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

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.

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?

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**  Sue Schmidt, WICHE
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 master’s degree in public and private management from the Yale School of Management and a bachelor of science degree in finance from Miami University in Oxford, Ohio.

**Suzanne Michael** is the senior research analyst, Education and Employment Research Center, School of Management and Labor Relations, Rutgers University. Michael brings to this position diverse expertise and experiences as a program director/evaluator, researcher, policy analyst, grant writer, and educator. She taught graduate and undergraduate courses in sociology, social policy and public health and has also led numerous staff development trainings. She is a founding member of the Center of Immigrant Health (now affiliated with Memorial Sloan Kettering). Previously, Michael was director of program development/community affairs for the New York City Department of Health’s Division of Child and Adolescent Health. She also coordinated NYC’s pediatric HIV/AIDS school review committee. She has authored journal articles, monographs, research reports, and book chapters and been on the editorial board of peer review journals. Michael received her Ph.D. in sociology from City University of New York, an M.S. from Columbia University School of Social Work, and her B.A. in anthropology from the State University of New York at Binghamton.

**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 earned her doctorate in education from the University of Cincinnati and is a registered dietitian.

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 master’s degree in public administration and a bachelor of science degree in business 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 graduate job placement. Wollenberg has a master of science degree in education and allied professions with an emphasis on counseling. He also has a Global Career Development Facilitator certification.
Useful Information During Your Stay

Internet Access Instructions
For wireless Internet access: Connect to the Learning Center network. Key: Type in learnme

Emergency Information
The nearest pharmacy is Walgreens on 28th St. and Valmont (2870 28th St., Boulder, CO 80301)
1. Turn SOUTH on Center Green Dr. toward Valmont Rd.
2. Turn RIGHT onto Valmont Rd.
3. Turn LEFT onto 29th St.
4. Take the FIRST RIGHT onto Bluff St.
5. Turn RIGHT onto 28th St. (Walgreens is on the RIGHT)

The nearest hospital is Boulder Community Foothills Hospital, 4747 Arapahoe Ave., Boulder, CO 80303
1. Turn SOUTH on Center Green Dr. toward Valmont Rd.
2. Turn LEFT onto Valmont Rd.
3. Turn RIGHT onto Foothills Pkwy
4. Take the FIRST LEFT onto Arapahoe Ave.
5. Take the FIRST LEFT onto Riverbend Rd.

Boulder Restaurants
Nearby Cuisine (<1 mile to WICHE Offices)
Boulder Beer Company**
2880 Wilderness Place, Boulder, CO 80301
Tel: 303.444.8448

Boulder Cork**
3295 30th Street, Boulder, CO 80301
Tel: 303.443.9505

Fresh Thymes Eatery**
2500 30th Street, #101, Boulder, CO 80301
Tel: 303.955.7988

≤1.5 miles to WICHE Offices
Buddha Cafe
2719 Iris Avenue, Boulder, CO. 80304
Tel: 720.565.0506

California Pizza Kitchen**
1711 29th Street, #1180, Boulder, CO 80301
Tel: 303.440.3390

Chipotle Mexican Grill
1650 28th Street, Boulder, CO 80301
Tel: 720.406.0500

Mad Greens
1805 29th Street, #1144, Boulder, CO 80301
Tel: 720.496.4157

Modmarket
1600 28th Street, Boulder, CO 80301
Tel: 720.663.9440

Panera Bread
1855 29th Street #1172, Boulder, CO 80301
Tel: 303.544.1800

Pei Wei Asian Grill
1675 29th Street, #1284, Boulder, CO 80301
Tel: 720.479.5570

Downtown Boulder (>1.5 miles to WICHE Offices)
Aji**
1601 Pearl Street, Boulder, CO 80302
Tel: 303.442.3464

Carelli’s of Boulder**
645 30th Street, Boulder, CO 80303
Tel: 303.938.9300

Corner Bar & Cafe
2115 13th Street, Boulder, CO 80302
Tel: 303.442.4560

Jax Fish House
928 Pearl Street, Boulder, CO 80302
Tel: 303.444.1811

Mediterranean Restaurant
1002 Walnut Street, Boulder, Colorado 80302
Tel: 303.444.5335

Moongate Asian Bistro**
1628 Pearl Street, Boulder, CO 80302
Tel: 720.406.8888

**WICHE Favorites
Walking Distance (<1 mile from WICHE offices)
This product was funded by a grant awarded by the U.S. Department of Labor’s Employment and Training Administration. The product was created by the grantee and does not necessarily reflect the official position of the U.S. Department of Labor. The Department of Labor makes no guarantees, warranties, or assurances of any kind, express or implied, with respect to such information, including any information on linked sites and including, but not limited to, accuracy of the information or its completeness, timeliness, usefulness, adequacy, continued availability, or ownership.

For more information, please contact:

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