

# **Systemic Change:**

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## **A Health Care Skills Alliance**

### **West Central Michigan Health Care Skills Alliance**

**Breakout Session**

**Michigan Skills Alliances Summit**

**Transforming Michigan's Workforce**

**Lansing Community College - April 27, 2010**

# Panelists

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- ❖ Bill Raymond – Executive Director, Ottawa County Michigan Works!
- ❖ Eric Heller – COO, Metrics Reporting
- ❖ Craig Nobbelin, Regional Skills Coordinator, Alliance for Health

# Formation

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## West Central Michigan Health Care Regional Skills Alliance Partners:

- Michigan Works! Agencies
- Alliance for Health
- Health Care Employers
- Educational Institutions

# WIRED Funding

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- Workforce Innovation in Regional Economic Development (WIRED)
- One of 12 Initiatives within WIRED West Michigan Grant – 2006 to 2008
- Collaboration with another WIRED Innovation – WorkKeys and NCRC
- Impact on Breadth of Projects

# Health Care Employers Council Development

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- Initial Employer Advisory Committee
- Key Participants
- The “Employer Voice”
- Position & Strategy Paper: Employer Needs and Priorities

# Health Care Employer Council Priority Initiatives

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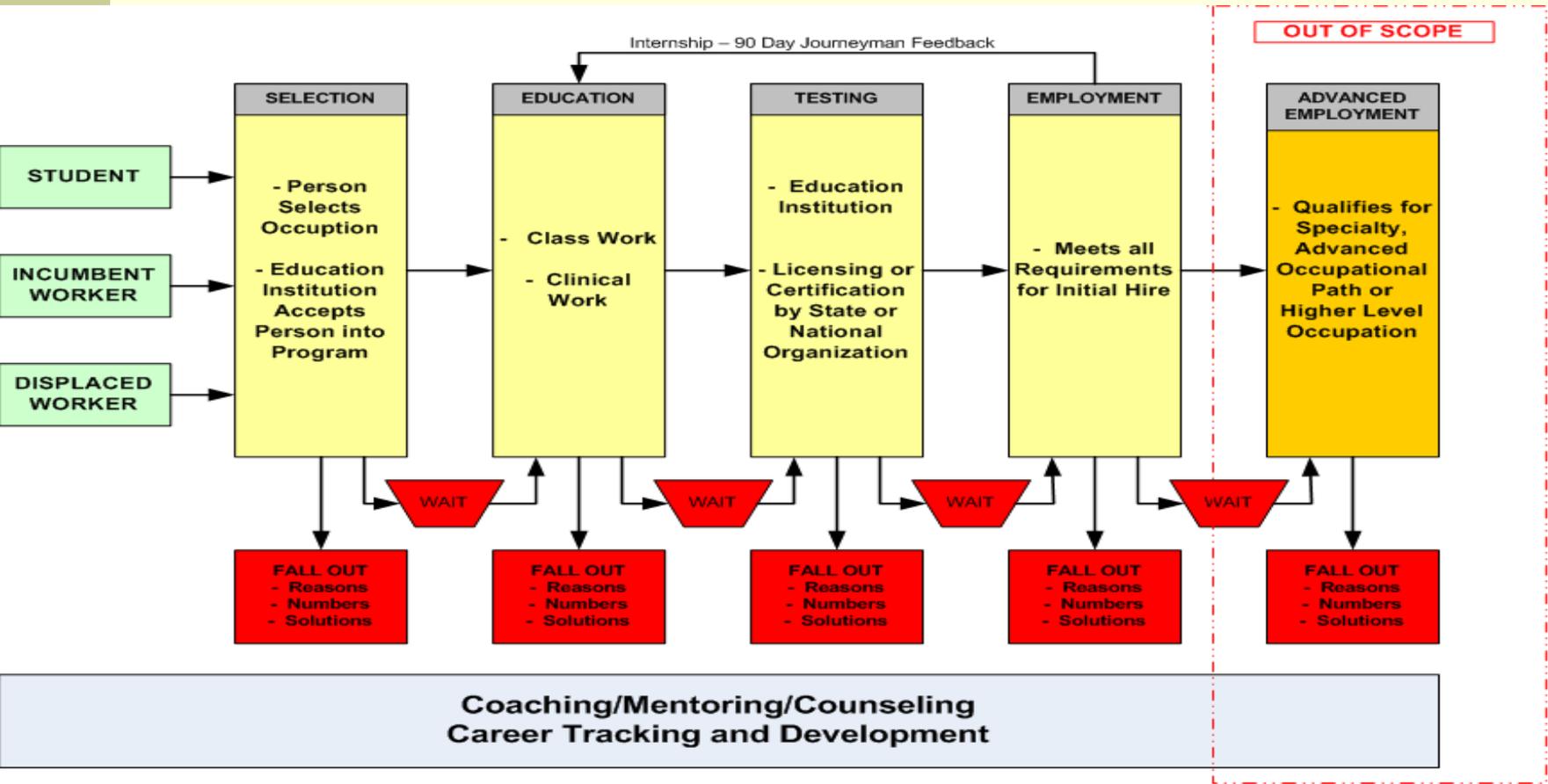
- Workforce Planning/Forecasting
- Employers Council Funding and Sustainability
- Health Care Education System Project
- Health Care Workforce Development Tools (e.g. West Michigan Health Care Hot 50 & Career Ladders)
- Health Care Career Coaching (Incumbent Workers)
- Training for Certified Health Care Career Counselors
- Health Care Career Website
- The OPEN Program (Employee Retention Program)
- Employee Literacy, Language & Multicultural Programs

# Key Initiatives

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- Health Care Education System Project
- Career Coaching & Assessment Pilot
- Regional Forecasting
- Regional Health Careers Website

# Health Care Educational Pipeline Process



## Health Care Education System – Initial Model

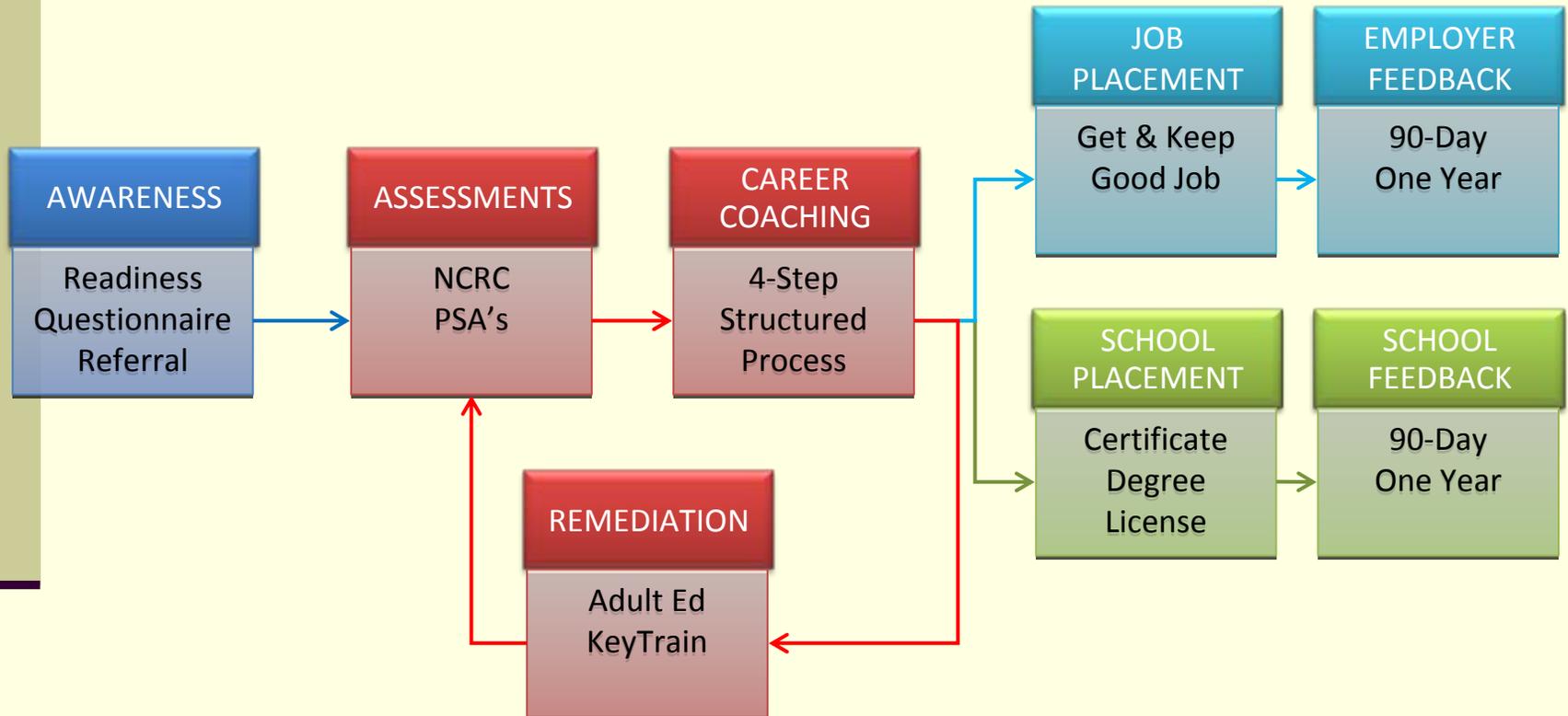


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# Career Coaching Model



# 4-Step Coaching Process

## 1 SELF UNDERSTANDING

WorkKeys / NCRC

- Reading for Information
- Applied Mathematics
- Locating Information

Personal Skills Assessments (PSAs)

- Performance (risky behaviors)
- Talent (personal traits and attitudes)
- Fit (interests and values)

Homework assignment  
DISCOVER®

- Interest Inventory
- Abilities Inventory
- Values Inventory

CAREER OPTIONS

Group – 3 Hours

## 2 EXPLORE CAREER OPTIONS

Overview of high demand jobs

Reading and research (O\*Net) on three best fit career options

Informational interviews

DISCOVER® resources and tracking

Homework assignment

- Decision Making

THREE BEST-FIT OCCUPATIONS

Individual – 30 Minutes

## 3 DECISION - MAKING

Explain decision including job fit criteria

Review exploration

Coaching for written plan

- Research
- Education
- Job

Homework assignment

- Prep for Written Plan session

ONE BEST-FIT OCCUPATIONAL TARGET

Individual – 30 Minutes

## 4 ACTION PLAN - EDUCATION & CAREER

Appropriate educational institute or program and details

Educational funding plan

Job search

Resume writing

Further research

Follow Up

CAREER PORTFOLIO

WRITTEN PLAN

Individual – 30 Minutes

# Career Coaching – Prototype Results

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■ Individuals Screened	1526
■ Requested Questionnaire	454
■ Started Coaching Process	170
■ Completed Coaching Process*	163
■ Individual Coaching Sessions	665

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■ Displaced workers	124
■ Current health care employees	29
■ Other referrals	8

Note: Drop outs not included in the prototype completed total

# Career Coaching – Outcomes\*

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■ Health Care Education Placements	120
■ Other Education Placements	8
■ Health Care Job Placements	8
■ Job Placements – Other Sectors	15
■ No Change from Current Jobs	18
■ Drop Outs from Coaching Process	7

\* There are more placements than completed participants. Several people were placed in both education and employment.

# The Heart of Health Care Career Coaching

The Heart of Health Care Career Coaching

REAL STORIES OF HOW PEOPLE CHANGE THEIR LIVES



*Working to create an adequate pipeline of qualified, competent and compassionate health care workers to meet the needs of the West Central Region for the next 15 years.*

AH Alliance for Health



MIRSA Michigan Regional Skills Alliance

MICHIGAN WORKS!

Systemic Change: A Health Care Regional Skills Alliance

# Key Initiatives

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# Sustainability

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- Reorganized as employer led & “Next Generation MSA” (within Alliance for Health)
- Health Care Employers Council
- In-kind and Direct Financial Support from Employers Council Members
- Michigan Works! 1<sup>st</sup> Year Post-WIRED Support; Future Support TBD
- Education Council Exploration
- Targeted Grants

# Contacts

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# Resources

ACT WorkKeys Website	<a href="http://www.act.org/workkeys/index.html">http://www.act.org/workkeys/index.html</a>
ACT Personal Skills Assessments Website	<a href="http://www.act.org/workkeys/assess/personal.html">http://www.act.org/workkeys/assess/personal.html</a>
Michigan NCRC Website	<a href="http://www.michigancrc.org/default.aspx">http://www.michigancrc.org/default.aspx</a>
Career Coaching Link in NCRC Website	<a href="http://www.michigancrc.org/content/fc3.aspx">http://www.michigancrc.org/content/fc3.aspx</a>
Health Care Employers Council Website	<a href="https://www.mriwm.com/ProjectSites/EmpCounc/default.aspx">https://www.mriwm.com/ProjectSites/EmpCounc/default.aspx</a>
Career Coaching Success Stories	<a href="http://www.michigancrc.org/content/fc3.aspx">http://www.michigancrc.org/content/fc3.aspx</a>
National CRC Advocates	<a href="http://www.nationalcrcadvocates.org">http://www.nationalcrcadvocates.org</a>
Alliance for Health – Click Health Care Workforce, then 2010 MSA Summit	<a href="http://www.afh.org">http://www.afh.org</a>

# Questions??

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