

## Creating A More Caring Community



**Leader Outlook**  
**Stacy Graff**  
**Workforce Development Unit Manager**

We are pleased to introduce the first issue of the Workforce Spotlight newsletter. Each quarter this publication will highlight the strategies and projects in development within DSHS' Aging and Long-Term Support Administration's Workforce Development Unit. This team works on all things related to recruitment and retention of caregivers. We have a team of eight addressing workforce retention, outreach, data analysis, caregiver support and our High School Home Care Aide program. Additionally, we work closely with our Communications team on marketing initiatives.



**Marketing Campaigns**  
**Jeff Kleingartner, Workforce Development**  
**Communications & Marketing Manager**

The role of marketing is to consistently support the team's plans and vision by communicating key information to audiences via multiple advertising platforms to create awareness, build interest and inspire action. This is achieved by:

- Equipping team members with promotional materials to inform and educate potential caregivers, partners and stakeholders.
- Researching advertising options and evaluating results to provide useful insights for more informed future actions.

This winter we introduced a promotional campaign to publicize our new website, including a new URL ([CaregiverCareersWa.com](http://CaregiverCareersWa.com)) along with a branded logo, colors and font. This is reflected in the site's design, videos, social media posts and ads, weekly emails, streaming digital advertising and a poster shared with partners across the state.



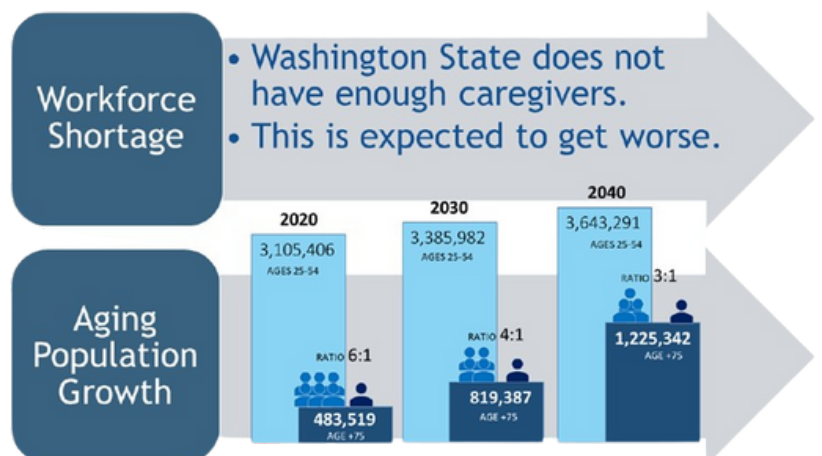
## Yan Heng, Julie Gardner & Naomi Spector Workforce Navigators

Navigators provide support to individuals interested in becoming professional caregivers, from point of interest through to employment. They assist people who may be new to caregiving, those who already work as caregivers, and those returning to the field by:

- Providing information about caregiver roles and training requirements.
- Sharing employment options and help identify a good fit.
- Offering resources and connections to local employers.
- Giving assistance through the training and certification processes.
- Locating training and testing sites and assist in completing applications.
- Helping overcome barriers and describe career pathways.

The Navigators continue to make connections with local employers (such as homecare agencies and facilities) and employment programs (such as WorkSource and Goodwill) while also attending community resource fairs and hiring events to help with recruitment efforts. They have given presentations to community organizations, at conferences and to groups to build awareness and interest about the caregiver career path. Email [caregivercareerswa@dshs.wa.gov](mailto:caregivercareerswa@dshs.wa.gov) to connect with your local Workforce Navigator.

## Projected Caregiver Shortage through 2040





## Caregiver Stories Naomi Spector Workforce Navigator

I met Aliya while being “Employer of the Day” at Goodwill Seattle. She was taking English classes there and her employment specialist encouraged her to talk with me. Aliya worked as a nurse in her home country and was looking for a job as a janitor. We discussed the option of working as a Nursing Assistant, although I realized Aliya’s level of English was not yet high enough to qualify for the training programs. I explained the option of becoming a Home Care Aide, the work and training. Aliya was interested in working right away at a home care agency. After sending her a list of Home Care Agencies in her area, I received a call from Aliya with her employment specialist. They saw that one of the agencies was down the street from her home. I explained that agency also had an HCA training program in the same building and explained they preferred applicants visit their office to apply. Aliya let me know that she applied and began working two weeks later!



## Data Drives Us Steve Sickles Management Analyst

Serving as a data detective involves looking for insights where others might not find clues. Analysts operate in uncertainty, and are not necessarily math geniuses, but curious problem solvers. We build the resources our team needs, including data visualization tools, front-end reporting tools, and analytic resources that report on the status of the long-term care worker supply and projections on future client service demands. Currently in development is the next version of our enterprise map, providing our team a tool to visualize, analyze, and interact with geospatial data, promoting team communication and collaboration.

We are also building a tool to demonstrate the daily work of the Workforce Navigators and Outreach Coordinator. This tool will integrate with various data sources, allowing the team to bring forward and analyze data from different platforms to find insights within our combined work. Soon, we begin the work to transform non-personally identifiable high school information to assist our team in enlisting more schools to participate in the High School Home Care Aide Training Program.



## Outreach Opportunities Jovana Netelenbos Outreach Coordinator

Providing effective outreach is about connecting people with resources and information about opportunities in the long-term care career field, specifically as Home Care Aides (HCAs). This is achieved through representing our organization at career fairs, community-based organizational events and through informational presentations. I also work in tandem with Workforce Navigators to provide contact information of prospective caregivers.

Last year kicked off the delivery of presentations to groups statewide by connecting with workforce development leaders. Outreach coordinated with Communications to create marketing materials, including paid social media advertising to grow awareness and interest, which resulted in reaching employers and linking them with caregivers and growing a list of subscribers requesting emails about upcoming events and related news.



## High School Home Care Aide Program Updates Carly Seagren Workforce Development High School Liaison

The Workforce Development High School Liaison focuses on providing information to and fielding questions from school districts statewide regarding a High School Home Care Aide training program developed in partnership with the Office of Superintendent of Public Instruction. The 90-hour Career and Technical Education course culminates in students being prepared to take the required HCA skills and knowledge tests, and once passed, obtain a work-ready credential used in employment as a caregiver (at age 18) with Adult Family Homes, Assisted Living Facilities or in a person's home.

Recent updates:

- Contract signed with New Market Skills Center in Tumwater. They began teaching the HCA training course to students this semester.
- Interagency High School, part of the Seattle Public Schools, began offering the HCA training course on February 1.
- Contract in process with Tri-Tech Skills Center in the Tri-Cities. Start date coming soon.
- Collaborating with ALTSA Tribal Affairs to begin program outreach with tribal schools.



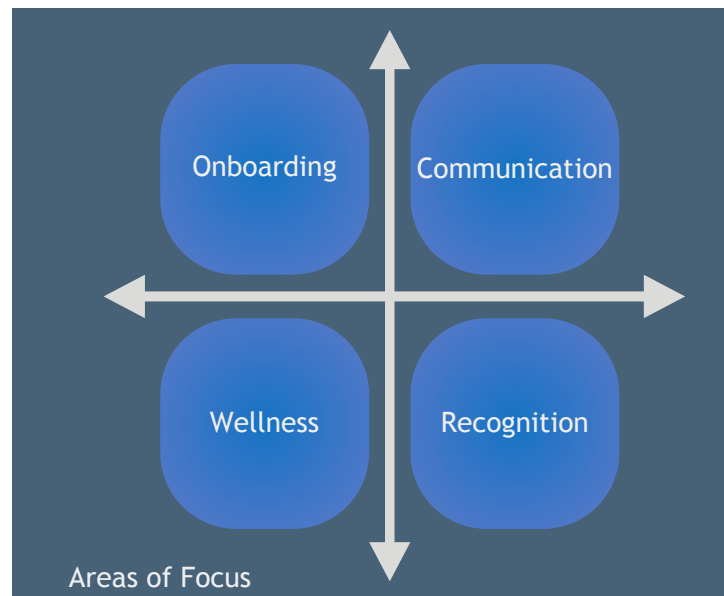
## Retention Activities Stephanie Marko Retention Program Specialist

Developing and executing retention strategies that contribute to agency goals is the goal of the Retention Program Specialist. This is accomplished by stabilizing the current long-term caregiver workforce through collaboration with internal departments, statewide partners, and local/community partners through:

- Building and maintaining a workforce retention toolkit used by supervisors of long-term care workers. The toolkit delivers the resources and trainings in areas of HR, leadership, professional development, and self-care to reduce employee turnover.
- Creating a post-assessment survey informing future versions of the toolkit.

In March, a new module addressing harassment, abuse and discrimination of long-term care workers will be added to CareLearn, as part of the Leadership Retention Toolkit.

### Four Areas of Focus for Caregiver Retention



Please email [caregivercareerswa@dshs.wa.gov](mailto:caregivercareerswa@dshs.wa.gov)  
for questions or comments.