

# Recruiting Students and Promoting the Profession in Conjunction with Local Workforce Investment Boards

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## Today's Agenda

- Speaker Introductions
- The importance of building connections and the impact it has
- The in's and out's of WIBs and Career Centers
- The SCILS Initiative Overview
- The benefits of SCILS to a MLT Program and its students
- Impact of working with workforce groups on the profession and the professional/educators

## Your Speakers

- A trio who spent several years as a traveling roadshow promoting the profession to unemployed or under-employed individuals:
  - Susan Buckey
  - Rebecca Silva
  - Kyle Riding

## Why make new connections?

- Needs assessment for the area
  - Positions available and the need for new laboratory professionals is there but why are the programs not at capacity
- Creating connections with potential clinical affiliates
- Learning clinical affiliation issues
  - Aging workforce: retirements
  - More demand on healthcare infrastructure for diagnostic testing with less staff
  - Students from other programs
  - New computer system
  - CAP inspections
  - OPEN DISCUSSION: How has your program managed these issues?

## Benefit of Building Connections

- Name Recognition for your program in the community at large
- Providing 'the face' of the medical laboratory
- Understanding the 'bigger' workforce landscape in your area
- Potential clinical affiliations
- Equipment and/or reagent donations
- Grant opportunities for students
- New pools of potential student applicants



## How to make connections?

- The groups are out there, how can they help?
  - Hospital workforce development offices (housed with HR)
  - Local Unions
  - Career fairs for life science professionals
  - Non-profit college preparatory agencies
  - Healthcare career consortiums (if available)
  - Unemployment offices
  - Local Workforce Investment Boards

<http://www.servicelocator.org/WorkforceContacts.asp>

Biggest Push on these groups: Our field has STACKABLE credentials with a well-defined career ladder

## How building connections helped the Quincy College program?

- City of Boston Office of Jobs and Community Service received a grant that funded a workforce development initiative aimed at increasing a more skilled life science workforce
  - The SCILS Initiative is a \$5 million, 4 year H1B Technical Skills Training grant from the U.S. Department of Labor to invest in the life science workforce in the Metro Boston area.
  - SCILS is designed to improve career opportunities for residents of the Metro Boston area and to provide a more highly trained workforce for the region's healthcare and biotechnology sectors.

## Workforce Investment Boards (WIBs)

- Coordinates the Boston Healthcare Career Consortium
  - Bi-monthly meeting of workforce development directors at healthcare institutions, public colleges, community based organizations
  - Discussion about employer staffing needs and training required
  - Topics have included the varied roles of Medical Assistants, the shortage of Medical Lab Technicians, and the nursing career pathway
  - [A great place to highlight the need for Medical Technologists in healthcare and the programs to support their training and certification](#)
- Chartering agent for the regional One Stop Career Centers

## Community Based Organizations

### Outreach to:

- English for Speakers of Other Languages
- Adult Basic Education
- Adult Diploma programs or Bridges to College

### May result in reaching:

- Foreign trained Healthcare professionals seeking to stay in the field
- Candidates for Associates Degree who need to earn money while continuing their education

## Student Recruitment

- There are two primary populations we deal with:
  - Traditional student populations (direct admission from high school)
  - Non-traditional student populations (they tend to find you...)
- When thinking about how to proactively recruit non-traditional student populations, WHERE can you look??
  - Workforce Investment Boards (WIBs)
  - One Stop Career Centers
  - Community Recruitment

## One Stop Career Centers (aka American Job Centers)

- The state's delivery system for employment and training services for job seekers, employers, and their workers.
  - Training referrals
  - Career counseling
  - Job posting information
  - Job search related services
  - Also a mandatory stop for many who file for unemployment benefits
- [A great place to host information sessions highlighting the projected labor market need for Medical Technicians and the training providers that are in the area.](#)

## JVS CareerSolution

### Director of the Healthcare Initiative

- Meet regularly with employers to learn about their staffing needs, the subtleties of what they are looking for, and where applicants could use job search support
- Created a workshop on the "Opportunities in Healthcare" to outline Healthcare's labor market needs
- Built additional support in the way of networking groups and 1:1 counseling
- Coordinate recruitments and job fairs
  - *Healthcare and CNA Job Fair* to address CNA shortage
- Make referrals of vetted applicants

## The Skilled Careers in Life Sciences Initiative

- Department of Labor Grant to support the development of talent within the U.S. for the life sciences industry – rather than use H1B visas
  - H1B visa money fueled the program's expenses
- As Project Coordinator, grant supported my efforts to outreach to the Boston Healthcare Careers Consortium and the One Stop Career Centers, as well as the creation of a Life Sciences Consortium
- The Life Sciences Consortium enabled us to convene employers and training providers and to cultivate internships and hiring partnerships

## QC's Role in SCILS

- The grant provided students enrolled in an approved program \$10,000 to use for any expenses related to the coursework
  - Our program committed to training 80 participants over the course of four years
  - This guaranteed the program \$800,000 in additional revenues over the course of four years
- Recruitment of students
- Paperwork

## Benefits to the Profession

- You effectively encounter three different groups while interfacing with these boards:
  - Potential student populations
  - Staff who help unemployed/under-employed individuals find a profession
  - Policy-makers who can help drive change in the community

## Benefits to the Faculty

- Creates opportunity to:
  - Promote your program
  - Improve student numbers
    - Maybe get more faculty?
  - Sit on different workforce boards and groups
  - Determine potential grant opportunities
  - Possible publication sources

## Questions