Collaborative Approach to Solving Health Care Worker Shortages
NURSING STUDENTS CAPPED — Participating in capping ceremonies held Tuesday are these fifteen student nurses who make up the first class to emerge from the new Rainy River Community College Practical Nursing program. The class of 13 women and two men were given their caps by instructors Geraldine Boek and Marilyn Sturdevant during the 45-minute ceremony in the college commons. Speakers for the event were College Dean of Instruction Ralph Anderson and the Rev. Frederick Smythie. The students will finish their training at Falls Memorial Hospital in June. Members of the class are: Mark Strom, Maurice Perrault, Lyn Haglund, Linda Davison, Nancy McHarg, Jan Block, Carol Drehier, Karen Thompson, Lyn Fox, Julie Lindberg, Carol Riggs, Nancy Cox, Lucille Eldridge, Kathy Hultman and Terry Mongrain.
A More Recent Past

- Re-Accreditation Minnesota Board of Nursing & NLN – CNA
- 2013 ICC – RRCC Partnership Program
And while any class is demanding, the nursing program is especially difficult because it doesn’t have its own instructor on campus. A bulk of the material is taught online and students find themselves struggling.

“I want this program here. We need it here,” Koerbitz said. “But it needs to get better.”

RRCC Provost Carol Helland said, “We have a good relationship with Itasca Community College, but for Rainy’s nursing students to be successful, they need a director/instructor in front of them in the classroom to bring the program to the level where it needs to be.”

- Int’l Falls Journal - November 2015
October 2015 KEDA Board Meeting

- We have 5 open positions and no one applying for them.
- We are sending people who need long-term care 100 miles away from loved ones due to the inability to hire qualified staff.
- Hiring travel nurses is terribly expensive.
- Provost Helland said, “We need a health care program champion.”
Working on a Solution – Together

Stepping Up to the Challenge:
Keeping Rural Communities Healthy

Perspectives from Rural Minnesota on Health Care Challenges, Priorities and Solutions
The Solution

Community Health Care Forum – December 9, 2015

- Panel on stage
- Structured breakout groups
- Reconvene
Public - Private Partnership
Rural Business Development Grant (RBDG)

- RBDG funds must be used for projects benefitting rural areas or towns outside the urbanized periphery of any city with a population of 50,000 or more ($10,000 to $500,000).

- Enterprising Grant
  - Distance adult learning for job training and advancement
  - Community economic development
  - Technology-based economic development

- Opportunity Grant
  - Feasibility studies and business plans
  - Leadership and entrepreneur training
  - Rural business incubators
Multipronged Approach

- Instruct current students
- Recruit future students
- Create Health Care Advisory Council
- Explore other health care programs
Students Skype at RRCC with Itasca Community College nursing instructors
Created full-time on-campus instructor for daily interaction/assistance

Simulation lab, skills demonstrations, and test outs at RRCC

Nursing clinical experiences at Good Samaritan Society and Rainy Lake Medical Center
Student Recruitment

- High school visits
- College Fair
- Individual tours
- Letters to potential students
  - including athletic recruits
- Recruitment videos
Healthcare Career Student Club

- Pre-nursing, interested in nursing, PN students, RN students
- Meet monthly with guest speakers
- Motivate and retain interest
Recruit Younger Audience
Fifteen organizations invited

October meeting: 7 attended

November meeting: 10 organizations attended with 17 representatives

December meeting: 13 organizations attended adding Scenic Rivers, LakeWood Health Center, and Falls Ambulance Service
Health Care Needs Assessment

- Open positions:
  - CNA – 23
  - PCA – 20
  - Nurses – 8
  - Other – 8
  - TOTAL = 59 positions

- Upcoming retirements:
  - CNA – 5 within 10 years
  - Nurses – 15 in 5 years

- Biggest challenges with staff recruitment:
  - No qualified staff to recruit
  - Lack of interest in nursing
  - Shift work challenges
  - Commitment to work
  - Right people for special needs
  - Daycare

Upcoming retirements:
- CNA – 5 within 10 years
- Nurses – 15 in 5 years
Advisory Council Goals

- Long-term goal: By 2019, decrease health care worker shortage by 50%.

- Short-term goal: Increase attendance at RRCC CNA class to 7 participants in spring and 8 in summer.
Resource Connections

- Peer networking and support
- Health care job board at RRCC Student Services
- Newspaper support of issue
Resource Connections (Continued)

- WorkForce Center: Rural Rides, training grants, Talent Development Program, mentorships training, etc.
- Health Care Job Board
- Employer of the Week
SPONSORED BY
KOOCHICHING COUNTY
HEALTHCARE ADVISORY COUNCIL

JOB FAIR
FEBRUARY 23RD • 11AM-1PM • RRCC GYM

ENTRY LEVEL & PROFESSIONAL JOBS AVAILABLE
COMPETITIVE WAGES AND BENEFITS

Meet healthcare employers in Clinics, Long Term Care, Hospital, Group Homes and more! Apply and interview for healthcare jobs right in our community!
Learn about local services offered including day care, rural rides, training grants and more!

For more information contact RRCC Healthcare Program Director, Donita Ettestad @ 218.285.2229/Donita.etttestad@rainyriver.edu

Rainy River Community College is a member of the Minnesota State system. RRCC is an affirmative action, equal opportunity employer and educator. In the event of an emergency, programs may be cancelled or rescheduled.

• Radio Interviews
• Radio Ads
• Article in Newspaper
• Posters
• Facebook Posts
• Email Blasts
• Website Notices
Health Care Job Fair

- 13 employers:
  - Lutheran Social Services, Falls Ambulance, Essentia Health, Rainy Lake Medical Center, Good Samaritan, Koochiching Health Services (Littlefork Care Center), Fairview Range, Optum – Reporting and Analytics, Scenic Rivers, Lakewood Health, Koochiching County CRT (Crisis Team), Koochiching County Health Department, Private Entity
Onsite interviews

Resource Booths:
- Rural Rides
- Daycare
- MNsure
- MN WorkForce Center
- RRCC Nursing Simulation Station
June 1 Update from Rainy Lake Medical Center: Registrar hired who had attended Job Fair in Feb
Employers have seen increased applications
Decreased open positions by 50%
Partners have benefitted by grants in excess of $35,000 for talent development
Increased phone calls and walk-in visits to RRCC re: nursing
Scholarship opportunities promoted
CNA class spring: 7 students
Concurrent enrollment at FHS: 7 students
Practical Nursing: 10 applicants
Registered Nurse: 17 applicants (program through Hibbing Community College)
Pre-Nursing: Number grows steadily
Success!

Graduate Jahnaí Isensee, left, received her nursing pin from her daughter, Cali, Friday during Rainy River Community College’s commencement ceremony.
LPN CLASS OF 2017

WE LOVE YOU DONITA!
Next Steps

- Advisory Council Meetings
- Recruit at health fairs and events
- Host fall Healthcare Job Fair

Retention
- Mentorship
- Leadership strategies to increase retention
Next Steps

- Create Student Volunteer Program
- Explore Other Health Care Programs for RRCC and our Community
NEXT STEPS

- Continue to Recruit
  - Younger Students
  - Health Classes
  - Girl Scouts
  - Boy Scouts
  - School Visits
• Healthcare champion to take on cause
• Create an Advisory Council of stakeholders
• Explore position sharing
• Partner with Workforce Center
• Retention Strategies
• Recruit local college students to return to home community
• Reach out to student groups: Student Council, Honor Society, Church Youth Groups
• Get people into your facilities!