



GENERAL MEMBERSHIP QUARTERLY MEETING MINUTES
Green Bay Area Chamber of Commerce
Tuesday, November 19, 2013
3:30 p.m.

Attendees: Eric Craver-UWGB, Jennifer Degener-Bellin College, Sheena Frydrych-Rasmussen College, John Holzberger-Forward Service Corp., Cal Lintz-NWTC, Kari Mahlik-Rasmussen College, Janet Reilly-UWGB, Michelle Riedi-Baumgartner-St. Mary's/St. Vincent's Hospitals, Lisa Schmelzer-Chamber Youth Apprenticeship, Kay Tupala-NWTC, Brenda Tyczkowski-UWGB, Ann Franz and Debbie Thompson-NWTC

Industry Updates

St. Mary's Hospital is currently not doing a lot of hiring. St. Vincent's is hiring surgical RNs and has had some turnover in leadership positions. They plan to focus on hiring nurses with a BSN credential.

Hospitals in the HSHS system are looking at changing some of their hiring practices. Changes being considered include the following.

- Not hiring until State boards are passed.
- ADNs hired must commit to graduating from an accredited BSN program in three to five years from their date of hire.

Michelle shared that recent graduates who worked as CNAs or LPNs at St. Vincent's or St. Mary's and want to stay on can continue working in a those roles, while seeking a higher level nursing position.

The overall lack of jobs in the healthcare industry was discussed. New grads have been finding employment in long-term care. Janet Reilly reported that this year UWGB saw the largest number of ADN to BSN student applicants with no experience.

Education Updates

Rasmussen College will be offering a new concept-based nursing curriculum. This curriculum holds students more accountable and facilitates understanding. Kari Mahlik also reported that Rasmussen's RN to BSN program has begun in Florida and will eventually be offered online through their Green Bay site. Rasmussen College will be holding a career expo on their Green Bay campus on February 27, 2014.

Eric Craver and Brenda Tyczkowski presented the new Bachelor of Science in Health Information Management & Technology (HIMT) online program that is bringing together the expertise of UW-Extension and UW-Green Bay, LaCrosse, Parkside, and Stevens Point. The curriculum has two tracks: health information technology and health information management. Graduates are skilled in managing patient health information, making this one of the fastest growing fields in the U.S. This degree completion program is designed for students who already have some college credits or a liberal arts-based associate degree. There are currently 50 students enrolled in the program. Eric is working on marketing the program and asked the group for their ideas on some additional ways to advertise it. Recommendations for promoting the program included utilizing; Insight Publications, *B2B New North*, and the Chamber's *Collective Impact*.

UWGB offers its RN to BSN program online nationwide or face-to-face, resulting in their enrollments increasing substantially. In addition, Janet reported they have had 19 applicants for their new MSN program.

John Holzberger with Forward Service Corporation shared they have been very busy servicing many clients who are looking for career changes. They do a lot of career exploration workshops that provide a good start for job seekers.

Bellin College has their 2nd career exploration opportunity tonight, per Jennifer Degener. Their first event went very well. Bellin College's 15 month nursing option and radiology programs have been growing and seeing increased enrollments.

Cal Lintz, EMS education coordinator at NWTC, thanked industry for supporting their program students. He discussed the EMS pilot project based in Shawano County. The pilot focuses on improving the lives of Wisconsin's aging population. Through their screening process, the project focuses on prevention and early intervention.

Kay Tupala reported NWTC Health Sciences will hold a ribbon cutting ceremony for their recent renovations on Monday, January 6, 2014. Faculty will be trained on their new simulators in January. Classes begin January 2014 for their new Wellness and Health Promotion associate degree. NWTC has students from around the state enrolled in their paramedic bridge to ADN program. With the Shawano initiative, NWTC will have approximately 5,000 sq. ft. of classroom space at the new Theda Care Hospital. Classes are slated to begin at the hospital in fall 2015.

Program Updates

Clinicals

The new VA Hospital and Clinic in Green Bay is very receptive to facilitating ADN clinicals; however, they prefer hiring BSN nurses. Kay Tupala toured their "beautiful" new facility and will encourage VA staff attendance at GGBHA meetings. In addition, the GGBHA needs representation at its meetings from long-term care. Members were asked to reach out to fill these needs.

Career Exploration

Career exploration events began in November. The number of registrants has increased. Lisa Schmelzer reported the feedback has been very positive.

Placements will be needed for ten students who recently passed their CNA course. The students currently have applications out to long-term care facilities.

The Youth Apprenticeship Program will begin recruitment for students in January 2014. Lisa will need the expertise of GGBHA members to participate in the interview process of approximately 60 students next April.

EPIC

The EPIC training that was collaboratively created has been a success, with the exception of a few minor changes. This type of training may be replicated for other healthcare disciplines.

Statewide Healthcare Alliance Meeting

The Lakeshore Healthcare Alliance is spearheading a meeting with all of the healthcare alliances in the state. The date of the meeting is planned for April 2014. Members were interested in participating in the statewide meeting.

Spring Job Fair

Ann will invite members from each college and university to form a subcommittee for planning a joint job fair in spring. Current college and university healthcare program students will be invited to attend.

Fast Forward Grant – Ann reported phase one of the grant will focus on customer service, construction, and manufacturing. During the next quarter, the State will announce the industry focus for phase two. The grant funds short-term incumbent (current) worker training and will pay 50% of overall training costs. Ann asked the group to consider participating in the grant. Visit www.WisconsinFastForward.com to learn more.

GGBHA Website & Salesforce

Member open positions can be posted on the GGBHA website. Open positions can also be posted on Wisconsin Salesforce, allowing many job seekers to learn about career opportunities. Member career expos/open houses can also be posted on the GGBHA website. Email Ann if you would like to learn more or post open positions and/or career fairs.

Next GGBHA Quarterly General Membership Meeting

The next quarterly meeting of the GGBHA will be held on **Thursday, February 13, 2014 at 3:30 p.m. on the NWTC Green Bay campus. The meeting will also include a tour of the new Health Sciences 4th floor.**