



## Senior Care Advisory Committee

February 8, 2022, 1:30 – 2:30 pm – Zoom call-in information below

Kelly Banford, FLC; Amber Blake, FLC; Jacob Cantu, FLC; Phoebe Carcot, Prairie City Landing; Tammy Cornelius, Golden Sierra; Bimpe Ekundare, Pavilion at El Dorado Hills; Terry Ervin, Oakmont; Mohsen Ghahremani, FLC/SETA; Tania Langland, New Westhaven; Stephen MacDonald, Oakmont of El Dorado Hills; Vicky Maryatt, FLC; Lauren Mechals, SETA; Jason Pedro, FLC; John Raslear, EDCo; Susan Reno, FLC; Alexandria Rodriguez, Pavilion at El Dorado Hills; Andy McGaffic, FLC/notes

1. Welcome and introductions
2. Review of previous notes from December 10, 2021
3. Brief update FLC Allied Health courses to date: Amber (limited discussion)
  - a. Direct Caregiver (AH 109): Teaches about caregiving in assisted living industry. Meets of all of training hours except hands-on requirement in facility building. Employers need only to get transcripts and do 16 hours shadowing. Includes HIPAA and soft skill development.
    - i. 3-week online course offered in Spring and Fall
  - b. Careers in Direct Caregiving: Assisted Living and Memory Care (AH 119): Teaches students about population served. Medtech training imbedded in course (minus the hands-on component), activities, psychosocial needs of elderly. Hours are reserved to explore different roles for career growth, such as business office, admin, leadership, etc. Opportunity to bring in guest speakers.
    - i. Offer in Fall 2022.
    - ii. School will provide synopsis for AH 119 Careers in Direct Caregiving: Assisted Living and Memory Care for your information. See attached.
4. Role of Community Colleges in marketing: Vicky
  - a. Aligning Talent and Opportunity: An employer guide to effective community college partnerships
    - i. Coordinate talent recruitment and retention with college teams.
    - ii. Owner recruitment is most significant way for organizations to get talent you need.
  - b. Recruitment: Teamwork between school, WIBs and employers to recruit students for employment in your agencies, but also recruit to our courses so that they can become your employees.
    - i. Districtwide marketing efforts to increase enrollment, including Career Education recruitment and PISO marketing efforts.
    - ii. Folsom Lake College partners with WIBs SETA and Golden Sierra Job Training Agency:
      1. SETA helps people up-skill, posts job announcements on CALjobs which are pushed out to local job centers, customers, and coaches.

2. Golden Sierra (El Dorado & Placer Counties): On-the-job training programs; can reimburse employers 50% of hourly wage through training period. Virtual job fairs, free workshops. Contact Tammy Cornelison at 530-401-5921, [cornelison@goldensierra.com](mailto:cornelison@goldensierra.com).
- c. Handshake Job and Internship Platform Demo (Kelly Banford)
- Employers sign up here: [https://losrios.edu/community/employer-resources-and-services/handshake-job-and-internship-platform-\(for-employers\)](https://losrios.edu/community/employer-resources-and-services/handshake-job-and-internship-platform-(for-employers))
- i. Employers create profile and have lots of choices as to what to post, including preferences such as desired majors, GPA, specific courses; can list staff/points of contact.
  - ii. Employers connect with students not only from Los Rios Community College District, but also all students on Handshake, including e.g., CSUS and UC Davis.
  - iii. The school will work with you to post positions, organize school events specific to your industry such as hiring fairs. These events will be posted on Handshake and can be held virtually or hosted at Folsom Lake College's Career and Transfer Center.
5. Brainstorming Activity: Desired outcomes of this activity will be determining marketing approaches, identifying target demographics, and assessing the role of FLC, Industry Stakeholders, and WIBS in marketing strategies.
- a. *Work that has been done (flyer, the college marketing, OneStop announcements, etc.*
    - i. Handshake: Working to increase student usage; WEXP and CTC will post events, email blast. Working on internships as well.
    - ii. Course instructors network with other working nurses in other communities.
    - iii. Flyer for Direct Caregiver course goes out to all Allied Health/Nursing programs in greater geographic region and beyond.
  - b. *Brainstorm with group, what can each of us contribute to marketing? Employers, College, WIBS*
    - i. With low starting wages, what messaging might employers offer as an incentive to work? Emphasize rewards of making a difference, having a purpose. From there, job stability and fulfilling career path.
    - ii. ALL: Get word out about living wage, benefits, opportunities to grow. Show prospective students a clear trajectory so that they can see where they can end up.
      1. Multiple avenues of communication is way to go, including social media.
      2. Student stories noted as especially effective as they help students to see themselves.
      3. Guest speaker option: Have an administrator describe variety of options such as culinary, maintenance, activities director, etc.
      4. Young people in high school identified as vital resource to the industry.
      5. How might we reach/support people whose families have never been to high school/college?
    - iii. Employers: Might administrators refer employees and pay for them to take the course? Yes, Oakmont provides tuition reimbursement.
    - iv. Marketing videos discussed; ideas include: "A Day in Assisted Living," or "A Day in Memory Care."
      1. Collaboration between school and RCFE communities must be tightly coordinated to legally protect all involved.
      2. FLC has SWP funds for production (Building Healthcare Communities). Videographer Jacob Cantu introduced. Jacob is well situated to tell the story in ways that connect with students. One video for classroom use already done.

3. Have both residents and employees tell their stories.

6. Next steps?

a. Next Advisory Committee meeting will be in October.

7. Follow up Meeting/Communication?

a. Volunteer program discussed. Senior Care work group reach out to Bimpe Ekundare at Pavilion at El Dorado Hills. 916-542-3452, [activities@eldoradohillsmemorycare.com](mailto:activities@eldoradohillsmemorycare.com).

b. Senior Care work group investigate outreach to high school students.

c. Jacob Cantu and Professor Reno continue preparations for video work.