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HEALTHCARE HEROES: MATCHING JOB SEEKERS TO CAREERS IN SENIOR CARE
Caring Careers Start Here Launches New Campaign

SAINT PAUL, MN – (May 8, 2020) – HealthForce Minnesota has teamed up with Care Providers of Minnesota and LeadingAge Minnesota to create a new, online recruitment hub for senior care providers.

Caring Careers Start Here was originally designed to introduce students to careers in senior care but was recently revamped to address the growing need for key positions as a result of the increased pressure on workforce shortages due to the global pandemic. As Governor Tim Walz referenced in his announcement on the state's new 5-Point Battle Plan to Protect the Most Vulnerable, ensuring adequate staffing levels in long-term care is critical to combatting COVID-19. This new recruitment hub is one effort that the long-term care community is engaged in to increase staffing in our settings.

"We need more healthcare heroes to join one of the most rewarding professions there is – a career in long-term care," said Nicole Mattson, Vice President of Strategic Initiatives, Care Providers of Minnesota. "Caring Careers Start Here is a central clearinghouse for displaced workers, retired workers, students and other job seekers to learn about the various positions in senior care settings and get connected with available jobs in their geographic region."

The campaign, which can be found at www.caringcareersstarthere.com, is predominantly geared toward entry level positions, such as nursing assistant, dietary aide, housekeeping, non-licensed personnel and others.

"Caring Careers Start Here is targeted at people who are looking to take the first step in a new career, apply their experience in a new sector or to return to their profession as way to give back during this unprecedented public health emergency," said Jenna Kellerman, Director of Workforce Solutions, LeadingAge Minnesota. "At a time when Minnesota is facing a large growth in its unemployment rate, there are thousands of jobs available in nursing homes, assisted living and memory care. Caring Careers Start Here is the vital link in connecting people with jobs across Minnesota."

Caring Careers Start Here is free to use and there is no need to create an account. To get started, interested individuals can complete a survey on the Caring Careers Start Here website. Their information is then matched to employers in their geographic region. To get started in your job search, visit www.caringcareerstarthere.com.

By having one website for all jobs in senior care, Caring Careers Start Here will also serve as a key connection for workforce development professionals and others who are assisting dislocated or unemployed workers

The Caring Careers Start Here website will be widely publicized through many workforce development channels, like DEED/Careerforce, MN State, hospitality associations, RealTime Talent and others. The state's two senior care provider associations – Care Providers of Minnesota and LeadingAge Minnesota – are also promoting the campaign and facilitating the connection between job seekers and employers.

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