

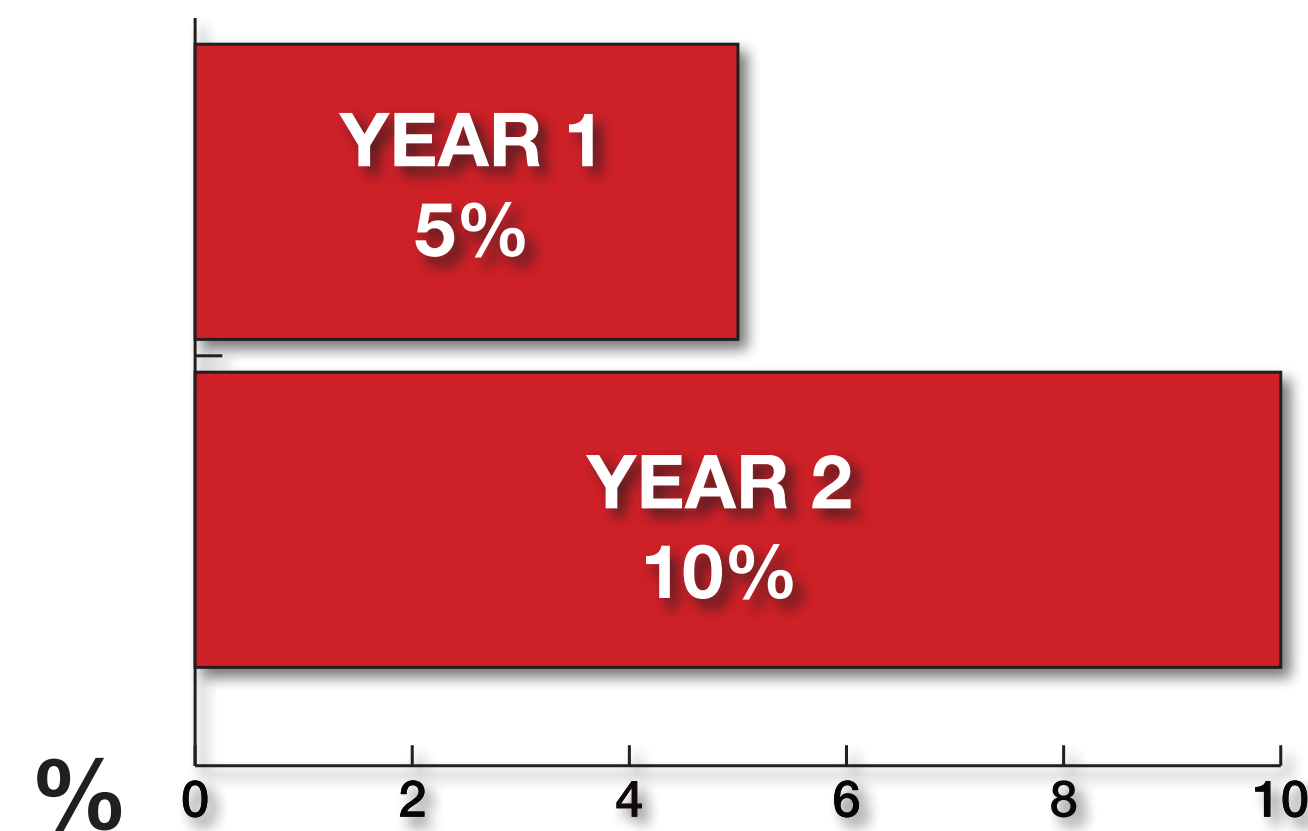


Recruiting: Raising Awareness of Senior Care Careers in High Schools and Colleges

Project Goals

- 1) Expose 400 college level students and 80 high school students to career paths in senior care and the joys of caring for older adults through education and an inspiring video.
- 2) Decrease turnover for all caregiving employees. Increase retention for all caregiving employees.
- 3) 95% of new employees will find the PPM program helpful and will state it made a positive difference in their first 90 days.

Estimated Decrease in Turnover



Project Description

We are implementing two programs to address the aging workforce in our area.

The first is a partnership with Alexandria Community and Technical College to educate youth, post-secondary students and potential employment candidates on the benefits and rewards of a career in senior care.

The second is a Primary Peer Mentor (PPM) program to increase retention and decrease turnover rates. It will also ensure that the primary focus of employees is on resident care.

The impact of the PPM program will be to:

- 1) improve the retention and turnover of our new hires and;
- 2) provide a career ladder in senior care for direct care employees.

Progress Report

From February through April, 2017, we completed the following work:

- Meetings held with Alexandria Community and Technical College.
- Contacts made with schools in the Alexandria area.

Next Steps

- Educational video created to expose students to a career in senior care.
- Video is shown to community college and high school students to promote careers in Senior Care.
- Peer Mentor program is being researched.

Project Team Members

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