



MAHA  
milwaukee area  
**HEALTHCARE ALLIANCE**

March 11, 2010

## Our Mission:

*To be responsive to regional healthcare employer needs by specializing in customized talent development services to prepare future healthcare employees for entry level and middle skill positions.*

# *History*

- **Fall 2008:** RFP from Bader Foundation
- **YWCA:** experience with placing low skilled job seekers
- **Milwaukee AHEC:** experience in diversifying the healthcare workforce in partnership with employers and education institutions
- **January 2009:** Grant awarded to Milwaukee AHEC and YWCA of Greater Milwaukee
- Milwaukee AHEC and YWCA form Milwaukee Area Healthcare Alliance: (MAHA)

# Bader Planning Grant Objectives

- I. Engage local healthcare employers and workers using a dual customer strategy
- II. Partner with a broad range of healthcare stakeholders to identify workforce needs
- III. Provide and/or broker training, education and supportive services that address employer and worker needs
- IV. Solicit and align funding to support healthcare industry employers and workers

# I. Dual Customer Strategy

- One on one interviews with healthcare employers to identify positions of high turnover, opportunities for job growth and incumbent worker needs
- Public Policy Forum survey

## II. Partnering with Sector Stakeholders to Identify Workforce Needs

- Milwaukee Area Workforce Funding Alliance
- Milwaukee Area Workforce Investment Board
- Milwaukee Area Technical College
- UWM-School of Nursing
- Froedtert Hospital
- Children's Hospital of WI
- Columbia St. Mary's
- Wheaton Franciscan Healthcare
- Aurora Healthcare
- Department of Workforce Development
- UW-Parkside
- Stowell Associates/Select Staff

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February 18, 2010  
G.E. Healthcare Institute Conference  
Center

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# Conference Results

- Convened more than 130 individuals representing education/training, employers, funders, workforce development and state government agencies
- Six speakers from Baltimore, Boston, Chicago, and Flint, MI who shared best practices
- Evaluations revealed that 99% of respondents were either “very satisfied” or “satisfied” with the quality of the event
- 30 individuals indicated a desire to get involved with MAHA’s sector work
- 10 organizations indicated an immediate interest in assistance to meet their current workforce needs

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# III. Provide/Broker Training: DWD Sector Strategies Initiative

- ADN to BSN program
- School At Work
- Community Health Workers
- Kenosha Personal Care Workers Training
- Advancing 10 ADN to BSN degrees in accelerated program
- Introduce 50 incumbent workers to SAW curriculum for career advancement opportunities
- Train 15 CHWs using curriculum specific to African American and Latino communities
- Train 60 workers – 20 incumbent and 40 unemployed

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## *Partners in Healthcare Workforce Development Project*

- Collaboration between MAHA, Amber House and Stowell Associates/Select Staff for two 6 week CNA trainings
- Funding by United Way to provide training and support services to CNA trainees
- WIA funds also used to provide training
- Career Readiness/Career Success (soft skills) curriculum with CNA healthcare ladder emphasis

## *Partners in Healthcare Workforce Development Project*

- 10/11 participants in first CNA class successfully completed training February 19th
- 10/10 passed CNA certification exam
- 2/10 hired by Stowell Associates/Select Staff
- Additional graduates meeting with employers re: job openings
- Second class of 9 will complete Career Readiness/Career Success training March 12<sup>th</sup>

## IV. Soliciting and Aligning Funding

One of a few projects across the country to successfully blend public/private funding!

- DWD Sector Initiatives Implementation Grant
- HBF Planning Grant
- JP Morgan Chase Planning Grant
- United Way Employment and Training Grant
- Conference Sponsors: MAWIB, HBF, Faye McBeath, Catalyst Learning, and the Regional Workforce Alliance

# What's Next?

- Hire full time Project Coordinator (near completion)
- Form Advisory Board and Committees
- Disseminate Broadly Public Policy Survey results
- Identify and Recruit Employer Champions
- Articulate Short and Long Term Project Plans
- Formulate a Business Plan for Sustainability

# Contact Us



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