

Oklahoma Health Care Workforce Center Recruitment Committee Meeting

Monday, Sept. 8, 2008
2:30 – 4:00 p.m.

2 North Conference Room
655 Research Parkway, Oklahoma City

MINUTES

Dr. Ramona Paul, Chair

Members Attending:

Shellee Beatty, Human Resources Coordinator, Stillwater Medical Center;
Becki Foster, Manager, Innovative Initiatives & Services, Oklahoma Department of Career & Technology Education;
Michael Harrison, Nurse Recruiter, St. Anthony Hospital;
Susan McGinley, Nurse Recruiter, Mercy Health Center;
Tracy McKeown, Executive Director, Schools for Healthy Lifestyles;
Ramona Paul, Assistant State Superintendent of Public Instruction, Oklahoma Department of Education;
J. C. Smith, Coordinator of Counseling, Oklahoma Department of Education;
Beth Young, Health Careers Recruitment Coordinator, SWAHEC – Cameron University.

Staff Attending:

Sheryl McLain, Executive Director;
Kammie Monarch, Chief Nursing Officer;
Cheryl Day, Executive Assistant.

Absent Members:

Bill Barrett, Vice President of Human Resources, Great Plains Regional Medical Center, Elk City;
Annette Bisel, Executive Director, Oklahoma Association for Home Care;
Mike Brown, Director, Office of Primary Care, Oklahoma Department of Health;
Phyllis Brown, Program Coordinator, Health Awareness & Exploration, SEAHEC – Carl Albert State College, Poteau;
Julie Burleson, Professional Healthcare Recruiter, Norman Regional Health System;
Jeane Burruss, Project Manager, Workforce Solutions, Oklahoma Department of Commerce;
Jimmie Cash, Executive Director, Patient Care Services, St. Francis Hospital;
Michelle Cecil, Nursing Project Coordinator, Physician Manpower Training Commission;
Vonda Epperly, Manager, Nurse Recruitment & Student Programs, OU Medical Center;
DeAnne Foley, Talent Department, Cancer Treatment Centers of America, Southwestern Regional Medical Center, Tulsa;
Andy Fosmire, Executive Director, Rural Health Projects, NWAHEC – Northwestern Oklahoma State University, Enid;
Karen Hart, Manager, Respiratory Care, Anthony Hospital;
Janet Hawkins, Career Information Specialist, Oklahoma Dept. of Career & Technology Education;
Wanda Holmes, Upward Bound Director, Tulsa Community College – NE Campus;
Sarah Johnson, EMS Administrator, Tulsa Tech Center – Peoria Campus;
Patti L. Matney, Director, Student Affairs, College of Nursing, OU Health Sciences Center;
DeAnn McWilliams, Coordinator/Recruitment & Retention, St. John Health System;

Kevin Mellencamp, Past President, Oklahoma School Counselor Association;
Linda Nunley, President, Oklahoma School Counselor Association;
Barbara Patterson, Associate Dean/Professor, SWOSU – School of Nursing
Armando Pena, Oklahoma GEAR UP Director, Oklahoma State Regents for Higher Education;
Wendy Perry, Counselor, Technical Careers, Moore Norman Technology Center;
Lisa Pryor, Assistant Superintendent, Office of Innovation, Support & Alternative Education, Oklahoma Department of Education;
Barbara Smith, Maternal & Child Health, Oklahoma State Department of Health;
Rose Marie Smith, Nursing Program Director, Redlands Community College;
Susan Tucker, Coordinator of Recruitment, Assistant Professor; OUHSC College of Allied Health;
Pat Turner, Director – NEAHEC, Tulsa Community College – NE Campus;
Lavane Vowell, Chief Operating Officer, Oklahoma Hospice & Palliative Care Association;
Francene Weatherby, Assistant Dean, Student and Alumni Affairs, OU College of Nursing;
Allison Williams, Workforce & Clinical Affairs Coordinator, Oklahoma Primary Care Association;
Randy D. Wray, Director, Recruitment & Retention, Oklahoma Department of Health;

A. Introductions

Dr. Ramona Paul called the meeting to order at 2:30 p.m., and introductions were made.

B. Oklahoma Health Care Workforce Center Background/Purpose – Sheryl McLain

Sheryl McLain gave a brief history of the events that led to the establishment of OHCWC as a 501(C) not-for-profit organization in 2006 and mentioned the numerous organizations that have contributed in the past and continue to support the Center. Its purpose is to alleviate health care worker shortages in the nursing and allied health fields.

C. Recruitment Goals for 2008

Ms. McLain directed members to the 2008 Action Items document that was included in the packet. The goals of the recruitment committee were established by the governing board during their January retreat and focus on making Oklahomans of all ages aware of careers available in the health care industry.

1) Current Status of 2008 Activities

The Center participated in statewide conferences attended by K-12 teachers, counselors, and school administrators which included the Counselors Only Workshop, the Alternative Education Conference, the Superintendent's Leadership Conference, Encyclo-Media, and the Safe and Healthy Schools Conference.

A pilot program for middle students called Health Explore is being formed in partnership with Mad Science and six Oklahoma City metropolitan area hospitals. The logo for the club is included in the packet, as well as an information sheet that outlines the responsibilities of the groups involved. A launch date of January 2009 is planned, although Parkview Hospital in El Reno is preparing to begin their health career exploration club this fall.

D. Review of Existing Recruitment Materials

Ms. McLain reviewed the items, developed in 2001 and 2002, that have been used at conferences and meetings to promote health care careers. Committees members examined the printed materials, a

speaker's kit for "Hot Jobs in Health Care," videotapes that promote 64 health care careers, and the "Be the Difference" campaign items.

Ms. McLain explained that the investment in the marketing, the graphics and artwork, as well as the printing was generously provided by the Oklahoma Hospital Association. In closing, she shared with the group that the okhealthcareers.com Web-site was also developed by OHA and launched in 2001.

E. Discussion/Input from Group

Because the materials and the Web-site have become outdated, Ms. McLain sought suggestions for content and design changes from committee members. A priority of the Center is to redesign the Web-site utilizing current technology that will better serve the targeted audience. A proposal from a highly-recommended web developer was enclosed in the packet for the committee's review. The company's estimate included different sections for pre-teen, teen, young adult, and adult, as well as video testimonials from health care professionals, search functions, virtual tours of various facilities and departments, and a database-driven regional speaker bureau. The price range for this type of redesign is \$27,000 to \$35,000, and the Center is currently seeking the funding necessary for this project.

Another priority of the Center is to consider updating the 2001 trademarked and branded materials. Concepts are currently being developed for refreshing the look of the materials and creating a new theme. An estimate was included in the packets from the graphic design company that is currently working on this project.

F. Next Steps

A discussion followed that led to the suggestion that, before the next meeting, committee members spend time reviewing the materials and the okhealthcareers.com Web-site.

G. Next Meeting Date

Following a video conferencing discussion, the decision about the next meeting date was postponed so that arrangements for a conference room with video conferencing capabilities could be arranged.

Note: The Regents' 2 North conference room at 655 Research Parkway was secured for Thursday, October 9, from 1:00 to 2:30 p.m. Members were requested to contact OHCWC to request videoconferencing instructions.

H. Adjournment

The meeting was adjourned at 4:00 p.m.