

Increasing your Pipeline for Nurses in Rural Communities

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- ▶ Trade Association
- ▶ All lines of aging services
 - ▶ Residential - Skilled Nursing, Assisted Living, Independent Living
 - ▶ Community Programs - Outside of home services
 - ▶ In-home Programs - Home Health, Home Services
 - ▶ Hospice

Macro-Level - Positive Perceptions

- ▶ Increase awareness, understanding, and positive perceptions of you/your sector
- ▶ Messaging in Media, Social Media, Communications
- ▶ Encourage prospective workers to have an interest
- ▶ Careers that love you back - grade level
- ▶ Opening Doors Campaign - <https://openingdoors.org/>

Pipeline Development

- ▶ Build from the ground up
- ▶ Targeting high school students/International
 - ▶ Legislation: CNA Intern - incentivize entry by paying them
 - ▶ Legislation: Medication Aides/Technicians - frees up nurses and builds career ladder
 - ▶ Legislation: Nurse Compact Act - expand pipeline

Seasoned Professionals

- ▶ Targets those looking for a new career and retirees (pre-retirees) to become CNAs, LPNs, and RNs
- ▶ Recruit from within your organization - pay for the education
- ▶ Encourage unpaid caregivers to become CNAs, LPNs, and RNs
- ▶ Consider it part of your marketing costs - Promoting your values
- ▶ Educate staff on how to recruit

Attractive Employer

- ▶ Reduce barriers to working there
 - ▶ Transportation
 - ▶ Child care
 - ▶ Housing
- ▶ Creative benefits
 - ▶ Food pantry - cost and convenience
 - ▶ Emergency fund
 - ▶ Mental health support
 - ▶ Fitness

Success

- ▶ HR can't be everywhere
- ▶ It needs to be everyone's job to help recruit and retain
- ▶ Make sure you are providing them the incentives AND resources to do it