

Next Generation Nursing Assistant Program

Dennis Olson

Commissioner, Minnesota Office of Higher Education

Valerie DeFor

Executive Director, Minnesota State HealthForce Center of Excellence

Initial Steps

Call to Action from Governor Walz to train and employ 1,000 nursing assistants by January 31

Cross-Agency Workgroup led by Commissioner Olson

Approach:

Free training and testing via Next Generation Nursing Assistant classes

ARP Funding: \$3.4M

Program Timeline

Dec. 2021

Jan. 2022

Feb. 2022

Mar. 2022

Dec. 2022

Recruitment

Training

Testing

Employment

Recruitment

Overview of Efforts:

- Repurposed Minnesota State HealthForce Center of Excellence website (www.CaringCareersStartHere.com) to serve as a portal for interested/potential students.
 - Over 1,200 people entered contact information via web form that was created
- Work with training programs to monitor wait lists and connect people with upcoming programs
- Created home for program information on OHE Website (<http://www.ohe.state.mn.us/CNATraining/>)
- Developed and implemented a strategic marketing plan:
 - Social media toolkit provided to stakeholders
 - Paid advertising (Digital ads and radio)
 - Email marketing
 - News releases
 - Public relations (media outreach and press calls on progress)
- Issued call to action for state leaders
 - 20 regional/county stakeholder meetings
 - Sent a letter to state legislators, sharing information and seeking support

Training

Enrollment:

- Number who have completed training: 314 students
- Number currently enrolled/on-track toward completion: 463 students
- Total completed or enrolled: 777 students

High School Enrollment:

- Number of high school students completing training between January and March 2022: 139 students
- Number of high school students completing training in May/June 2022: 199 students
- Total number of high school students enrolled: 338

Total being trained (public, private, and high school): 1,115 students

Open Capacity:

- Overall capacity (total number of possible trainees): 1,104
- Current capacity (if every class was filled): 956

Testing

Update on Testing:

- Total number who have taken NATO exam: 14 students
- Total number who have passed NATO exam: 14 students

Challenges Around Testing:

- State experienced a testing black-out window from 1/15 – 2/8 due to change in testing vendor
- Testing is expected to go full-steam ahead in February, currently working to schedule students for exams
- Will offer a refresher course for students whose testing might be delayed and for those needing to re-take test

Employment

Connecting New Nursing Assistants to Careers:

- Training programs are required to incorporate employment and job seeking support to students, including:
 - List of employers
 - Employer panel
 - Mini-career fairs
 - Working with CareerForce
- Working with a marketing vendor to provide employers with communication tools for recruitment
- Referring students and potential students to job boards/postings at DEED and associations
- DEED planning a statewide virtual event/career fair

State will gather information on economic impact of this program, number of new CNAs who obtained employment

Assessing the Work Timeline

Dec. 2021

Jan. 2022

Feb. 2022

Mar. 2022

Dec. 2022

Evaluation

Innovation

Lessons Learned

Next Steps

Evaluation

- # of students
- # of classes
- # passing test
- # needing student support services
- Types of student support services needed
- # gaining employment in SNF
- # gaining employment elsewhere
- Statewide access/coverage

Innovation

- Online “office hours”
- Credit for Prior Learning
- Online with lab and supervised practical training offered in more than one location
- College Challenge
- Afternoon class at college for high school seniors
- Sharing instructors
- Scrubs Camp – Nursing Assistant Edition with MN HOSA

Lessons Learned

- Covering the cost of training upfront (“Free Training”) makes a significant difference in recruitment
- Publicity/Marketing matters
- Lots of logistics to consider within compressed timeline
- Acknowledge and build-in attrition
- Allow for make-up classes
- Benefits to working in partnership with CBOs to support students

Next Steps

- Additional funding needed to meet demand:
 - We still have people on waiting lists
 - We still have people who indicated interest, but have not found a suitable course/enrolled
- Change funding model that existed before this program from reimbursement to “up front”
- Engage the NGNA Healthcare Hero “Community of Practice” group

Questions?

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