

Central Coast Slingshot

Summary of Elements for Compact

March 15, 2017

Overview

Business champions and Workforce Development Board staff from across the Central Coast region met to finalize the regional priorities for the Slingshot Compact. Three priorities were chosen: Health Care Career Awareness Campaign, Specialty Nursing Education, and Community Health Worker Training. Current capacities that could be linked and leveraged to support implementation were identified for each priority, along with areas for investment of Slingshot funds. In addition, decisions were made about how the regional Slingshot partnership and each of the priority-area Action Teams would be structured and supported in implementation.

Regional Priority: Health Care Career Awareness Campaign

- *Elements of the Regional Campaign:* Information (e.g., diversity of careers, career pathway requirements, employer profiles, job profiles), promotion (e.g., collateral material, multiple communications strategies, events), and experiences (e.g., workplace tours, classroom guest speakers, internships and other workplace experiences).
- *Resources that could be leveraged in implementation:* Monterey County (combine current marketing efforts by individual businesses/hospital systems; tap into Central Coast HR Council; expand on effective Salinas Valley Hospital program model; leverage CSUMB marketing efforts); Santa Cruz County (combine current marketing efforts of Kaiser/Dignity/PAMF/Community Health Centers, leverage Medical Society program model and UCSF internship model, reinvigorate Cabrillo Community College efforts, leverage efforts of small non-profits centered in Watsonville); San Luis Obispo County (leverage Career Pathway Trust efforts); Santa Barbara County (Leverage Santa Maria area efforts around promoting career pathways; all Counties (connect and leverage all community college marketing efforts, connect and leverage all WDB career-oriented resources such as career centers, LMI, etc., recruit and team marketing professionals from participating employers).
- *Potential areas for Slingshot investment:* professional capacity to inventory/broker/assemble necessary resources (listed above), forge a common theme to connect and package efforts, and pursue multiple communication strategies to reach and cause action among different audiences

Regional Priority: Specialty Nursing Education

- *Elements of the Regional Initiative:* Expansion of specialty nursing education (i.e., Cabrillo College's new nursing residency programs, Cuesta College-CSUMB collaborative program) and other strategies to support and retain specialty nurses (i.e., student support network, nursing registry).
- *Resources that could be leveraged in implementation:* Expand simulation laboratory infrastructure to enable more specialty nursing education in the region (i.e., upgrade or create simulation teaching labs at community colleges and CSUMB, make hospital-based labs accessible/leased for more specialty nurse training, and/or create new, shared simulation labs); couple with expanded use of competency-based didactic learning models to multiply the number of students per instructor and accelerate the flow of nurses learning specialties in the region; creatively tap resources to fund expansion, including Community College Strong Workforce funding, private foundation dollars (e.g., Oppenheimer), private sector funding, WDB incumbent worker training funds, VA; for nursing registry, explore nursing board as host or regional staffing agency on contract, fee-based.
- *Potential areas for Slingshot investment:* professional capacity to support a regional chief nursing officer (CNO) consortium, expanding on the existing group in San Luis Obispo County; identify best practices for expanding specialty nursing education, including use of simulation teaching labs; develop regional business plan for expansion, including documentation of the problem, articulation of the regional solution, and identification of specific commitments for implementation.

Regional Priority: Community Health Worker Training

- *Elements of the Regional Initiative:* Develop consensus regional definition of community health worker, including skill requirements (a process begun in Santa Cruz County); develop and promote replication of a training model across the region
- *Resources that could be leveraged in implementation:* Leverage Cabrillo Community College's CTE-funded efforts in their allied health program as well as the Central California Alliance for Health's support; pull from established curricula (e.g., Sonoma, San Francisco City College certificate, online models); tap WDB funding for cohort training, apprenticeship funding, and other sources.

- *Potential areas for Slingshot investment:* professional capacity to document and help make the case to hospitals of the benefits of community health workers in saving institutions money and improving patient health; solidify regional definition of community health worker and encourage use of common curriculum, drawing from best practices.

Central Coast Slingshot Partnership Structure and Support

The Central Coast Slingshot Partnership would continue to be supported by Workforce Development Board staff from Santa Cruz, Monterey, and San Luis Obispo Counties—with future support from Santa Barbara County. This core team would be joined by select community partners from the region, who would help with the following steps:

- *Form regional action teams* for the Health Care Career Awareness Campaign, Specialty Nursing Education, and Community Health Worker Training, solidifying business co-chairs to lead each team, then building each team with business champions and selected education/training/community champions from each county. Support each action team in developing action plans based on a common template, then in moving into implementation.
- *Create a Slingshot Executive Committee* composed of the business co-chairs of each action team and other leaders who review and support action team progress, facilitate course corrections as necessary, and consider additional regional priorities for action.
- *Provide a “virtual meeting infrastructure”* to bridge large geographic distances and ensure high-quality discussion among business champions, and between business champions and community partners.
- *Create and implement a Slingshot Investment Strategy* that applies Slingshot funds carefully, according to a set of criteria that ensures uses are high-leverage and unable to be effectively funded from other sources.