

SEIU HEALTHCARE PA TRAINING & EDUCATION FUND

Harrisburg, PA



ACCELERATING EDUCATIONAL AND CAREER ADVANCEMENT IN LONG-TERM CARE FACILITIES

The Service Employees International Union (SEIU) Healthcare Pennsylvania Training and Education Fund is an independent Taft-Harley Trust Fund that serves SEIU members in 57 long-term care facilities and two hospitals in the Commonwealth of Pennsylvania. With the Training Fund, healthcare workers receive support to go back to school, develop skills, advance their careers, and improve the quality of care for patients, residents, and clients. Originally formed in 2006 by a statewide industry partnership, the Fund has grown from only 8 nursing homes in 2010 to 59 partners in 2017. Since its conception, the Training and Education Fund has invested over \$5,000,000 in frontline worker skill training, made possible by dozens of employers co-investing their funds.

Leveraging Resources and Collaboration

The Training and Education Fund is a partnership between the union and employers designed to guide and support the educational and career advancement opportunities of employees while developing the workforce needs of the employer. Through the collective bargaining process, employers contribute 1% of employees' wages to a Training and Education Fund, overseen by a board comprised of employers and workers, that pays for needed training and education. By pooling resources, employers are making valuable training and education opportunities more accessible for employees through an innovative and collaborative approach.

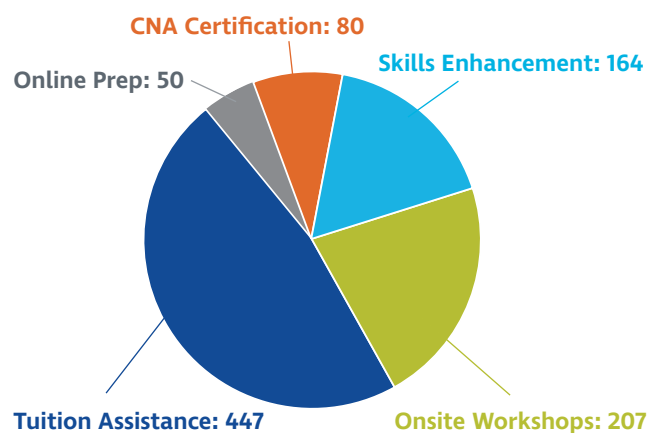
Building a CNA Pipeline

Certified Nursing Assistants (CNA) are one of the fastest growing occupations in the state and are the core of care in skilled nursing facilities. To meet the demand, the Training and Education Fund is working with their partner employers to build an innovative CNA pipeline. Employers hire interested candidates into non-clinical positions and after some time on the job, employees are eligible to participate in a free CNA training program replete with career counseling and case management to support retention and career advancement. After three months as a CNA, the Fund offers skills enhancement classes to working CNAs who want to increase their knowledge and skills. They receive a pay raise upon completion and after 12 months are eligible for tuition assistance to continue their education.

Upskilling Employees to Improve Quality of Care

In the face of dramatic industry changes and a trend towards managed care, facility-based, long-term care providers are increasingly focused on utilizing staff at the highest level to improve quality of resident care. In collaboration with the Training and Education Fund, providers have developed enhanced skills training for all levels of employees. In addition, the Fund is bringing managers and frontline workers together to form training and coaching quality improvement teams. CNAs, LPNs, and dietary aides are working with managers to identify opportunities for increased efficiency while at the same time improving the resident experience.

694 MEMBERS HAVE PARTICIPATED IN 948 TRAINING EVENTS



Making Learning and Career Advancement Accessible

The Training and Education Fund is a leader in providing tuition assistance to frontline staff for multiple programs. The assistance helps relieve the financial burden of school so employees can balance work, education and personal responsibilities. Tuition assistance provides up to \$2,000 per term (semester, level or quarter) for tuition, fees and 50% of required books and supplies. The maximum benefit per calendar year is \$5,000.

NOTE FROM THE EXECUTIVE DIRECTOR



"We are proud that the Fund has made significant investments in our employer's frontline workers since 2006. These types of investments are important because both the union and employers understand that it is not in the best interest of either party for an employing organization to experience gaps in staffing, skill deterioration or low retention rates. Such problems usually translate into overall higher facility costs and a lack of attention to patients. Programs that develop skills in-house or through a third-party reduce the use of staffing agencies and help keep employees employed."

- Lisa Williams, Executive Director

Number of Employer Partners: 59

Number of Eligible Frontline Workers: 5,360



Frontline Success Story

Brianna Moore was a union member and Dietary Cook at the Golden Living Center at Mount Lebanon Nursing Home campus in Western Pennsylvania. Through specialized career training offered by the SEIU Healthcare Pennsylvania Training and Education Fund, Brianna enrolled in sponsored online courses in Dietary Skills, ServSafe, and the Nutrition and Food Service Training Program through the University of North Dakota. After passing the credentialing exam, Brianna went on to become a Certified Dietary Manager (COM).

After earning her COM certification, Brianna was able to advance her career by way of a promotion to another facility. Using her newfound training and specialized knowledge in food service, she was hired as a Nursing Home Dietary Manager at Briarcliff Pavilion Health and Rehabilitation Center in North Huntingdon, Pennsylvania. Because of the Training and Education Fund, Brianna's career ladder has further expanded, and she is now employed as a Culinary Arts Instructor.

BUSINESS IMPACT

- **80% of the CNA's hired from the local community are unemployed or underemployed**
- **CNA turnover in 2016 was down to 16% from a high of 61.4%**
- **Attendance has improved 66%**



The Frontline Healthcare Worker Champion Recognition Program

The CareerSTAT Frontline Healthcare Worker Champion program recognizes healthcare organizations making exemplary investments in the skills and careers of their frontline workers. Organizations are designated as Champions and Emerging Champions. Champions meet all of CareerSTAT's recognition criteria, including making skill and career development accessible, offering programs at a significant scale, measuring program business impact, and building sustainable programs, while Emerging Champions are in earlier stages of investment and are working with CareerSTAT leaders to strengthen their programs and achieve Champion status. CareerSTAT is an employer-led initiative of the National Fund for Workforce Solutions. Learn more at www.NationalFund.org/CareerSTAT.