



Center for Health Care Quality (CHCQ)

Transformation and Remediation Goal Completion Report

Recommendation	Targeted Goal (considered complete when)	Team Leader	Team Members
11. Design and Implement a HFEN Recruitment Strategy and Campaign Date Completed 7/1/2018	When the vacancy rate for HFENs is less than 5% state-wide and a comprehensive long-term recruitment strategy and plan have been adopted	Andy Barbusca	Maria Gutierrez, Melinda Cargile, Cathy Nystrom, Matt Conens, John Montalbano Jean Chiang, OLS, OSP, OPA
Executive Summary	CHCQ developed and implemented a comprehensive on-site and on-line recruitment program to identify nurses “ready for a change.” Consultants contributed expertise and confirmed the validity of recruitment initiatives and outreach. The vacancy rate for 620 authorized HFEN positions dropped from 18% to 4.6% since the workgroup began in 2016. Hiring continues to be a key priority, and we forecast a vacancy rate below 4% by the end of the calendar year.		
Achievements Deliverables	<ol style="list-style-type: none"> 1. Developed professional outreach “toolkit” for on-site promotions throughout the service area of 13 district offices via nursing conferences, alumni associations, nursing education events, and university school campuses. The toolkit consists of a vertical banner, logo table runner, supplies and outreach materials. 2. Developed CDPH website tie-in platform with CalHR and ECOS to facilitate good customer service for job seekers. 3. Convened Virtual Job Fair and multiple onsite job recruitment events. 4. Developed on-line job-board ads with Linked-In and Indeed.com 		
Status	Next steps include the following activities to promote quality improvement: <ul style="list-style-type: none"> • The Workforce Steering Committee continues to meet bi-monthly to manage deliverables completed by the workgroup. This includes collaborating with HRB to track job codes released bi-weekly from ECOS and quickly interviewing candidates. CHCQ provides regular hiring metrics to district managers to track their hiring effectiveness. • Enhance outreach to on-line job seekers and monitor metrics to increase the number of applicants that follow-through with ECOS applications. • Strengthen face-to-face engagement with professional local nursing schools and organizations to expand applicant pool. 		
Planned Follow Up	CHCQ has signed a second recruitment contract and will focus on district offices with higher than average vacancies		