



Industry Months

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Industry Months

Two industry months are supported with a full marketing and communications plan and interagency coordination by DEED Communications:

- January – Health Care Month
- October – Manufacturing Month

In addition to those two months, Workforce Strategy are happy to support industry month efforts led by other organizations



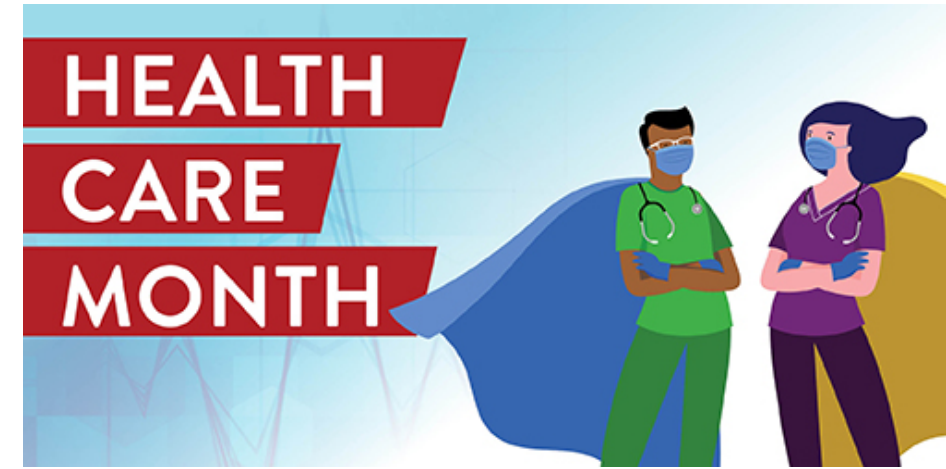
January 2022 Health Care Month: Working Together

Working together, we can elevate Health Care Month with the goal of **raising awareness about health care employment opportunities** and bringing critically needed staff into the field now



Health Care Month: Resources and Events

- **Online resources** – transferable skills worksheet, flyers for adults and students, more
- **Career exploration resources** – for use in Minnesota schools and elsewhere
- **Good Jobs Now calls** to unemployed Minnesotans
- **Communication with people who have/recently were receiving unemployment insurance benefits**
- **Social, earned and paid outreach campaign** aimed at people looking for work now or exploring their career options
- **Hiring events** around Minnesota featuring health care employers - *please share what you are doing with Rita Beatty and Liz Jennings*
- **Virtual events** to highlight health care workforce shortage and seek solutions



January 2022

You can find Health Care Month resources and event info at:
CareerForceMN.com/HealthCare

Health Care Month: Focused on Workforce

What we know about the health care workforce shortage:

- Health Care employers across Minnesota are sharing the extreme challenges they are facing to find workers, resulting in impacts to Minnesotans:
 - Many senior care residences, nursing facilities are unable to accept new residents
 - Some Minnesotans with disabilities are unable to stay in their homes without proper support
 - Some hospitals have full beds, limited ability to move people from ER to hospital rooms, some are limiting elective surgeries
- According to Q2 Job Vacancy Survey data released in October 2021: Health Care & Social Assistance had highest number of vacancies – at nearly 40,000 vacancies in Q2 of this year - that's up 66.0% in vacancies since last year
 - Health Care accounted for nearly one-in-every-five (19.3%) of all vacancies in Q2
 - About 8,150 more vacancies than the previous high posted in Q4 2020

Health Care Month: Focused on Workforce

What we know about the health care workforce shortage, continued:

- The Job Vacancy Survey found that the median wage offer for open positions in Health Care & Social Assistance was \$15.60
 - That's up \$0.50 compared to the second quarter of 2020
 - Still suggests that many of the openings are for lower wage occupations including personal and home care aides, nursing assistants, and medical assistants; as well as culinary and janitorial openings

Health Care Month: Getting Involved

Step 1: Familiarize yourself with resources and events.

[CareerForceMN.com/HealthCare](https://www.careerforcemn.com/HealthCare) has links to events, fact sheets, resources, contacts and more. Regularly updated. Please check it out and direct people to it.

Step 2: Help connect job seekers to health care jobs.

Encourage them to apply to local health care employers who are hiring.



- Share application links and hiring manager contact info
- Communicate with job seekers: no health care education or experience is required for many in-demand positions
- Share all the positive aspects of working in health care and address misperceptions
- Encourage seekers to see how their skills from previous work transfer to positions in health care

Health Care Month: Getting Involved

Step 3: Assist health care employers who are hiring now.

- Help employers connect with seekers directly
- Host an in-person hiring event
- Host a virtual event if you think it will be successful in your area
- Connect them with their local Workforce Strategy Consultant



Step 4: Inspire local young people.

- Share resources and hiring events with local high schools and college students
- Connect local high school career or on-the-job training contacts with hiring contacts at local health care employers
- Gather information about scholarship and tuition reimbursement opportunities at local employers to share with school contacts and young adults
- Post/share health care hiring content focused on high school and college-age students on your social media channels

Health Care Month: Getting Involved

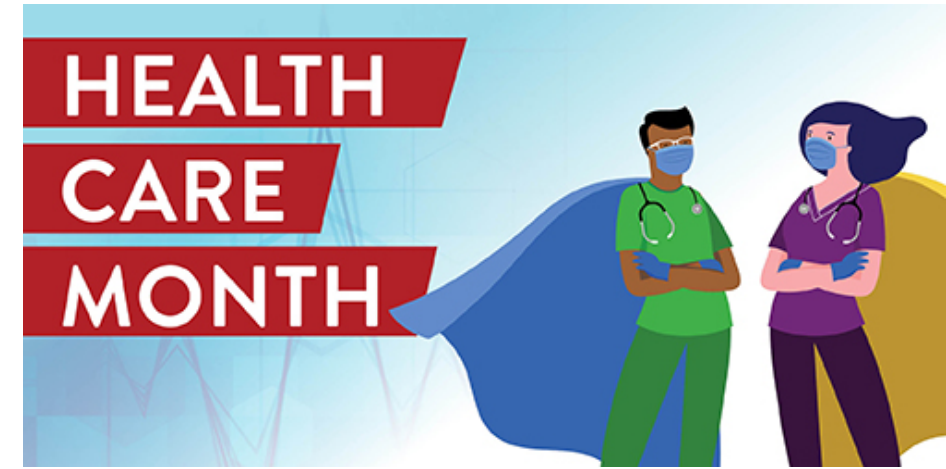
Step 5: Share the word about Health Care Month.

- Link to Health Care Month on CareerForceMN.com from your website:
CareerForceMN.com/HealthCare
 - Share CareerForceMN.com Health Care Month social media posts
 - Issue a local Health Care Month Proclamation
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- We'll share these five steps with staff and partners in the weekly email – and in a handy downloadable PDF



Health Care Month

Questions?
Comments?
Requests?



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