



# healthcare/

sector partnership  
supported by conxusNEO

*where people learn, connect, and innovate*

No industry has been impacted more profoundly this year than the healthcare industry and while COVID impacted our ability to meet in person, the [Healthcare Sector Partnership](#) carried on and you made tremendous progress towards our goals. Let's celebrate our 2020 accomplishments and look ahead to 2021 (don't miss the new announcement found under Goal 3)!

But first, I invite you to participate in a community card-writing campaign to show appreciation to healthcare workers and bring joy to the those they provide care to. If you missed the campaign in the spring when many of you contributed to the 4,000 cards that were collected and distributed to 40 facilities, please join us this time! Once again, we have partnered with Summit County Probate Court to collect and distribute cards. Click [here](#) for details or contact [me](#) for additional information about this initiative.

## **GOAL 1: Generate Awareness about Healthcare Occupations**

### ***Strategy: Social Media Campaign***

When the sector partnership launched in 2019, a considerable amount of time was focused on generating awareness about healthcare careers. This year, we redirected our energy; however, partners advocated for a social media campaign which can be highly effective in today's circumstances so a reputable marketing firm has been contracted to help us develop a strategy in early 2021.

## **GOAL 2: Cultivate a Qualified Pool of Candidates and Connect Them to Employers**

### ***Strategy: Address Barriers to Training and Employment***

- Over the summer, employers considered the impact it would have on their workforce if their employees had children who did not return to the classroom in the fall. Senior leaders at [Akron Children's Hospital](#), [Cleveland Clinic Akron General](#), [Ohio Living Rockynol](#) and [Summa Health](#) met to identify ways to support employees with childcare needs and were able to build support systems for their employees which included a childcare provider database made available by [Early Childhood Resource Center](#). This collaboration and leadership is a testament to their commitment to their employees and our community, and continues as they communicate ways to best support their employees during a pandemic.
- [The Well CDC/Middlebury Workforce Coalition](#) emerged to create a workforce solution for its residents that provided them access to good paying jobs with career opportunities that lead to upward economic mobility. Currently, the collaborative is preparing mothers for employment at Summa Health by providing free sessions on career development, digital skills, financial literacy all while building a relationship with current employees at Summa Health. In case you missed the video shown at ALIGN about this collaborative, check it out [here](#).
- Because 1 in 6 Ohioans have a criminal record, it may exclude them from the workforce. This fall, 51 workforce program representatives learned how their clients may reduce this barrier when they heard from [The University of Akron](#) about the Certificate of Qualification for Employment. More information sessions to come in 2021.

- While many residents express an interest in healthcare, they may lack the necessary credentials or skills. The positive response from community members to the [Career Launch](#) program at Akron Children's Hospital has the hospital exploring more ways to support individuals pre-employment so they are better trained and prepared for their career opportunities. Keep your eyes on Career Launch in 2021.

***Strategy: Provide Credible Training that Aligns with In-Demand Occupations***

- To prepare high school students for employment upon graduation, the [College and Career Academies of Akron](#) (CCAA) partnered with [Stark State College](#) to provide STNA training for students enrolled in healthcare pathways. The first cohort launched in November and another cohort will start in the spring. Also, thank you to our partners, Akron Children's Hospital, [Akron-Summit County Public Library](#), Cleveland Clinic Akron General, [Concordia at Sumner](#), [Direction Home](#), [My Family Home Health Care](#), [OneKey Medical](#), Stark State College, Summa Health, and The University of Akron, who generated ideas on how to diversify CCAA pathway enrollment and engage CCAA students in a virtual environment, and align industry credentials to CCAA pathways.
- Based on the high demand for pharmacy technicians, [Four Cities Compact](#) will begin to prepare students for these hard-to-fill roles starting in academic year 2021/22.
- This year, 18 nursing graduates enrolled in the licensure review course offered at the [Akron Urban League](#) and 100% passed their NCLEX. There's still an opportunity to connect to these successful LPN and RN graduates!
- During the pandemic, Summa Health witnessed an increase in demand for medical interpreters who speak Nepali, Burmese or Karen. Summa Health explored innovative ways to support individuals for these roles through training opportunities with several area collaborators, including [Akron Public Schools](#), [ASIA Inc](#), the [International Institute of Akron](#), and [The University of Akron](#). If you work with individuals who speak these languages and are interested in rewarding careers in healthcare, stay tuned for an opportunity coming in 2021!

***Strategy: Develop Community Effort to Connect Qualified Candidates to Employers to Qualified Candidates***

- In February, Akron Children's Hospital, Cleveland Clinic Akron General, Direction Home, My Family Home Health Care, OneKey Medical, Summa Health and [The Village of St. Edward](#) participated in a job fair to connect with residents in the Buchtel cluster. Because of the pandemic, we were able to quickly pivot and Akron Children's Hospital and Cleveland Clinic Akron General agreed to pilot an online platform in August. 75 individuals participated in the pilot which allowed the hospitals to build their talent pipeline and hire individuals. Based on what we learned from our employer partners in the pilot, we were then able to conduct another virtual job fair in October with 80 individuals, and included Cleveland Clinic Akron General, OneKey Medical and Summa Health. More virtual events to come in 2021.

---

## **GOAL 3: Increase the Number of Employees Who are Retained and Promoted**

***Strategy: Deepen Employers' and Employees' Expectations and Engagement***

- This summer, we launched virtual meet-ups for employers to create a community of learning where they can discuss workforce challenges, learn from one another, and share best practices and policies in order to better support their employees. In 2021, we will continue to meet regularly via Zoom with our employer partners - Akron Children's Hospital, [Arden Courts of Bath](#), Cleveland Clinic Akron General, Concordia at Sumner, Direction Home, Gables of Green, [GreenView Senior Assisted Living](#), My Family Home Health Care, Ohio Living Rockynol, OneKey Medical, Summa Health and The Village of St. Edward.
- JUST ANNOUNCED: During the meet-ups, several partner employers expressed the need to elevate the nursing assistant profession and provide leadership development to those who manage frontline workers so more individuals may be attracted to the profession, feel

supported in their roles and encouraged to advance in their careers. In response, we have secured a grant through the National Fund for Workforce Solutions (NFWS) to assist employers with their policies and practices related to frontline roles, provide leadership development training, and to build a pipeline to train then advance nursing assistants into medical assistant and nursing roles. Thank you Cleveland Clinic Akron General, Concordia at Sumer, Gables of Green, Ohio Living Rockynol, OneKey Medical, Summa Health and The Village of St. Edward for your letters of support, and we look forward to launching this grant in early 2021 to support all of our partner employers! Employers, check out other [NFWS' resources](#).

---

I hope you feel good about the work that has been done together! If you would like additional information about the work of this collaborative, please feel free to contact me.

Thank you for being great partners and I look forward to working together in 2021! Happy holidays!

*Michene Collins*

Vice President  
ConxusNEO  
277 E. Mill St. | Akron, OH 44308  
[mcollins@conxusneo.jobs](mailto:mcollins@conxusneo.jobs)

