



**Tri-County WIB
Health Care Consortia**

**Strategic Plan
FY 2007 – 2009**

**Facilitated by:
HR Consultants, Inc.**



Mission Statement

The Tri-County Health Care Consortia of Armstrong, Butler and Indiana Counties are a collaborative group of diverse community providers leveraging resources to support recruitment, development and retention of healthcare workers.

Vision Statement

Our vision is to work collectively to plan, prepare and promote quality health and human service careers, and to educate the region to meet current and future demands in the health care industry.

Values and Guiding Principles

- Dedication
- Collaboration
- Vision
- Shared Responsibility
- Commitment to Quality
- Demonstrated Expertise
- Continuous Learning

SWOT ANALYSIS

	<u>S</u>trengths	<u>W</u>eaknesses	<u>O</u>pportunities	<u>T</u>hreats
1.	Diverse/ experienced/ committed members	Lack of diverse, committed & number of members/ limited participation & career representation.	Increase & further diversify members from varied careers & business areas/ increase dues paying contributions. Formalize membership (by- laws) & schedule meeting times (style) to better serve needs of members & increase participation.	Lack of dedication, time or loss of membership.
2.	Funding, grants, scholarships	Difficulty understanding grants & sharing of funds / low participation. Unstable funding.	Educational partnerships with youth & schools including post- secondary. Successful outcomes on testing for boards & results for employers.	Budget cuts/ less grants/ sustainability.
3.	Promoting healthcare occupations	Lack of leadership/ limited interaction with local, regional & state level from our group on health care industry. Negative public image of health care costs / PR	Sharing of educational & training opportunities / facilities. Retirement of current workforce & aging residents.	Aging population, worker shortage.
4.	Passion & dedication to the healthcare profession	Time constraints.		

5.	Network of partners for staff education, training & mentoring	Lack of regional alignment between counties to seek common ground.	Educate the public & community impact.	Recruiting techniques, competition for labor/ labor shortage. Bureaucracy/ connection to WIB.
6.		No central collection of data source.	Partnership with WIB to secure data.	No central collection of data source.

GOALS

GOAL #1

Proactively determine the needs and expectations of the healthcare provider base through a staffing and educational needs assessment to be completed within 15 to 18 months.

Alignment to TC-WIB's Strategic Objective #3: Proactively determine the needs and expectations of our customer base through industry trend analysis and strategic economic forecasting.

TC-WIB's Key Performance Indicator: Develop strategy to engage regional employers to forecast their economic development workforce needs.

Business Objective #1:

Select and customize an appropriate assessment tool(s).

Steps	Target Date	Completion Date
1. Identify already existing data on staffing & training needs from prior studies and sources including WIB, other consortia, L&I.	11/30/07	
2. Select and customize final tool(s) to be used. (NAICS, Community Colleges)	12/30/07	
3. Validate the assessment tool. (IUP/SBI)	01/01/08 – 03/30/08	

Primary Responsibility	
Chairperson:	Mary & Linda
Team Members:	Bill, Kim & Jennifer (Butler Community College)

Business Objective #2:

Identify health care providers in the Tri-County WIB area.

Steps	Target Date	Completion Date
1. Solicit CareerLink assistance in identification of health-care providers.	10/08	

2. Compile database of all licensed providers in all 3 counties.	11/08	
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Primary Responsibility	
Chairperson:	
Team Members:	

Business Objective #3:
Conduct the needs assessment by gathering and compiling data.

Steps	Target Date	Completion Date
1. Solicit help from PA CareerLink in each county.	04/08	
2. Mail out needs assessment to all health care providers.	06/08	
3. Gather & compile data.	09/08	
4. Analyze data and generate report.	12/08	

Primary Responsibility	
Chairperson:	
Team Members:	

GOAL #2

To create a Career Awareness and Marketing Plan that promotes, strengthens and increases awareness of health care and human services careers by increasing the number of Community Outreach Events as compared to 2006-2007.

Alignment to TC-WIB's Strategic Objective #1: Create and implement a branding strategy, conveying TCWIB as a high performance WIB.

TC-WIB's Key Performance Indicator: Contact 100% of school administrators and directors to participate at industry partnership/cluster table(s); Create marketing intelligence ad hoc committee.

Business Objective #1:

Establish a baseline of previous community outreach events hosted by the Tri-County Consortia, each individual Consortia and Consortia members during 2006-2007.

Steps	Target Date	Completion Date
1. Establish a Career Awareness and Marketing Committee.	9/14/07	
2. Develop survey to gather data.	9/30/07	
3. Analyze data and determine target area for increase.	10/30/07	
4. Share results of survey with Tri-County Consortia for use in planning an increase in events.	11/15/07	

Primary Responsibility:	
Chairperson:	Diana Rupert
Team Members:	Sarah Heckert, Caren Palmaverde, Marie Dillon-Griffith, Carol Cornish

Business Objective #2:

Develop a plan based on survey results to increase Community Outreach Event (COE) in targeted areas.

Steps	Target Date	Completion Date
1. Each Consortium determines where they have opportunities to participate in CAO.		
2. Target dislocated workers,		

students (traditional & non-traditional) return to work.		
3. Contact schools, universities and CareerLinks.		
4. Share Best Practices via newsletter, email, etc.		
5.		

Primary Responsibility	
Chairperson:	
Team Members:	

GOAL #3

To increase the committed membership of community providers by 25% within 18 months. They will meet on at least a quarterly basis to realize the Strategic Plan.

Alignment to TC-WIB's Strategic Objective #2 : Engage in meaningful collaborative ventures, resulting in strategic partnerships.

TC-WIB's Tactical Implementation: Develop and implement strategies to better engage employers (including rural employers) in existing or new industry partnership/clusters.

TC-WIB's Key Performance Indicator: Increase employer participation by 25%.

Business Objective #1:
Define "Committed Membership"

Steps	Target Date	Completion Date
1. Review current membership.	10/07	
2. Assess gaps in membership.	12/07	
3. Identify a method to categorize levels of membership a. Clearly identify expectations	06/08	

Primary Responsibility	
Chairperson:	3 Chairs will discuss and champion the effort.
Team Members:	Working Task Group (pending)

Business Objective #2:
Develop a plan to increase committed membership by 25%

Steps	Target Date	Completion Date
1. Review materials from Objective #1	07/08	
2. Cohesive and effective Public Awareness Plan to educate public and "gap" folks a. Define Benefits	09/08	
3. Acknowledge commitment and experience via signed agreement.	09/08	

4. Member to member contact and outreach to share	10/08	
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Primary Responsibility	
Chairperson:	
Team Members:	

Business Objective #3:
Research and develop recommendations on Communication Technologies/Options to facilitate "Travel Less" meetings of the quarterly Tri-County WIB Health Care Consortia.

Steps	Target Date	Completion Date
1. Review potential communication mechanisms. a. Seek consultation of experts	09/07	
2. Research funding & partnership capabilities.	12/07	
3. Recommend a solution to the Chairs.	03/08	

Primary Responsibility	
Chairperson:	
Team Members:	

RECOMMENDATION

- All three county chairs or co-chairs are to meet and establish a mutually convenient date to present the Tri-County WIB Health Care Consortia's Strategic Plan to the WIB. During the presentation of this strategic plan, the presenters will seek a commitment of dedicated resources and support that will be required to enable the Health Care Consortia to successfully implement the goals and objectives identified within the plan. The dedicated resources and support provided by the WIB will be a critical advantage as there is alignment to the Tri-County WIB's Strategic Plan contained directly within the Health Care Consortia's Strategic Plan.