



# WisCaregiver Careers

A professional workforce advancement program.



WISCONSIN DEPARTMENT  
*of* HEALTH SERVICES



UNIVERSITY *of* WISCONSIN  
GREEN BAY

# Background

## Direct Care Workforce Crisis

**1 in 4 direct caregiver positions are vacant**

**20,000 additional home care workers needed by 2024**

**>50% Wisconsin's annual caregiver turnover**



# Wisconsin's Multifaceted Approach



- Improve caregiver competencies
- Create a pathway for advancement
- Increase the number of direct care workers
- Improve sustainability of the workforce

## State of the Workforce Surveys (SoTW)

To see the  
complete report,  
click [here](#)



# Data at a Glance

## Wages

- \$13.53 overall average wage
- NCI-IDD average \$14.41

## Health Insurance

- 39.9% of agencies offer
- NCI-IDD average 59.9%

## Paid Time Off

- 62.3% provide some
- NCI-IDD average 73.7%

## Turnover Ratio

- 49.9%
- NCI-IDD average 43.3%

## Vacancy Rate

- 15.7% full-time and 16.8% part-time
- NCI-IDD average 16.5% and 20.3%



# “What tools do you need to strengthen to build your DCW workforce?”

- 1 Standardized Training for DCWs
- 2 Recruitment tools/resources
- 3 Retention tools/resources
- 4 Support for DCW workforce such as transportation, childcare
- 5 More funding to offer higher wages/benefits

# Certified Direct Care Professional (CDCP)

- DHS partnership with UW Green Bay
- Stakeholder input
  - June: listening sessions (26 stakeholder representatives and 60 workers)
  - Survey to direct care workers, providers, and stakeholders (500 responses)
- Curriculum and competency
- Proctored competency test and certificate
- Public registry
- Tracking system: Training-Testing-Employment-Retention

# Competencies

- Care settings
- Communication
- Professionalism, responsibility, and ethics
- Person-directed practice
- Evaluation and observation
- Crisis prevention and intervention
- Safety
- Integrity and respect
- Empowerment, advocacy, and self-determination
- Health and wellness
- Community living skills and supports
- Community inclusion, networking, and relationships
- Cultural competency, respect, justice, fairness, and equity
- Education, training, and self-development





# Video: Introducing WisCaregiver CDCP





# Direct Care Professional Certification - Curriculum

- Online self-paced – FREE
- Modules
- Estimated 30 total hours
- 14 [competencies](#)



# Caregiver Recruitment - Incentives

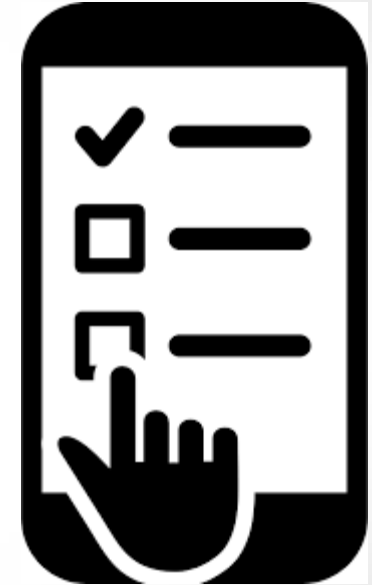
- Free Training – 1<sup>st</sup> year goal of 10,000 Certified Direct Care Professionals
- Bonuses - sign-on and stay-on bonus (\$250) and retention bonus (\$250)



# Poll Question

Have you sent any of your current staff through the **FREE** CDCP training?

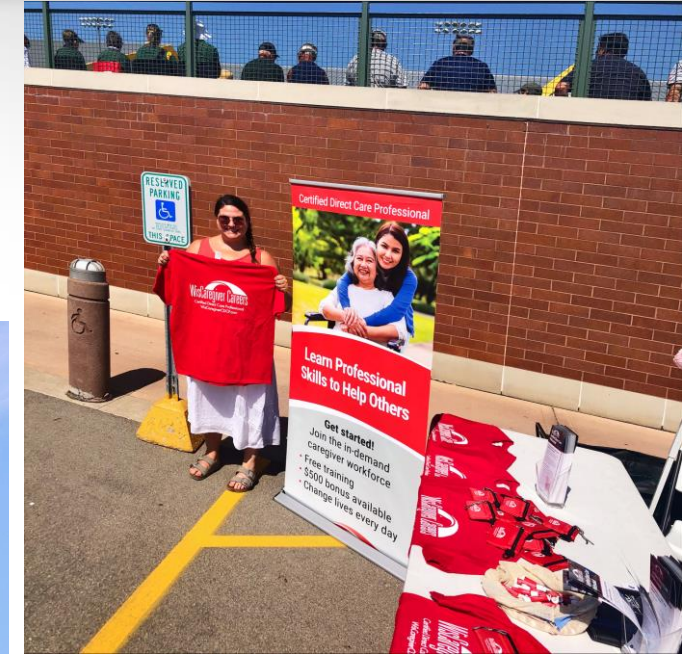
- Yes
- No
- Thinking about it
- Wasn't aware of the program until today



# Caregiver Recruitment – Marketing Campaign

- Branding WisCaregiver Careers

- Dedicated website
- Social Media
- Videos
- Print ads
- Radio
- Listserv
- And more .....



- Green Bay Packer Partnership

# Video: Rewards of a career in health care







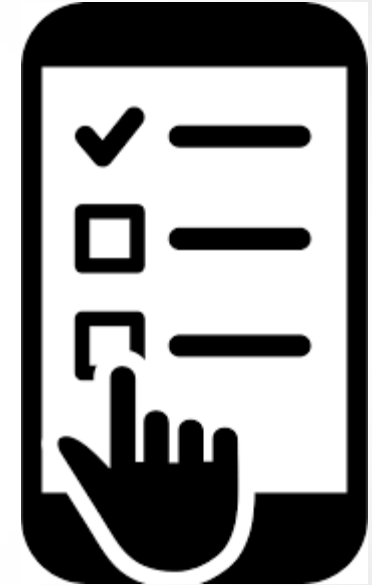
# WisCaregiver Connections - Workforce IT Platform

- One stop workforce portal
  - Job postings
  - Auto-match employers with job seekers
  - Candidate profiles
  - Credentialing details
  - Training opportunities
  - Employer and other key stakeholder resources
  - Educator and student resources
  - Resource library, and more.

# Poll Question

Have you signed up for the **FREE** WisCaregiver Connections powered by Handshake?

- Yes
- No
- Thinking about it
- Wasn't aware of the program until today



# Ladders and Lattices

- Wisconsin Division of Quality Assurance (DQA) – Crosswalks to Assisted Living, Personal Care.
- Working with a few approved CNA programs to incorporate CDCP into their approved program creating a ladder.



# Collaboration with DPI and DWD

- [Wisconsin HOSA](#)
- [Regional Career Pathways](#)
- [Youth Apprenticeship](#)



# Badging and Micro-Credentialing

- Micro-credential = mini-certification
  - Digital, short, and relatively low-cost
  - Demonstrate proficiency in a particular skill
- Digital badges = visual representation of a micro-credential
  - Share on social media, add to email signatures, display on resumes, and add to digital badge wallets

# Innovation Grants Process

- \$30,000,000 available
- Two grant windows

	<b>Minimum</b>	<b>Maximum</b>
Round 1	\$25,000	\$2,000,000
Round 2	\$25,000	\$1,000,000

# Round 2 Summary

February 21 March 21, 2023

455  
applications

\$82,000,000+ requested

89  
grant awards

\$12,300,000  
awarded

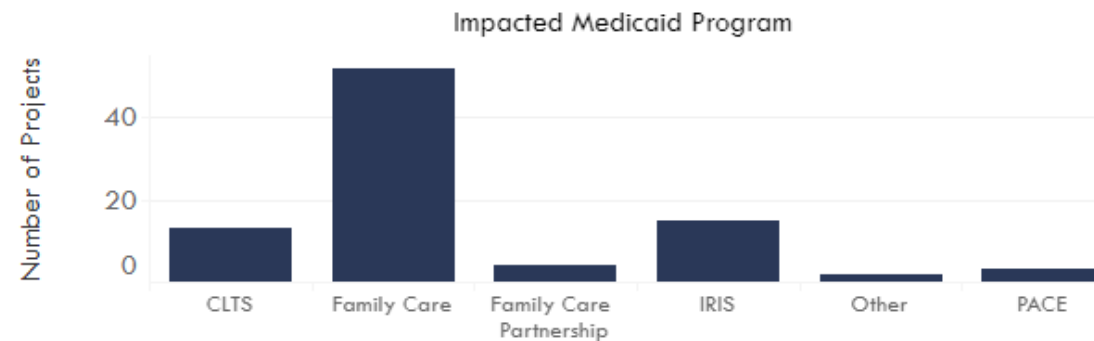
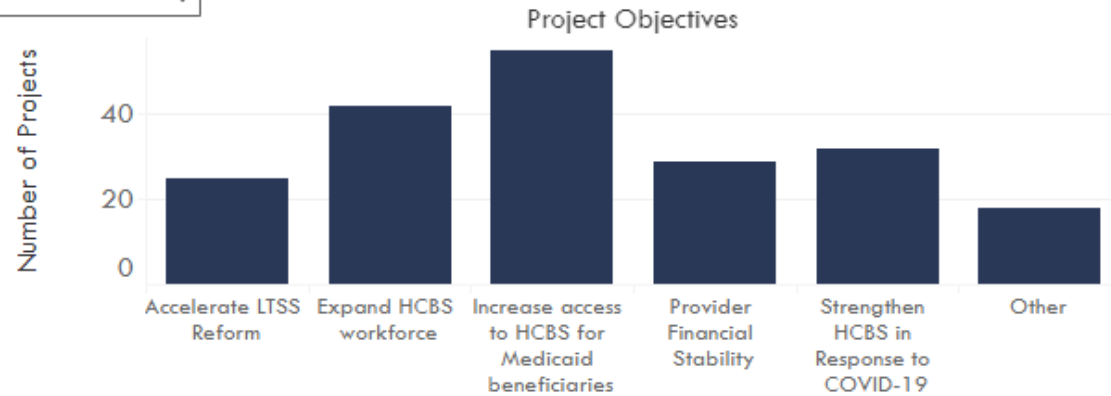
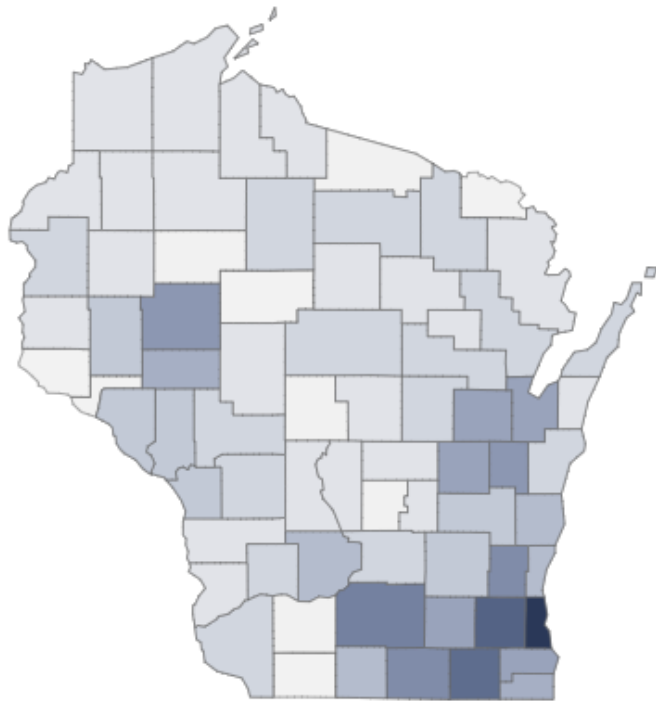
# Dashboard

## ARPA HCBS Grant Awards

Project Reach: (All) County: (All) Round: Round 2

Total Grants  
89

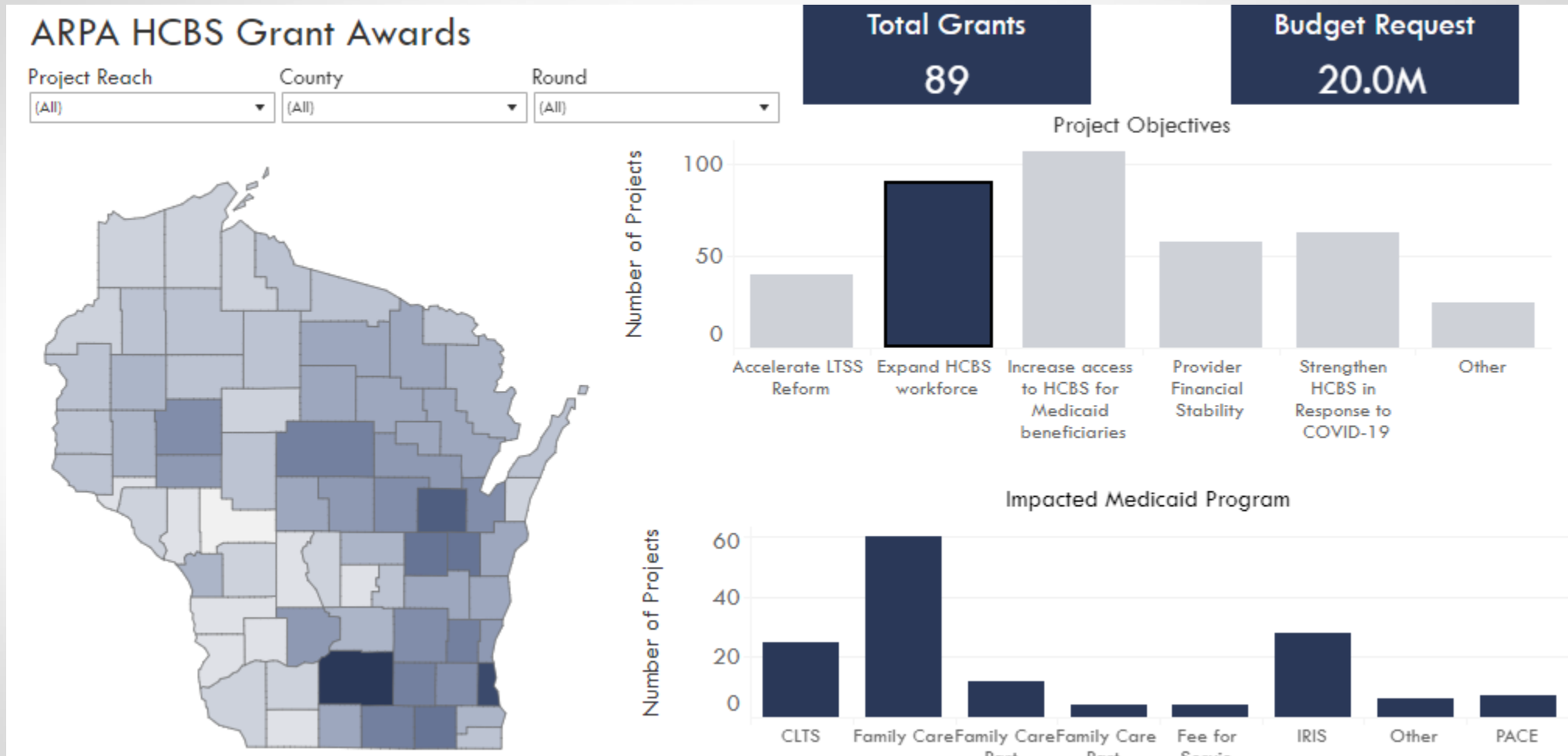
Budget Request  
12.3M



<https://www.dhs.wisconsin.gov/arpa/hcbs-grantsopportunities.htm>



# ARPA HCBS Innovation Grants - Workforce



Capri Communities "4 for 5"

<https://vimeo.com/839762464/5d81e989bc>

# HCBS Grants Success Stories



<https://www.dhs.wisconsin.gov/arpa/hcbs-grant-success.htm>

Wisconsin Department of Health Services

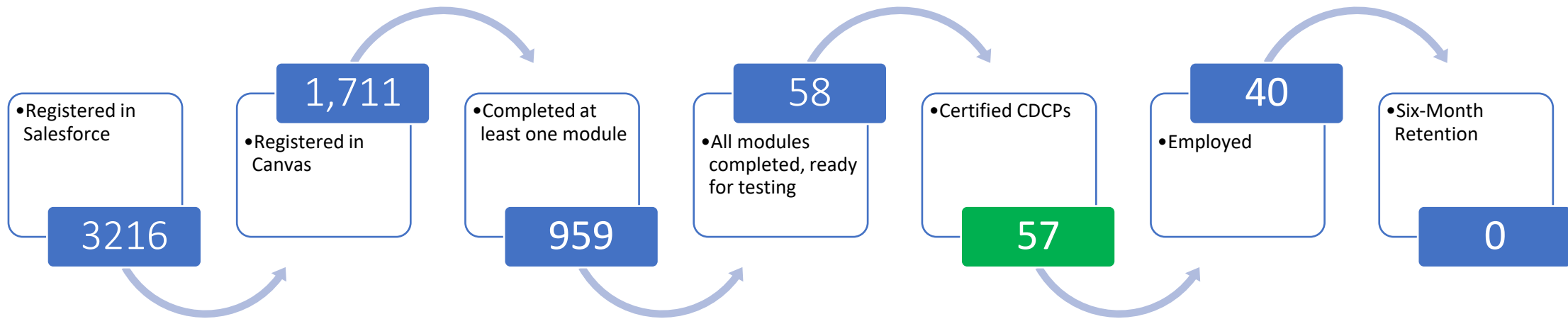
# Workforce Sustainability

- With the help of MFP & ARPA we front loaded all our development and implementation costs
- We'll be data rich and will be able to tell our story.
- Bi-annual budget requests
- CMS waiver renewal



# Certified Direct Care Professional (CDCP)

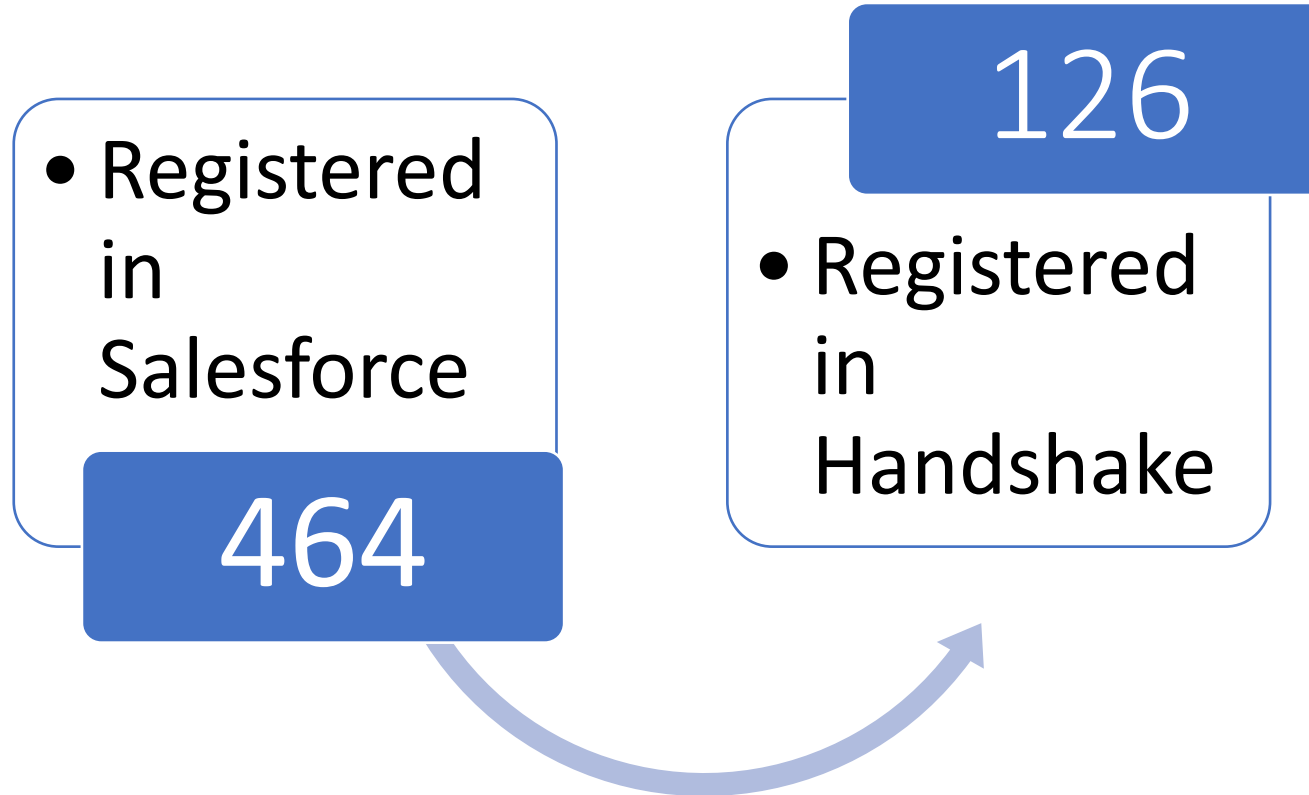
- Student Pipeline



Results as of 9/28/23

# Certified Direct Care Professional (CDCP)

- Employer Pipeline



Results as of 9/28/23

## What the students are saying

*“I found it all amazing. All the information was crucial and pertinent in helping me to be the best CDCP, to those I take care of. This Program was put together very nicely. So much information. It was great.”—Dawn, CDCP*

*“There was a lot of great information that helped remind me of old things I have been trained on as well as new things that I was not really up to date on. I think the course in all was great.”—Brandi, CDCP*

## What the students are saying

*“All of the information was very helpful. I think that crisis prevention and intervention is what will help me the most.”—Corrie, CDCP*

*“Thank you for offering this program and I would recommend everyone taking regardless of their level of experience or training because it is very informative.”—Laresa, CDCP*

*“The course was most impactful and several new things were taught, especially of how to show more concern to the individual we are caring for. I am now more prepared to be a real caregiver with empathy!”—Sylvester, CDCP*

# National Recognition

- [PHI - Will Wisconsin's Direct Care Program Change the Field?](#)
- [Badger State aims to recruit 10,000 home care workers with on-line training program](#)
- [Real Problems, Real Solutions to the Long-Term Care Crisis](#)
- [As Worker Shortages Loom, Some States Move to Train Paid Caregivers](#)
- [Free program offers streamlined path to direct care professional certification](#)





# Resources

- DHS Website: <https://www.dhs.wisconsin.gov/arpa/hcbs-directcareworkforce.htm>
- Student recruitment website: <https://www.wiscaregivercdcp.com/>
- Video: Rewards of a career in health care:  
<https://www.wiscaregivercdcp.com/rewards-of-a-career-in-healthcare/>
- Video: Introducing WisCaregiver CDCP  
<https://www.wiscaregivercdcp.com/introducing-wiscaregiver-cdcp/>
- Grants: <https://www.dhs.wisconsin.gov/arpa/hcbs-grantsopportunities.htm>
- Program fact sheet: [English](#)(PDF) | [Hmong](#)(PDF) | [Spanish](#)(PDF)



# Questions?

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## **Kevin Coughlin, DHS**

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