



The
Gateway-In Project[®]

LeadingAge[®]
California

Overview | *The Gateway-In Project*

LeadingAge California was awarded over \$25 million by the California Department of Health Care Access and Information (HCAI) to implement **The Gateway-In Project** which will add 2700 Certified Nurse Assistant (CNA) and Home Health Aide (HHA) to the workforce pipeline through training and job placement.



About | *The Gateway-In Project*

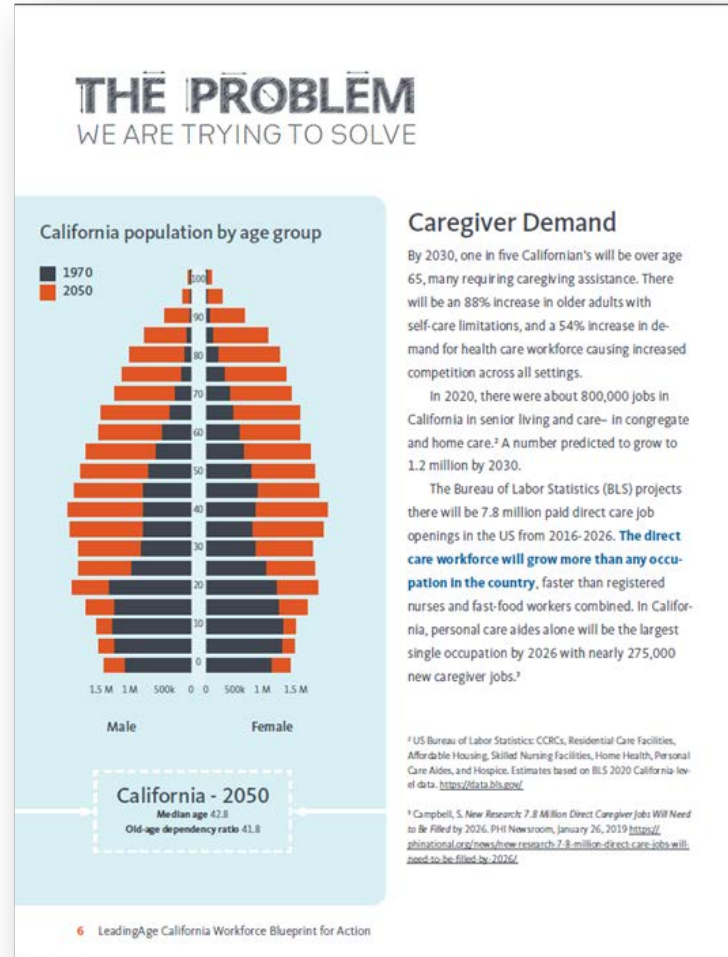
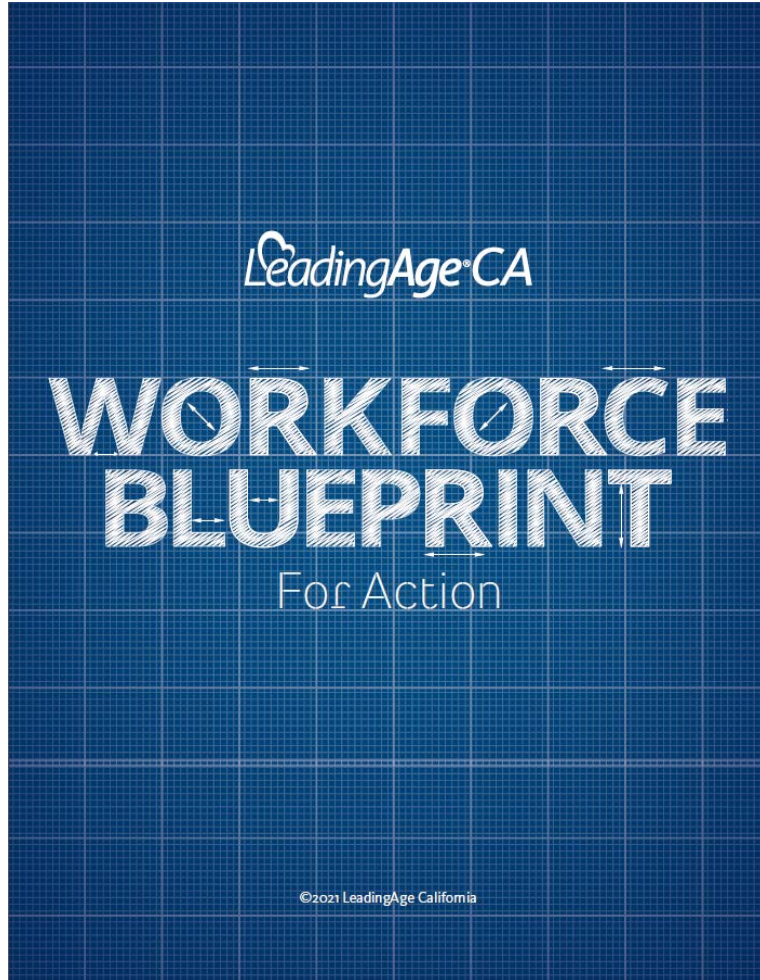


LeadingAge California represents the non-profit sector providing housing, care and services to older adults:

- Continuing Care Retirement Communities (CCRCs)/aka Life Plan Communities (LPCs)
- Residential Care Facilities for the Elderly (RCFEs)
- Skilled Nursing Facilities (SNFs)
- Program for All Inclusive Care for the Elderly (PACE)
- Home Health Agencies, Hospice Agencies (at home and facility-based)
- Adult Day Health Care, and other community-based settings

Its current Strategic Plan includes five relevant and interconnected initiatives: Grow the Workforce, Provide 21st Century Leadership and Education, Elevate Public Awareness, Foster Innovation, and Lead Public Policy.

Background | *The Gateway-In Project*



Retirees continue to grow – from 3.8 million in 2008 to 5.2 million in 2018, by 38%;
by contrast, the state's overall population grew by just 8%

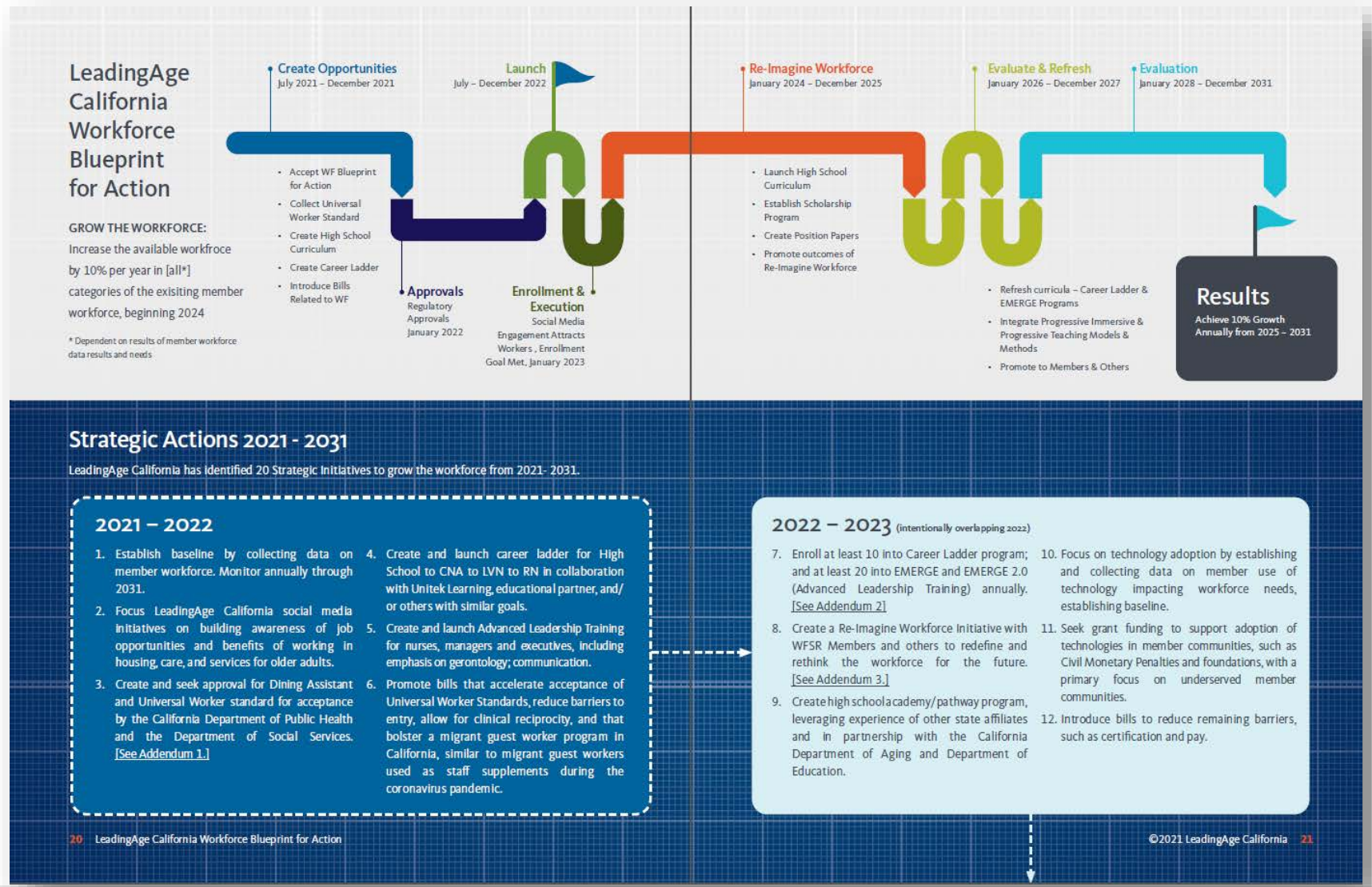
Background | The Gateway-In Project

6 KEY STRATEGIC INITIATIVES

- 1. STRATEGY**
Reimagine the workforce with an equity lens based on data and analytics
- 2. PUBLIC POLICY**
Introduce workforce bills that promote equity, reduce barriers to entry, allow for migrant guest workers, and promote competitive pay and loan forgiveness
- 3. EDUCATION**
Socialize senior living and care in early childhood education, create career paths for high school students and others to enter the field, including leadership academies and mentorship programs
- 4. TECHNOLOGY**
Accelerate adoption of technology to help solve staffing pressures using tech-enabled solutions
- 5. PUBLIC AWARENESS**
Improve perception of and differentiate the workforce; create collaborations with community-based programs, colleges, churches, and others
- 6. WORKFORCE DEVELOPMENT**
Create opportunities across all occupations, scholarships and loan forgiveness; with an initial focus on paid caregivers, nursing and leadership development

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One unifying goal – to grow the workforce — will result in 16,000 new workers over the 10-year period in our member settings.



Background | *The Gateway-In Project*



California has the largest number of older adults in the country, and it is projected an additional 275,000 direct care workers will be needed by 2026 to meet the growing population. CNAs and HHAs are a critical part of the aging services workforce.

Project Goal | *The Gateway-In Project*

The Gateway-In Project will actively **promote, recruit, train and provide wrap-around services and retention incentives** for **2,700 new CNAs and HHAs** across the state of California during a three-year period.



2,700 New CNAs & HHAs
in California



Three-Year Period

Project Goal | *The Gateway-In Project*

Community Outreach Coordinator

- Identify schools, organizations, resettlement agencies and create awareness about TGIP
- Create a Calendar of Events – add Career fairs, and events – confirm participation
- Work with Digital Media Specialist to create marketing collateral to pass out at events
- Gather list of potential students and input into AMS system
- Create general public awareness and recruit students

Manager

- Identify potential partners for training and job placements – secure partnerships
- Identify wraparound services resources – work with internal staff on LOA
- Cultivate relationships with provider members – understand workforce needs
- Work with students in program to ensure all needs are met
- Conduct quarterly and annual evaluations

Project Goal | *The Gateway-In Project*

Digital Media Specialist

- Develop digital media strategy
- Create/maintain webpage for TGIP
- Maintains and tracks social media posts and metrics
- Improve online presence to boost brand awareness using SM channels
- Collaborate with staff to create collateral materials
- Assist with marketing and outreach including media buys

Director

- Cultivate relationship with stakeholders
- Work with staff to develop, implement, maintain formal student recruitment plan
- Ensure sufficient training partners for training and job placement
- Develop and cultivate relationships with refugee resettlement programs, healthcare recruitment services and organizations
- Manage student wrap-around services, including coaching, ESL, and leadership training
- Complete requires state reporting

Project Goal | *The Gateway-In Project*



Build Network

- High Schools
- Community Colleges/Universities
- Cultural Organizations
- Refugee Resettlement Agencies
- Provider Agencies

Project Goal | *The Gateway-In Project*

Build up training sites to add to existing sites. Identify and partner with providers to become placement sites for graduating students

GOAL:

- 20 Training Sites
- 100+ Provider/Employer Sites



Partner with various training and employment sites

Project Goal | *The Gateway-In Project*

This approach will allow students to access:



Internship



CNA & HHA
training



Job
placement



career
advancement

Training & Certification | *The Gateway-In Project*

LeadingAge California will partner with training sites across the state to administer the training for both CNAs and HHAs.

For certification, The Gateway-In Project will provide:

- **160 hours of required training for CNAs**
- **120 hours of required training for HHAs**
- **40 hours of additional training to current CNAs to become HHAs**

(including required hours for those wishing dual-certification as a CNA and HHA.)

Wrap-around Services | *The Gateway-In Project*

Wrap-around services will be available for all Gateway-In Project participants and will help cover the costs of the following items:



Childcare



ESL Training



Transportation



Scrubs



Food



Textbooks

Program Graduates | *The Gateway-In Project*

Program graduates will receive assistance with state certification examination application completion and submission, along with coaching and mentorship services from The Gateway-In Project team to facilitate applications to employers.

Coaching and mentorship will be provided by experienced coaches as well as staff of participating organizations.



Retention | *The Gateway-In Project*

Retention bonus incentives will be provided to graduates who remain employed for **1, 6, and 12 months**, as well as those who complete additional pathways provided through the Project:

- Empathy training
- Disaster preparedness (climate) training
- Leadership/management training



How To Get Involved | *The Gateway-In Project*

Become a Training Site: Existing CNA/HHA training program, potential clinical site

Job Placement: Need CNA/HHA at your community – sign up to hire students upon graduation



Call to Action | *The Gateway-In Project*

- [Become a Training Partner](#)

Have existing training. Want to be considered for clinical site – partner with one of our training sites.

Want high school interns?

- [Become a Job placement Site](#)

Looking to hire CNAs and HHAs now or in the future.

- [Refer students to the program](#)

Know anyone who can benefit from this program? Have staff who can advance in their career and become a caregiver?