

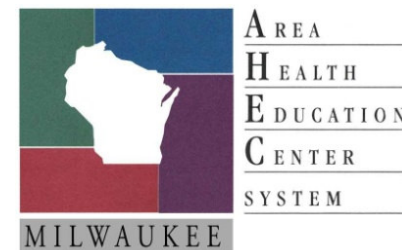


# Milwaukee Area Healthcare Alliance (MAHA)

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Milwaukee Area Workforce  
Funding Alliance  
August 11, 2009

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**empowering women**  
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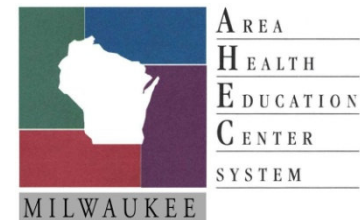


# History

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- Fall 2008: RFP from Bader Foundation
- YWCA: experience with placing low skilled job seekers
- Milwaukee AHEC: experience in diversifying the healthcare workforce in partnership with employers and education institutions
- January 2009: Grant awarded to Milwaukee AHEC and YWCA of Greater Milwaukee
- Milwaukee Area Healthcare Alliance: Milwaukee AHEC and YWCA form MAHA

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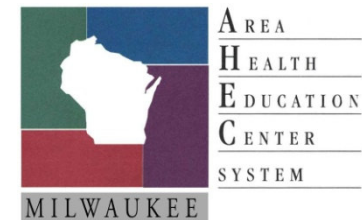
# Who We Are: YWCA

Lisa Boyd-Gonzalez, COO

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- Comprehensive Career Opportunity Center
- Services for Job Seekers: skills assessments, career planning, case management, adult basic education, case management, training
- Services for Employers: job postings, on-site recruitments, pre-employment testing, assessments, pre-screening

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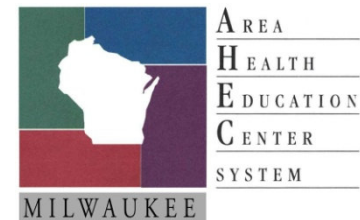
# Who We Are: Milwaukee AHEC

## Fanaye Turner, Executive Director

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- Three focus areas:  
*Connecting students to healthcare careers,  
Professionals to communities, and  
Communities to better health*
- Network of academic, healthcare, and community partnerships
- Goal: a diversified workforce that mirrors the communities we serve

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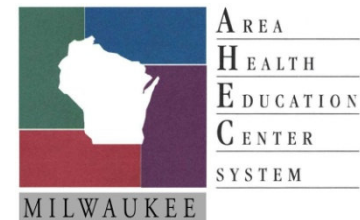


# Introducing the Intermediary

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## Milwaukee Area Healthcare Alliance (MAHA)

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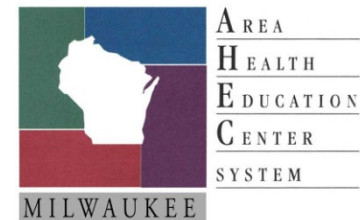


## MAHA Sector Approach

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- Focus on multiple employers
- Use a dual customer approach, serving both employers and workers
- Analyze healthcare specific workforce challenges and design solutions
- Promote system and policy change

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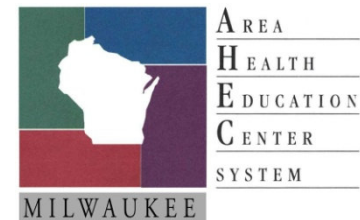
# Funding Opportunities--#1

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## Wisconsin Sector Strategies Initiative

*A regional collaboration with the  
Milwaukee Area Workforce  
Investment Board (MAWIB)*

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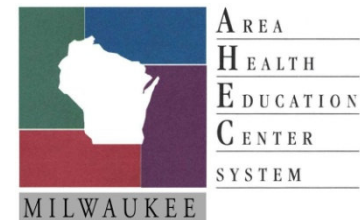


# Wisconsin Sector Strategies – Four Projects Funded

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- ADN to Bachelor's Degree Nurses
- *School at Work* for Entry Level Hospital Workers
- Certified Nursing Assistants (CNAs)
- Community Health Workers (CHWs)

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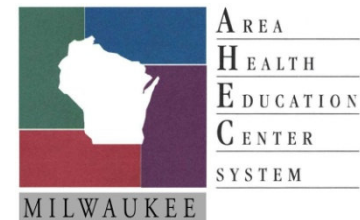


## Funding Opportunities--#2

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- United Way – In partnership with Stowell Associates, CNA Training
- Soft Skills, Training Stipends, Retention and Work Experience

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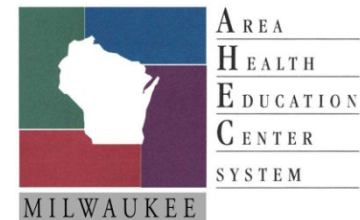


# Funding Opportunities--#3

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- JP Morgan Chase – planning grant to supplement HBF funding  
(Includes some funding for Fall Conference)

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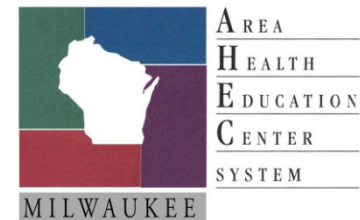


## Funding Opportunity--#4

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- Froedtert Hospital – Create an inventory of pipeline projects for health careers

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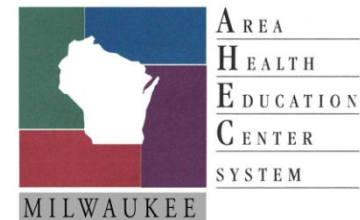


# Funding Opportunity--#5

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- Current—U.S. Department of Labor ARRA funds for healthcare workforce development
- Application will be submitted by MAWIB, due October 5
- \$2-\$5 Million
- Projects to be determined

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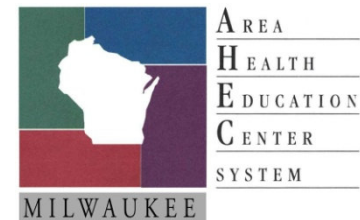


## Other MAHA Activities

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- Linking to what's happening statewide
- Assessing current and future employer needs for a skilled workforce and assessing worker's barriers to family sustaining jobs in the healthcare sector
- Assessing current education and training and identifying gaps both for employers and low skilled workers

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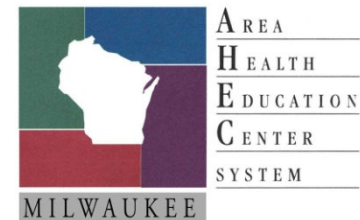


# Future Projects

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- Fall Symposium in the planning stages

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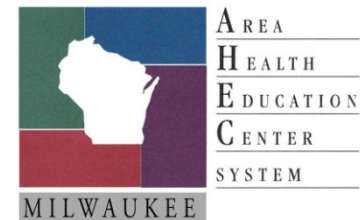


# Focus Areas to Explore

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- Transportation
  - Driver's license
  - Access to reliable cars
  - Public transportation
- Improving the Pipeline
- Nursing Clinical Placements
- Retention/Career Coaching

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# Needs for Future Expansion

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- Fund Development

  - Transportation solutions

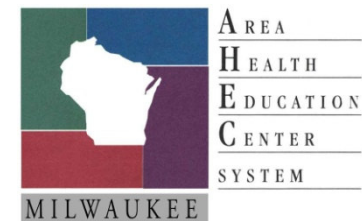
  - Improving and expanding the pipeline (k-12)

  - SE Wisconsin Health Alliance for nurse clinical placements

  - Address unique retention issues of entry level workers – career coaching/mentoring

- Staffing Needs to accomplish current and future goals

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## How to reach us:

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- Fanaye Turner: [fturner@milahec.org](mailto:fturner@milahec.org)  
414-344-0675
- Lisa Boyd-Gonzalez: [lisa.boyd-gonzalez@ywcamilw.org](mailto:lisa.boyd-gonzalez@ywcamilw.org)  
414-267-3121

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