Increasing Employee Engagement and Retention in Rural-Serving Agencies
Webinar Instructions

Audio Options
• Use your computer speakers, OR dial in using the phone number in your registration email.
• All participants are muted.

Questions and Answers (Q&A)
• You can submit questions for the panelists at any time during this presentation. On the Zoom module on the bottom of your screen, click the Q&A icon, type your question in the box and submit.

Chat Feature
• The Chat feature allows webinar attendees, the host, co-hosts and panelists to communicate for the duration of the webinar.
Poll administered by USAging to all Area Agencies on Aging in March 2022

29% response rate

Results are reliable to within +/- 6 percent

Acknowledgement
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A Workforce Crisis and Growing Need

94% of AAAs are seeing an increase in the number of older adults requesting help or services.

95% of AAAs report an increase in the complexity of older adult needs.
Staff Positions Vacant at AAAs

“The biggest issue we have is competing with the private sector, which can offer employees higher wages, incentives and bonuses. The funding we receive, including Medicaid reimbursement rates, has not changed or kept up with cost of living to enable us to remain competitive in the workforce.”

-AAA Director
## Top AAA Workforce Challenges

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<thead>
<tr>
<th>Challenge</th>
<th>Percent (n=178)</th>
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<tbody>
<tr>
<td>Staff feeling overwhelmed or burnt out due to workload</td>
<td>79%</td>
</tr>
<tr>
<td>Having strong applicant pools</td>
<td>78%</td>
</tr>
<tr>
<td>Offering or maintaining competitive wages</td>
<td>75%</td>
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<tr>
<td>Staffing shortages</td>
<td>74%</td>
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<tr>
<td>Recruiting staff with aging and/or disability expertise</td>
<td>74%</td>
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<tr>
<td>Maintaining appropriate staff workloads/caseloads</td>
<td>67%</td>
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Reminder: Take the 2022 National AAA Survey!

• Complete your survey by **November 18** for a chance to win a complimentary registration to one of two events: the USAging Aging Policy Briefing or the Annual Conference and Tradeshow!

• Have questions or need help finding your unique link? Contact AAAsurvey@MiamiOH.edu.
Presenters

- Lynn Kimball, Executive Director, Aging & Long Term Care of Eastern Washington
- Lisa Sheppard, CEO, Missoula Aging Services, MT
- Steve Williamson, President & CEO, Blair Senior Services, PA
Lynn Kimball
Aging & Long Term Care of Eastern Washington
Engagement Strategies

1222 N. Post St. | Spokane, WA 99201 | TEL 509-458-2509

WWW.ALTCEW.ORG | ADVOCACY. ACTION . ANSWERS.

SERVING: Northern Ferry, Pend Oreille, Spokane, Stevens & Whitman counties
Survey Engagement

• Gallup Q12 Survey – Find out where you are starting from.
• Summarize and share back with managers and staff.
• Make a plan.
• Re-check!
Staff Driven Committees

- Finding Levels of Wellness (FLOW)
- Sparks
- Diversity, Equity and Inclusion
- Engagement
The Finding Levels of Wellness (FLOW) Committee was thrilled to help organize options for staff to volunteer at 2nd Harvest in June. The FLOW Committee worked with 2nd Harvest to establish two blocks of time for staff to volunteer to help sort, pack, etc. food at the 2nd Harvest location in downtown Spokane.

One group worked with a large supply of pinto beans to create smaller 2-pound bags that could be distributed to individuals and families. The bag included a recipe for pinto bean soup. In two short hours, this group packed 2,700 lbs. of pinto beans!

The second group of volunteers sorted, packaged, and stacked over 4,200 lbs. of apples! The ALTCEW Avengers are not afraid to roll up their sleeves, shovel, pack, stack, or carry thousands of pounds of food to help some of the most vulnerable in our community.
October Chili Lunch

On October 11th, the Sparks Committee hosted a Chili Lunch at the Rock Pointe office! We had 42 staff turn out for this event. It was a great opportunity to meet staff and eat some amazing creations. People’s Choice winner for chili was Amanda Stevens with her White Chicken Chili and kudos to Philip Helean (and his wife!) for winning People’s Choice award for their corn bread.

A special thank you to Teresa Michielli for providing great decorations. See you there next year!

Thank you SPARKS Committee for coordinating this tasty event!
Agency Trunk or Treat

On October 31st, ALTCEW hosted a Trunk or Treat event at the Post St. office, our first in person Halloween event since 2019! Staff members decorated the trunks of their vehicles and tables in the Jim Snyder meeting room. There were a variety of treats, games, prizes, and a costume parade. Many staff members, family, and friends joined together to celebrate and trunk or treat!

Congratulations to our Trunk or Treat decoration winners:
The Ghosts—Amy Mercer, Alicia Hernandez, Leslie Whalen and Terresa Smith

"The weather held, the kids were adorable and it was a great afternoon. Thank you to all you assisted with planning and decorating, especially Sheri Rhiel who supplied so many decorations and ensured JS was spooky! Thank you Meagan Johnson and Jenna Hernandez for hosting games. And thanks to Marilyn Cunningham for collecting the left over candy to send to our troops." - Karl Stevens
Accomplishments to Date:

- ALTCEW Staff Needs Assessment
- Expanded our outreach materials to include more diverse and culturally relevant content
- Reviewed hiring policies and interview procedures, adding diversity focus and content
- Adjusted job posting language to be more inclusive and attract diversity
- Created a DE&I statement for our website and personnel manual
- Find and offer staff trainings requested in needs assessment
- Circulate events and opportunities hosted by diverse communities
- Outreach and engagement with diverse organizations
- Option to utilize pronouns in emails/business cards etc.

Happy PRIDE month!!
SNAPS!

- Designed by staff
- Peer to Peer recognition
- Drawings each month on zoom
- Low tech!
- Drawings short - but give time to connect
- Easy to evolve with staff needs

SNAPS
Sharing Notes of Appreciation & Positive Support

Thank you for taking the time to ensure we have a solid snow removal plan and filling gaps! Your efforts will make all the difference for clients this year. You rock!
Helpful Tips

• Small budgets go a long way
• Time together is time well spent
• Engagement drives culture and retention
• Be conscious of power dynamics
• Planning takes time and our jobs are always busy. Be ready to support extra time for committee members.
Contact Information

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Lisa Sheppard
Missoula Aging Services, MT
Overview of Blair Senior Services, Inc.

- Private non-profit
- Highly supportive Board of Directors
- Operates in Central Pennsylvania
- Our labor market was changing prior to the COVID-19 pandemic
- The pandemic made it exponentially worse
The Challenges

- Based on occupation wage data published by the Pennsylvania Department of Labor, Bureau of Labor Statistics, we know how we are positioned in the local labor market.
- Depending on the position, we either lag or meet local labor market wages.
- Based on how we are funded, we cannot “win” the wages game.
- We have to find other ways to recruit and retain staff.
Some Things We’re Trying

- Predictive Index – behavioral assessment & job matching
- Modified work week – 34 hours: 4 – 8.5 hour days or 5 shorter days based on what works best for the individual
- Hybrid work – anything from all office to all home, based on what is needed for the job and what works for the individual
- Flexibility with work schedule within a set of boundaries
- Basic recognition activities – gift cards, lunch, apparel, etc.
Conclusion

- The situation is not going away in the immediate future
- No magic answers
- Willing to try things within the confines of our situation
- It’s an ongoing and changing process
Discussion
Resources

- **Report**: Caregiver Needed: How the Nation’s Workforce Shortages Make it Harder to Age Well at Home

- Poll results **slide deck**

- USAging **press release**

- **Webinars**
  - Impact of Workforce Shortages on AAAs and Older Adults: Results from a USAging Poll
  - Stopgap Measures To Address Caregiver Shortages
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