

# Free Nurse Aide Training and Testing

## Key Facts and Figures



2018—Program started in March 2018



4,745—Students registered



1,154—Students enrolled in training

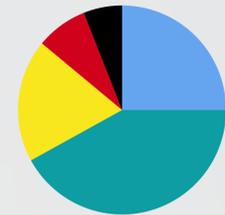


140—Graduates employed

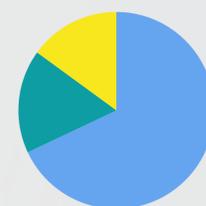
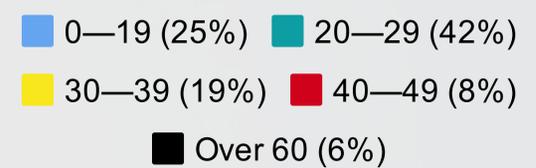


28.3—Average age of participants

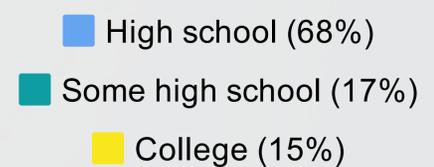
## More About the Participants



Age

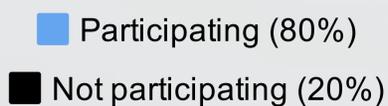
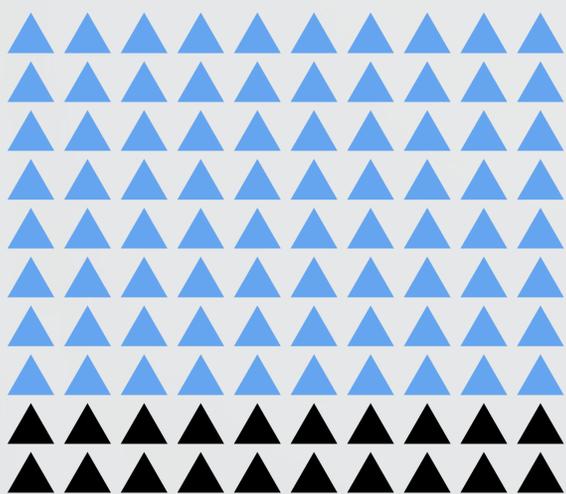


Education

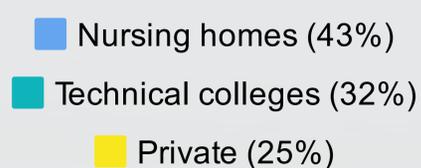


## Participation in More Detail

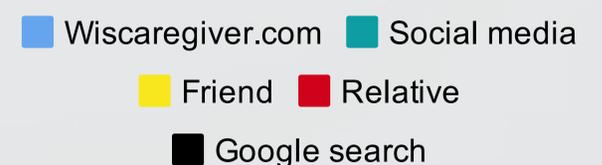
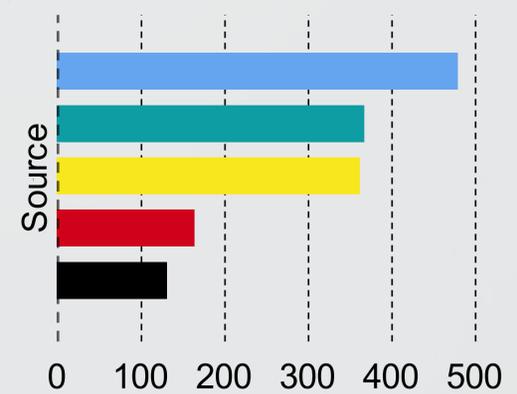
### Wisconsin Nursing Home Program Involvement



Training Programs Types

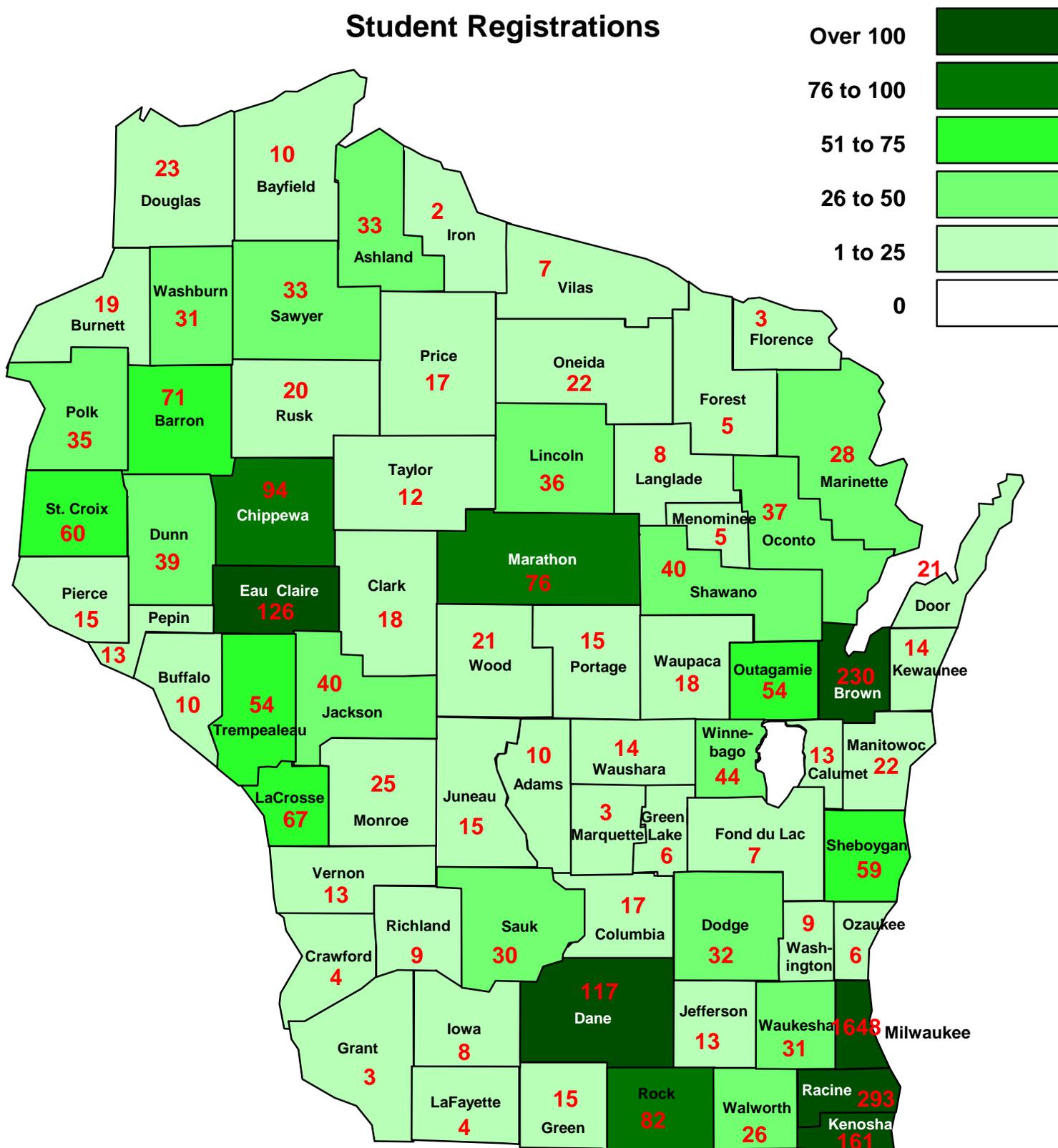


### How Participants Learned About WisCaregiver Careers



For more information about the WisCaregiver Careers program, visit [wiscaregiver.com](http://wiscaregiver.com).

### Student Registrations





## WisCaregiver Careers Quarterly Summary—Q3 2018

### WisCaregiver Careers Budget

Budget Area	Original Budget \$	Spent to date: Sept. 30, 2018	Remaining Budget	Comments
Marketing	\$250,000	\$147,670	\$102,330	
UW Oshkosh Tracking	\$100,000	\$30,130	\$69,870	
Nursing Home Training	\$405,000	\$79,448	\$325,552	
Technical Colleges Training	\$1,260,000	\$141,475	\$1,118,525	
Testing	\$283,500	\$40,335	\$243,165	
Administration	\$20,000	\$14,858	\$5,142	State .5 LTE position is included
<b>Total</b>	<b>\$2,318,500</b>	<b>\$453,916</b>	<b>\$1,864,584</b>	Used 19.6% of budget

### Participants to date

- 13** Technical colleges with approved nurse aide training programs
- 17** Nursing homes with approved nurse aide training programs
- 9** Private nurse aide training programs
- 302** Nursing homes that agree to pay \$500 retention bonus
- 4,285** Students registered in WisCaregiver Careers
- 988** Students registered for training
- 413** Students completed training
- 69** Students who dropped from training or failed
- 294** Students who tested
- 223** Students successfully passed on 1<sup>st</sup> attempt/on nurse aide registry
- 16** Students successfully passed on 2<sup>nd</sup> attempt/on nurse aide registry
- 104** WisCaregivers employed

### **Changes from 2<sup>nd</sup> quarter:**

- Nursing home training invoices more than doubled and technical colleges increased significantly. No invoices from private training programs for Q3.
- After 7 months WisCaregivers has expensed 20% of the total budget.
- Administrative budget is down to \$5,142 which does not include the honorariums from Workforce Solutions honorariums.
- Student registration up 60%
- Enrollment into training up 59%
- WisCaregivers employed up 845%
- We added 9 new private nurse aide programs during this quarter and lost one technical college (Madison College) and added one new employer.
- 76% of students passed on 1<sup>st</sup> attempt, 67% passed on 2<sup>nd</sup> attempt and 19% tested but did not pass.

### **DHS Internal Operations**

**2,128** Mailbox responses

**1,907** Number of criminal background checks processed

**73** Number of checks that showed applicant on registry disqualifying the person

### **Changes from 2<sup>nd</sup> quarter:**

- 103% increase in mailbox correspondence from 2<sup>nd</sup> quarter
- 24% decrease in CBCs from 2<sup>nd</sup> quarter.

## Marketing

### DHS Webpages and Social Media

DHS Webpages	DHS YouTube	DHS Facebook	DHS Twitter
		9,600 views	4,807 views
Student page <ul style="list-style-type: none"><li>• 18,177 page views</li><li>• 12,483 unique page views</li></ul>	“Start Your Career” <ul style="list-style-type: none"><li>• 476 views</li><li>• 276 watch minutes</li></ul>		
Overview page <ul style="list-style-type: none"><li>• 8,228 page views</li><li>• 5,793 unique page views</li></ul>	“How To” <ul style="list-style-type: none"><li>• 354 views</li><li>• 574 watch minutes</li></ul>		

The student page ranked as the 21st most visited page on the DHS site during this same time period, and it accounted for 0.51 percent of all DHS web traffic.

The overview page ranked as the 65th most visited page on the DHS site during this same time period, and it accounted for 0.23 percent of all DHS web traffic.

#### Changes from 2<sup>nd</sup> quarter:

##### DHS Webpages:

- Student page – 9% decrease in page views and a 8 % decrease in unique page views
- Student page decreased slightly in most visited DHS site from 19<sup>th</sup> to 21<sup>st</sup>.
- Overview page - 13% decrease in page views and a 12% decrease on unique page views
- Overview page decreased slightly in most visited DHS site from 51<sup>st</sup> to 65<sup>th</sup>.

##### DHS Facebook and Twitter

- Facebook – 98% decrease in views
- Twitter – 95% decrease in views

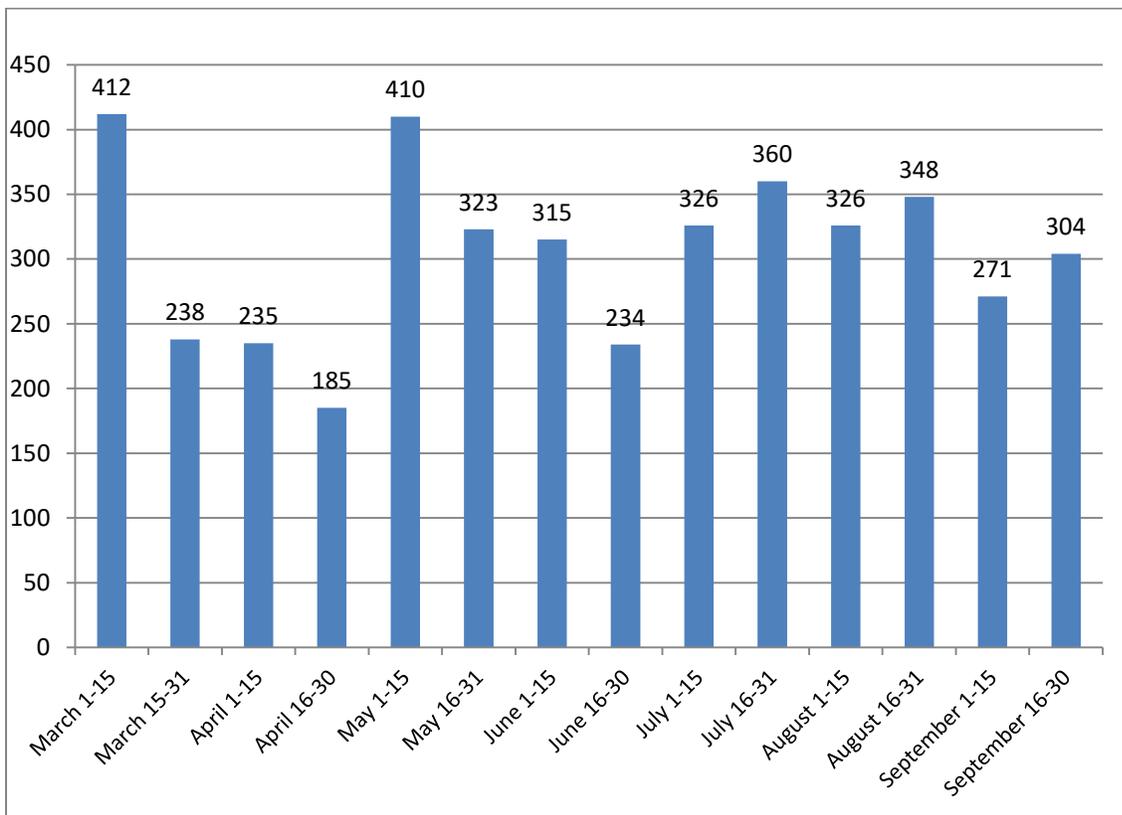
DHS decreased WisCaregiver postings on Facebook and Twitter due to backlog created by high registration and limited training capacity. Because DHS did not posting as often, DHS is no longer boosting posts and WBA is not having them shared with all TV and radio stations.

### Marketing Campaign

#### Radio and Television

There was no paid Media during the 3<sup>rd</sup> quarter due to the backlog of registrants that were not able to get into training.

### Congratulatory Emails from DHS Secretary



**Changes from 2<sup>nd</sup> quarter:**

- Bimonthly registrations averaged 322 in the 3<sup>rd</sup> quarter compared to 283 in the second quarter representing a 14% increase.

**Program Participant Data, July 1- September 30, 2018**  
**(UW CCDET Tracking System)**

See UW CCDET Handouts

**Changes from 2<sup>nd</sup> quarter:**

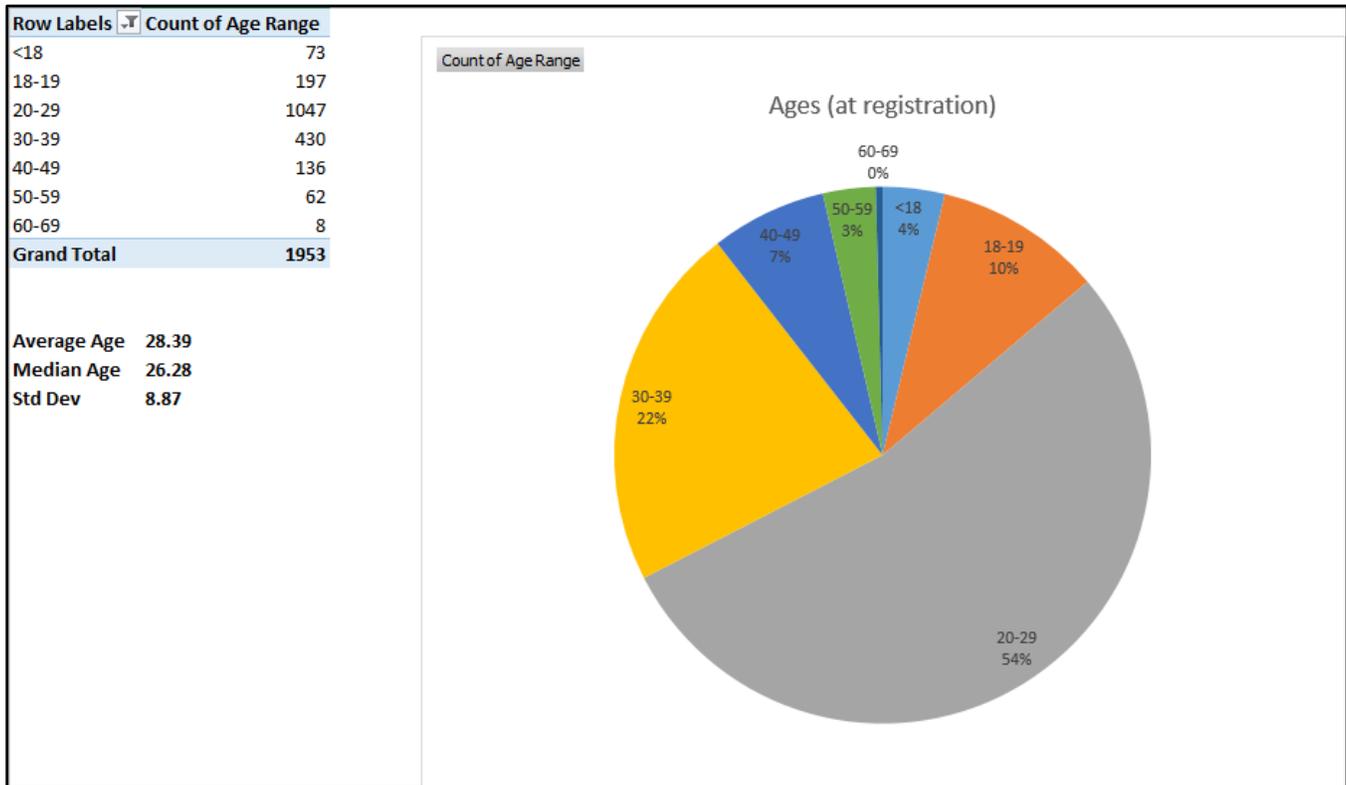
- Age stayed relatively the same with the biggest swings representing an approximately 10% decrease in under 19 compared to an approximate 10% increase in 20-29 year olds.
- Race changed significantly with Q3 showing 29% applicants White, compared to 56% in Q2 and 65% applicants Black compared to 31% in Q2
- No significant difference from Q2 related to education.
- How they heard about WisCaregiver stayed relatively the same from Q2 with the biggest change Facebook & Twitter represented 25% compared to 16% in Q2
- Training enrollment decreased 45% from Q2 and shifted as follows:

Q2	Enroll	% Enroll	Q3	Enroll	% Enroll
Technical	392	63%		195	57%
Nursing Home	230	37%		54	16%
Private	0	0%		93	27%
Total	622			342	

- 745% increase in the number of WisCaregivers hired in Q3 compared to Q2
- The scatter Map shows increase density in many of the counties as more people register with the proportions staying relatively the same.

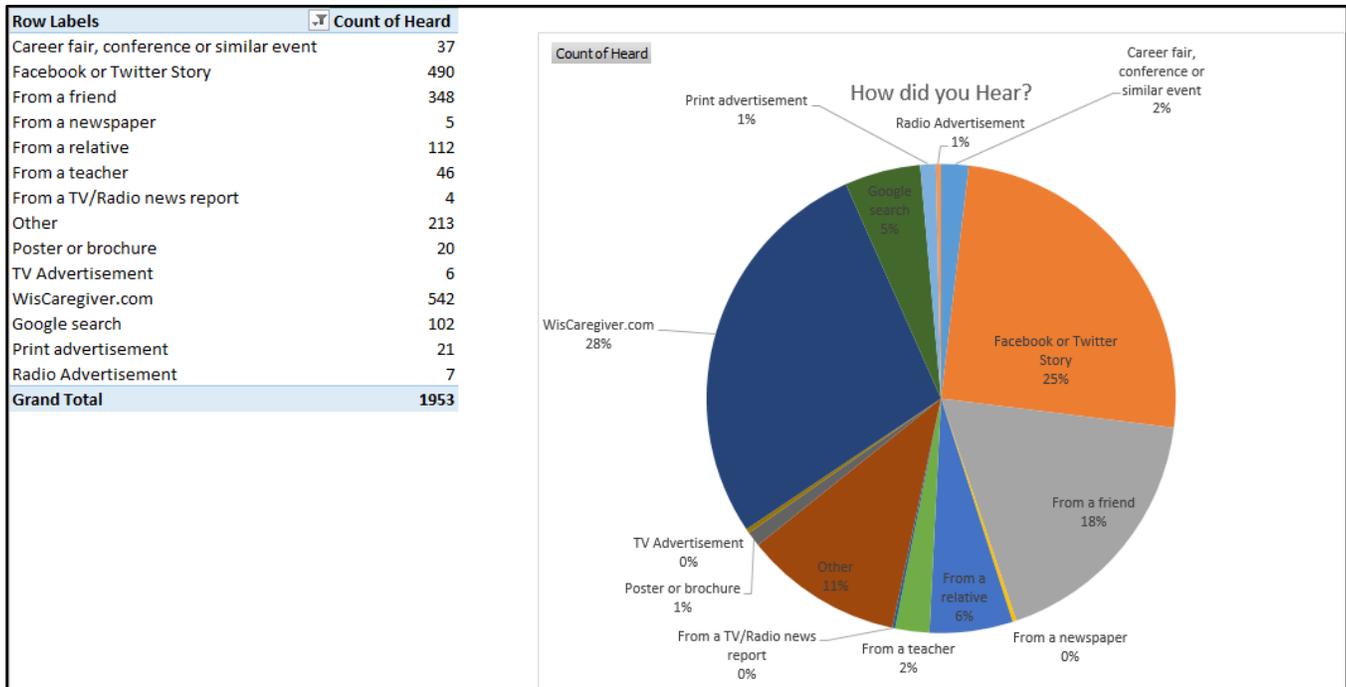
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AGE RANGE



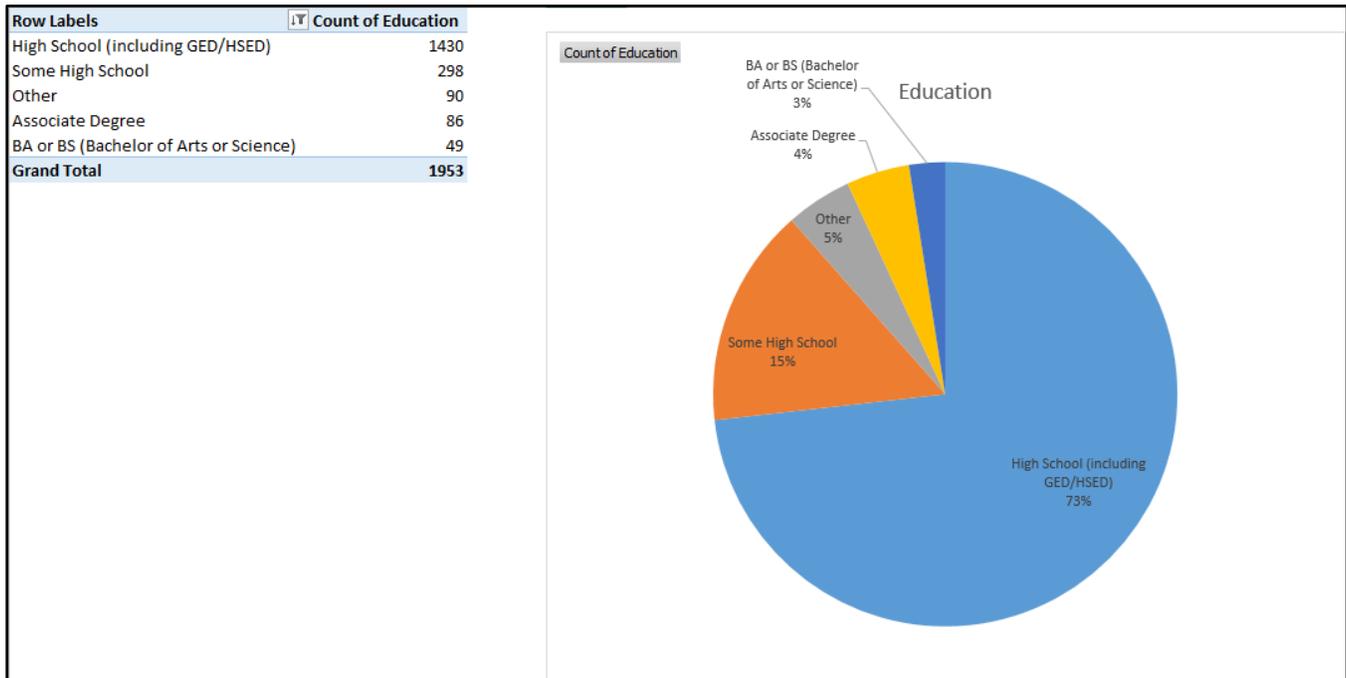
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HOW PARTICIPANTS HEARD OF THE PROGRAM



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EDUCATION LEVELS





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REGISTRATION BY TRAINING PROGRAM

Row Labels	Count of NH_Training_Facility
Dove Healthcare Osseo	4
Dove Healthcare West	20
Dove Healthcare Wissota	5
Grace Lutheran Foundation	1
Grandview Care Center-Blair	4
Greenway Manor	3
Ingelside	2
Pine View	1
Randolph Health Services	3
St. Croix County Health and Rehabilitation Center	8
Wisconsin Veterans Home	3
<b>Grand Total</b>	<b>54</b>

Row Labels	Count of TC_Training_Facility
Chippewa Valley Technical College	9
Fox Valley Technical College	14
Gateway Technical College	6
Lakeshore Technical College	11
Mid-State Technical College	1
Milwaukee Area Technical College	4
Nicolet Area Technical College	4
Northcentral Technical College	24
Northeast Wisconsin Technical College	66
Waukesha County Technical College	12
Western Technical College	2
Wisconsin Indianhead Technical College	42
<b>Grand Total</b>	<b>195</b>



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REGISTRATION BY TRAINING PROGRAM-CONTINUED

Row Labels	Count of PNH_Training_Facility
Amber House, Inc.	41
Quality CNA Training LLC - Monona	1
Quality Health Care Options	6
Paramount 360	41
Quality CNA Training LLC - Kaukauna	4
<b>Grand Total</b>	<b>93</b>

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STUDENT REGISTRATIONS BY RACE

