

INCREASING THE HEALTHCARE WORKFORCE PIPELINE



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LEARNING OBJECTIVES

- 01 List processes for starting a new program.**
- 02 Analyze labor market data to determine local and regional workforce needs.**
- 03 Measurable data sets to evaluate performance outcomes and success.**
- 04 Identify local partners for collaboration.**
- 05 Determine potential funding sources.**



KAHOOT!

<https://create.kahoot.it/auth/login>



PROCESSES

EXTERNAL NEEDS ASSESSMENT



**STUDENT
DEMAND**



WAITLIST

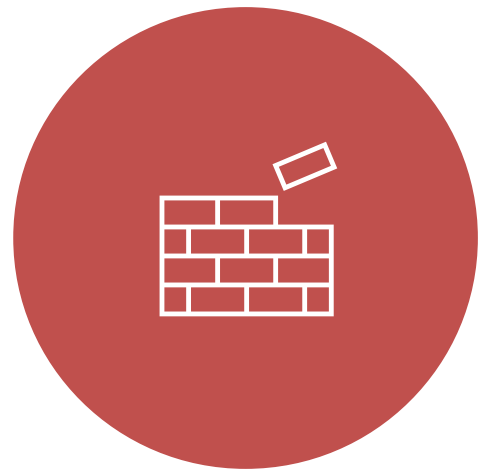


**LOCAL
HOSPITAL
REQUESTS**



**LABOR MARKET
INFORMATION**

INTERNAL RESOURCE ASSESSMENT



SPACE



FUNDING



EQUIPMENT



PERSONNEL

APPROVAL PROCESSES

COLLEGE CURRICULUM COMMITTEE



BOARD OF TRUSTEES CURRICULUM COMMITTEE



LOCAL BOARD OF TRUSTEES



NCCCS APPROVAL



SACSCOC – PROSPECTUS

CURRICULUM GROWTH

1. New Programs

- Practical Nursing
- EMS Associate Degree

2. Expansion: Nursing

- ADN evening/weekend cohort (2021)
- Adding an evening/weekend cohort (2025)
- Increased seats in the traditional day program



CURRICULUM GROWTH

- **3. Expanding enrollment in other healthcare programs**
 - Medical Assisting
 - Awarding credit for prior learning
 - Offering alternate lab times
 - Created CE to CU crosswalks
 - Nurse Aide, Health Care Management Technology, Medical Assisting, EMS
- **4. Partnerships**
 - NC Community Colleges collaboration for new HS degree.
 - High Schools-CCP Pathways
 - Health Care Facilities

WORKFORCE DEVELOPMENT/CE GROWTH

- **1. New WFD Training**
 - Central Sterile Processing
 - Medical Coding & Billing
- **2. Increased Industry
Recognized Certifications**



WORKFORCE DEVELOPMENT/CE GROWTH

3. Current Program Adjustments

- CNA
- Pharmacy Tech in-house
- Cardiovascular Technician/Monitor
- Medical Administrative Assistant in-house
- Paramedic cohort to twice year





WORKFORCE DEVELOPMENT/CE GROWTH

- **4. Modality**
 - **Accessibility**
 - **Targeted Marketing to Adult Learners**
- **5. Cost**
 - **Online**
 - **In-house**
 - **Increased Customer Service = Increased Student Success and Retention**



COLLABORATIONS & PARTNERSHIPS

- **Local hospitals**
 - Clinicals
 - Space/equipment for sonography/simulation
 - UNC has a radiography certificate for associate degree grads
 - Collaborating with Duke to add an inpatient setting for MA students
- **Other colleges**
 - New HS degree
 - Articulation agreements with universities

FUNDING

- **STARTUP**

- State grants, Private foundations, Individual gifts

- **SCHOLARSHIPS**

- STWD, SECU, Golden Leaf, Foundation

- **SUSTAINABILITY**

- Private Gifts, State/Federal Funds



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MEASURES OF SUCCESS



**NCLEX
RN and PN
pass rates**

**Completion
Rates**

**Enrollment
Growth
Analysis**

**Increase
in the
number of
available
programs**

**Number of
industry-
recognized
certifications
awarded**

**Average
annual
wage of
full-time
jobs**

**Percent
Employed
at Program
Completion**

WHAT'S NEXT?

Sonography? (CU)

Dental Hygiene?
(CU)

Invasive
Cardiovascular
Technology? (CU)

Polysomnography?
(CE)

911 Dispatch? (CE)

Increasing
ADN/PN enrollments

Simulation hospital

Acquiring new
building

BRAINSTORMING

- Dual enrollment pathways
- Creative space solutions
- Multidisciplinary simulation
- Marketing strategies



QUESTIONS?

