



WISCONSIN DEPARTMENT
of HEALTH SERVICES

Wisconsin WisCaregiver Careers



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Department of Health Services

WisCaregiver Career Program

- Wisconsin received \$2.3 million to encourage 3,000 Wisconsinites to become a Certified Nurse Aide (CNA) and work in a nursing home.
- Free training, free testing and a \$500 retention bonus.
- Workforce solutions – website, resources for recruitment and retention, webinars
- Budget
 - \$250,000 Marketing (11%)
 - \$100,000 Tracking System (4%)
 - \$20,000 Program Administration (1%)
 - \$1,665,000 Training 3,000 (72%)
 - \$283,500 Testing 3,000 (12%)

Timeline

DATE	EVENT
3/15/17	Award notification
7/1/17 to 1/31/18	Ramp up – contracts, media & marketing, support system, recruitment, tracking system, web & training
3/1/18	Soft launch
4/1/18	Media launch
3/12/18	First training enrollment
4/20/18	First training completed
4/10/18	First person employed
10/10/18	First person received bonus
7/31/19	Stopped website registrations
8/15/19	Stopped training enrollment
12/31/19	Stopped training sessions
12/30/20	Original end of project
6/30/21	Final end of project after COVID-19 extension

Free Nurse Aide Training and Testing

Key Facts and Figures



9,010—Total registered students



3,212—Total students enrolled in training



1,145—Graduates employed



25—Median age of participants



2018—Program started in March 2018

Participation in More Detail

Wisconsin Nursing Home Program Involvement



Enrollment By Training Program Type

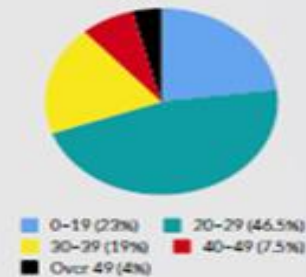


Training Programs Types

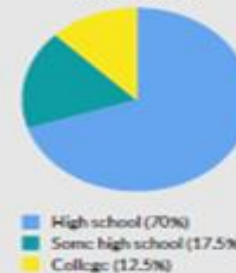


More About the Participants

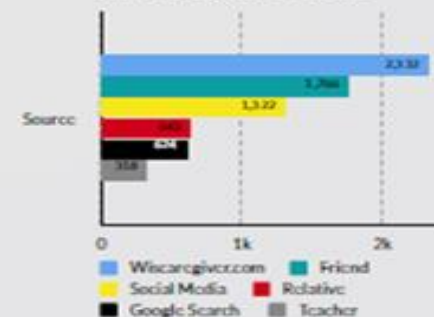
Age



Education



How Participants Learned About WisCaregiver Careers

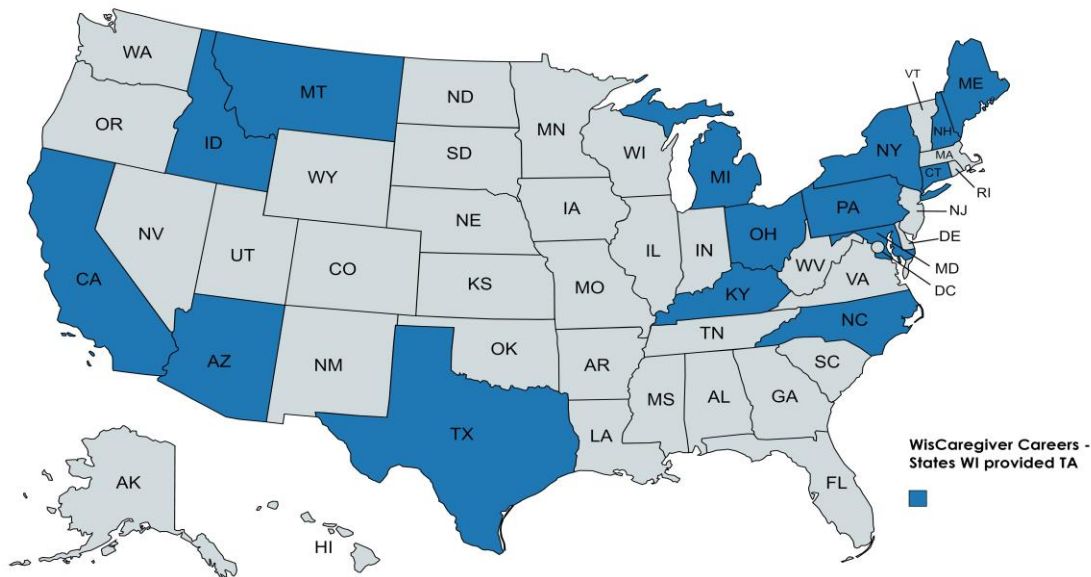


Lessons learned

- Plan and budget for the administration of the project. Significant support required.
- Don't underestimate the benefit of a good marketing plan and tracking system.
- Be prepared for significant interest – free training, free testing and a \$500 bonus resonates with a lot of people.
- Implement a mechanism to ensure nursing home data submissions.

Assisting Others

- Idaho, Kentucky, California, Texas, Montana, Ohio, New Hampshire, Maryland, North Carolina, New York, Michigan, Maine, Arizona, Pennsylvania, Connecticut
- Ontario, Canada



Contact and Resources

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- **Website:**

<https://www.dhs.wisconsin.gov/caregiver-career/index.htm>

- **Student webpage:**

www.wiscaregiver.com