

LETTER OF INVITATION TO EMPLOYER OF CH.

April 14, 2005

Dear

Over the last couple of months you and your staff have been very responsive to our request for information for the Direct Care Workforce Study. The Study is gathering important information that will increase our understanding of recruitment and retention of direct care workers and we greatly appreciate your time, effort and support.

As you may recall from our initial letter to your agency last Fall the Study is part of a larger grant from the federal government. In addition to funding the collection and analysis of worker- and agency-level factors that affect recruitment and retention of direct care workers, the grant funds will help to demonstrate and evaluate the impact of health insurance coverage and the Employer of Choice program. Therefore, as a participant in the Study, your agency is invited to participate in the Employer of Choice program. Grant funds of \$10,000 - \$20,000 are available for up to six agencies to implement the program in their organization. This offer is only available to the agencies participating in the Direct Care Workforce Study and your participation is voluntary. The Employer of Choice program is going to be implemented this Spring and Fall.

The Employer of Choice program was selected for demonstration and evaluation because of its objectives to help long term care and home care organizations to recruit and retain quality direct care staff and some preliminary successes reported by users outside of Maine. The attached flyer provides additional details about the project including the benefits to participation such as grant funds for your agency to have:

- the services of a consultant with experience in workforce development;
- customized programs to meet your agency and direct care staff retention needs;
- on-site facilitation of meetings and coordination of program implementation;
- direct care staff participate in meetings and activities.

Additionally, the evaluation activities that you are currently engaged in (the worker and supervisor surveys and the monthly or quarterly turnover data updates) will help to determine what impact the new programs may have on recruitment and retention. This is an opportunity for agencies to utilize grant funds, to identify and test programs for direct care staff, and to be directly involved in evaluating what works and what doesn't in the recruitment and retention of direct care workers.

Please contact me by April 26th to be considered for the grant-funded Employer of Choice program. Your letter, e-mail or phone call should indicate your interest in participating and your support of the process outlined in the attached flyer. Please contact me for more information at (voice) 780-5876 or (email) lmorris@usm.maine.edu.

Thank you,

Lisa Morris, PhD, Director, Direct Care Workforce Evaluation