
Notice of Grant Opportunity for Study Participants: *Employer of Choice Intervention*

*Given choices, do direct care workers seeking employment select your agency?
Do you know why your employees stay? What can you do as an agency to recognize and retain
your good employees, motivate your new employees to stay and provide quality care?
The Employer of Choice program will help you find answers to these questions.*

What is the Employer of Choice program?

The Direct Service Worker grant proposed the implementation of the Employer of Choice (EoC) program to demonstrate and evaluate the impact of worksite human resource programs on the recruitment and retention of direct care workers. The EoC model offers a framework for on-site staff programs developed for long term care and home health employers that is focused on the employment of the direct care, paraprofessional workforce (CNAs, PSS/PCAs, HHA and Homemakers).

Who can participate?

Home health care agencies currently participating in the Direct Care Workforce Study are eligible to sign up. Participation is voluntary. Funds are available for six agencies to participate in 2005-6.

What are the benefits of participating in this program?

- Grant funds to help pay for staff participation time, meeting costs, resource development and training services for your agency;
- No-cost-to-you consultation services for recruitment, retention and staff development program assessment and development;
- No-cost-to-you site-coordinator services to facilitate an employee/management team to develop and implement a workplan of customized programs to address priorities for staff recruitment and retention;
- No-cost-to-you technical assistance to compile the needs assessment information, identify priorities, develop and implement a workplan and identify community based resources;
- Recognition through grant associated press and grant partner groups (Maine PASA, PCA Provider Network, Home Care Alliance of Maine, Direct Care Worker Coalition);
- Documentation and reports of activities and outcomes;
- The opportunity to build an in-house program that supports your mission and your employees.

What will participating agencies have to do?

Utilize the grant funds for project activities as outlined in a Contract for Services to do the following:

- Support the formation and operation of an employee workgroup that includes representative direct care workers and supervisors/management to participate in an advisory team and to implement the Employer of Choice program activities in the agency;
- Support the scheduling and payment of team members to attend scheduled meetings and support all staff to engage in program activities;
- The chief administrator will participate in and/or review and respond to all proposals submitted by the team for possible implementation in a reasonable amount of time;
- Provide a meeting space and administrative materials for the team and the site coordinator/consultant and for approved program activities;
- Agree to be listed on the Maine PASA website as an agency participating in the program (www.maine-pasa.org);
- Continue participation in the Direct Care Workforce Study by submitting payroll records and completing the follow up survey of workers and administrators at the end of the grant; and
- Engage in and learn from the demonstration program and study outcomes, and incorporate successful programs from the Employer of Choice framework into policies and practices.

What are the goals of the project study?

It is essential for home health care agencies to determine why direct care and aide employees are difficult to recruit and retain. By understanding this, agencies can work to create a workplace where quality direct care staff will choose to stay employed. This project will support and enhance your agency's recruitment and retention efforts by providing management information, management tools, and a thorough analysis of the dynamics of turnover among agency based direct care/service workers. The results will also be used to inform policy makers regarding the need to support this workforce and the agencies that employ them.

How do I sign up?

For more information and to notify the grant staff of your interest in participating in the Employer of Choice program, please contact Lisa Morris, PhD at (voice) 780-5876 or (email) lmorris@usm.maine.edu.

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