

# HEALTH CARE WORKFORCE COLLABORATIVE

## TALENT ATTRACTION INVESTMENT

### OVERALL STRATEGY

Arizona is projected to have the largest shortage of nurses in the country by 2025, with a total anticipated shortage of 28,100 RNs.\* At the same time, states like Ohio are projected to have a significant surplus in talent. Therefore, the Greater Phoenix Chamber (Foundation) formed the employer-led Health Care Workforce Collaborative (HCWC), comprised of Human Resource representatives from hospitals throughout Maricopa County. The collaborative has developed a two-prong approach to address the growing shortage of specialty nurses: upskilling existing workers into specialty positions, and developing a comprehensive talent attraction strategy to draw new talent to the region. The investment option below outlines the talent attraction campaign, a multi-layered effort that can be rolled out in various phases.

### THREE YEAR FUNDING PROPOSAL

A three-year, scaled investment model has been developed in order to ensure long-term sustainability of the talent attraction strategy. The minimum expenses for the talent attraction strategy are outlined below. Increased investments will allow the Foundation to enhance efforts and reach broader audiences.

#### YEAR ONE:

Focus: Website Development and Content Generation

Website and Collateral Development	\$ 50,000
Virtual Career Fair	25,000
Joint Conference Recruitment	0
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	\$75,000

#### YEARS TWO AND THREE:

Focus: Joint Recruitment

Website Maintenance and Content Updates	\$ 10,000
Virtual Career Fair	25,000
Joint Conference Recruitment	60,000
	<hr/>
	\$95,000

Necessary Annual Shared Collaborative Investment \$75,000 - 100,000

**Annual Individual Hospital Investment \$10,000 - 20,000**

**With each hospital partner investing at least \$10-20K annually, the Health Care Workforce Collaborative will have the necessary funds to launch a talent attraction campaign.**  
**Are you IN?**

\*"The Future of the Nursing Workforce: National and State-Level Projections, 2012-2025." U.S. Health Resources and Services Administration, 2014.

Thank you for your support! To confirm your commitment, please contact  
Jennifer Mellor at [jmellor@phoenixchamber.com](mailto:jmellor@phoenixchamber.com) or 602-495-6491.

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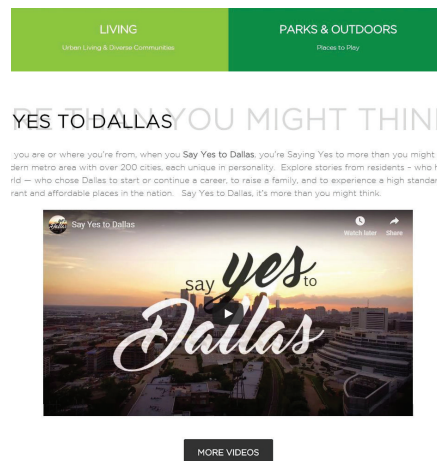
## TALENT ATTRACTION INVESTMENT

### WEBSITE AND CAMPAIGN DIRECTION

The HCWC will develop a number of resources promoting the health care ecosystem. The Foundation will convene two focus groups of nurses that recently relocated to Maricopa County to learn what attracted them to the market, in an effort to determine messaging to recruit similar talent. From these focus groups, the Foundation will create collateral to promote Maricopa County as a great place to live, work and play; highlight the overall health care ecosystem and some of our greatest assets; provide insight into various specialty positions; and provide access to open job opportunities. All of these resources will be available to employers to utilize in their recruitment efforts.

### COMPONENTS INCLUDE:

1. Website: Reference point for candidates interested in health care careers in Maricopa County.
2. Videos: Short 30 second and 2 minute videos promoting Maricopa County as a great place for careers in specialty nursing. Videos will feature individuals who recently relocated from target markets and will be generic, featuring the Greater Phoenix health care ecosystem versus one specific hospital or organization.
3. Joint Collateral: Multiple printed pieces which can be utilized by recruiters to attract talent to the region. Collateral may include a facts and figures sheet, a brochure on the health care ecosystem of Maricopa County, and "Why Phoenix" collateral.



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This campaign will be closely modeled after the highly successful "Say Yes To Dallas" talent attraction initiative of the Dallas Regional Chamber, which aims to promote the region "as a great place to start or continue a career, to raise a family, and to experience a high quality of life in one of the most vibrant and affordable markets in the nation."

**Anticipated shared collaborative costs: \$50,000 initial investment | \$10,000 per year for updates**

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### VIRTUAL JOB FAIRS

In partnership with Career Connectors, the Foundation will offer professionally designed virtual career fairs to attract talent to the region. Utilizing the vFair virtual events platform, Career Connectors will be able to launch a collaborative, virtual career fairs aimed at target markets. These career fairs would provide individuals an opportunity to learn more about the health care environment in Maricopa County and engage with employers in real-time. Employers will also have the ability to interact with interested candidates and filter resumes in advance of the career fairs.

**Anticipated shared collaborative cost per career fair: \$25,000**

### JOINT CONFERENCES

Several employers attend various conferences throughout the year with the goal of independently recruiting talent to their hospitals and/or systems. Through collaboration, the Foundation will host a Maricopa County Health Care booth in which we sell candidates on the regional health care system and let the employers recruit the talent to their specific systems.

There are two options in which the conferences could be organized:

1. Foundation Health Care Collaborative Booth: A 10x10 booth which the Foundation would staff. The booth would promote all participating hospitals supporting this effort and encourage attendees to visit the various booths of participating employers (i.e. raffle for visiting all the hospital booths.) Participating employers would receive an "Arizona employer" sign for their booth.
2. Joint Maricopa County Health Care Booth: A much larger 50x50 booth in which all participating employers would have representation.

Potential Conferences: AORN Global Surgical Conference & Expo and NTI (slated for 2020 & 2021).

**Anticipated shared collaborative cost per conference (depending on setup): \$30,000 to \$150,000**

Preliminary Anticipated Shared Collaborative Costs Include:

- 10x10 Exhibit Space: \$5,000
- 50x50 Exhibit Space: \$95,000
- Exhibit Booth: \$5,000: \$20,000
- 2-3 Foundation staff to man booth (3 nights - including travel): \$12,500 - \$20,000
- Staff planning and preparation: \$7,500 - \$15,000



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### INVESTOR BENEFITS

Employers contributing financially to the talent attraction effort will receive the following benefits based on their investment.

	\$20,000	\$10,000
Scrolling Banner for Preferred Employers	Full Banner w/ Logo	Combined Banner w/ Listing
Company Recognition on Website	Logo	Logo
Social Media Recognition	Monthly	Bimonthly
Featured Placement for Job Postings	Top billing	X
Opportunity to Guest Blog re: Workforce/Health Care	X	
Potential Speaking Opportunities with Media and at Related Events	X	
Sponsored Video Highlighting Career Opportunities	X	
Employer Profile on Website	X	X
Participation in Virtual Career Fairs	X	X
Invited to Participate in Joint Recruitment Events	X	X

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## TALENT ATTRACTION INVESTMENT

### COMMITMENT FORM

Company \_\_\_\_\_

Name \_\_\_\_\_

Billing Address \_\_\_\_\_

City, State and Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Total Pledge Amount: \$\_\_\_\_\_/year for a minimum of 3 years.

Payment Options: ☐ Annual Installments of \$\_\_\_\_\_/year.

☐ Quarterly Installments of \$\_\_\_\_\_/quarter.

Payment Method: ☐ Credit Card (payments via check are preferred in order to avoid processing fees)

Account #: \_\_\_\_\_ Exp. Date \_\_\_\_\_ CSV \_\_\_\_\_

☐ Send me an invoice

☐ ACH Payment (please include ACH form)

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

### PLEASE MAKE CHECKS PAYABLE TO:

Greater Phoenix Chamber Foundation  
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Phoenix, AZ 85004  
Tax ID: 81-1367313  
Attn: Jennifer Mellor



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