



*Extended Care Career Ladder Initiative*

***The Voices of Experience:***  
**Issues and Answers for New ECCLI Project Coordinators**

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**Marketing ECCLI to Administrators  
&  
Recruitment of Workers for Classes and Workshops**



## **Marketing ECCLI to Administrators & Recruitment of Workers for Training Classes and Workshops\***

Marketing and Recruitment for class participation and initiative support in any ECCLI program are both necessary and worthwhile endeavors. As one can imagine, there are many obstacles to achieving the ideal level of participation desired in classroom trainings and workshops. However, when done effectively the results can be very rewarding - especially when class participants begin to share positive feedback with their colleagues. Once the buzz gets out about the training or workshop, you have to start “wait listing” future class participants! What started out as a class with low registration turns into the next hot topic in the lunchroom. So what do you do until the buzz gets out about your class offerings? We recommend the following:

### [How to create a “buzz” about your class offerings:](#)

- You must create a balance. You don’t want to give away too much information about your upcoming training e.g. (The training will take a total of 48 hours to complete) in your advertisement. This may turn away some aides who perceive their work schedule to be too hectic to handle the time commitment. You may want to mention this information during an information session instead. When advertising, you should tease all of the benefits for participating in the training e.g. monetary incentive, credits, or overall personal and professional development.
- Make sure that your courses are named appropriately for the workers that will be attending the training e.g. (ESOL, changed to Advanced Enrichment)
- Turn on the WIIFM Station. Aides want to know realistically and rather immediately “What’s In It For Me?” Set realistic timeframes and provide the necessary information. Aides are interested in knowing how much time will the training take? Are pay increases attached? Will they receive support from management, (e.g. schedule accommodations, reimbursement for travel expenses, recognition for completion of the training, etc.)?
- Let staff know that the whole organization supports the workers efforts. For example, Cape Cod Healthcare has the CARES program (compassion, accountability, respect, excellence, service), which supports ECCLI students by recognizing their success and hard work.

- Be clear about what you can and cannot promise. Make sure to communicate the outcome as clearly and concisely as possible. For example, when you say that the following workshop is a great gateway into the L.P.N. Program are you saying that you will sponsor not only the training you are providing, but the L.P.N. training as well? Or are you simply stating that once an aide receives the following training they would meet the eligibility requirements to participate in an L.P.N. program that suits their needs?
- As required by ECCLI, upon successful completion of career ladder training monetary incentives should be awarded to participants. Make sure to award these incentives in a timely manner.
- Some facilities also market class offerings by attaching flyers to payroll or by mailing them out to the Aides homes.

The complexity of the needs of the workplace can be overwhelming. Many workers have extenuating circumstances that get in the way of participating in trainings and workshops such as: travel, daycare, scheduling conflicts, language barriers, other part time work, emergencies, etc. A worker may start out with good intentions but “sometimes life just gets in the way.” In your recruiting efforts, think about what the organization can do to accommodate these barriers. The following are examples of strategies agencies have used to overcome some barriers to participation:

#### **Overcoming barriers to class participation:**

- One agency said they responded to their aides’ transportation conflicts by providing one of their transportation vans for an off-site training.
- One agency mentioned they were fortunate to find a computer instructor willing to bring laptops and other resources for the class directly to the facility.
- One agency mentioned they had two aides that wanted to participate in the same training. Each aide took turns rotating who would work a later shift to accommodate both of them participating in the training classes on different nights.
- One facility stated they look for instructors that are willing to present the same curriculum twice in one day on different shifts to accommodate everyone’s work schedule.
- Hire teachers that understand the workers, the organization and healthcare in general. A poor, or inappropriately placed, teacher can do damage to marketing efforts. They may need help learning this information to correctly “level the curriculum” and respect cultural differences.

Another common theme in regards to recruitment of participants was that buy-in needed to occur on all levels within the organization so that ECCLI is ingrained and a part of the organizations culture. Some ways to do this are as follows:

**How to achieve buy-in from all levels within the organization:**

- Mention an ECCLI announcement in every staff meeting. Staff meetings are a logical place to discuss ECCLI. You could share upcoming events, how past participants are doing, how much money has been saved overall due to the ECCLI program.
- If you work with multiple facilities, “face time” is extremely important. It’s unrealistic to go out to every facility on a weekly basis, but finding some time to make that connection will help to strengthen the partnering relationship and efforts to recruit and retain participants.
- Put up posters and advertisements about ECCLI. Posting information about ECCLI everywhere for aides to see will help them learn more about the ECCLI program. (*Commonwealth Corporation will make some templates and marketing materials available to you very soon*).
- Create a Newsletter. If your organization has a newsletter, it should include an ECCLI update. If not, perhaps a paragraph about a previous event with quotes from participants would suffice.
- Post quotes from past training participants around the building. What better way to attract new registrants than testimonial?
- Utilize past participants. Perhaps a past participant could speak at an information session and answer questions in regards to their own personal experience.

Marketing ECCLI to administrators and supervisors can be challenging. Here are some strategies recommended by the Project Coordinators:

- Contact the key players early and know your audience. Who are you selling to? What are you selling? As with any marketing effort don’t forget WIIFM!
- Work with the right staff, (supervisors, DONs, Coordinators, Schedulers) and include them in Advisory Group Meetings. Ask their opinions about scheduling class times, etc. Try and be open and flexible to all ideas, perspectives. This is not a linear process.
- Demonstrate “follow through” beyond the presentation of a certificate. Both workers and administrators will see their efforts being reinforced and supported. One program states to workers “The certificate is just part of our commitment to you.”

- Don't be afraid to delegate. The more people are meaningfully involved, the more ECCLI gets supported because there is ownership.
- Hold Project Team meetings on a regular basis. Use meetings as a format to promote the progress of ECCLI by mentioning information on cost savings, retention rate, updates of classes and student progress.

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