

December 2021

H-1B Rural Healthcare Grants

Technical Assistance Resource

Bulletin

Grants Management Quick Links

- [Rural Healthcare Resource Page](#) on WorkforceGPS
- [Rural Healthcare Policy Frequently Asked Questions](#)
- [Rural Healthcare Project Manager's Checklist](#)

Announcements

SAVE THE DATE!

H-1B Rural Healthcare and One Workforce Grantee Virtual Convening February 1-2, 2022

The Department of Labor's Employment and Training Administration is excited to announce a virtual convening for the H-1B Rural Healthcare and One Workforce grantees. This two half-day virtual convening will run **Tuesday, February 1, 2022**, to **Wednesday, February 2, 2022**, with daily sessions from approximately **12:00 p.m. – 5:00 p.m. (EST)**. Mark your calendars now!

Stay tuned for additional information!

Recruitment, Enrollment and Retention Strategies for Rural Healthcare Training Participants

How can grantees identify, utilize, and evaluate outreach and recruitment strategies to attract and effectively serve unemployed, underemployed, and incumbent workers? These resources emphasize the importance of proactive outreach activities from grant inception throughout implementation to maximize the opportunities to effectively serve and place individuals seeking gainful employment. This also includes strategies to serve participants with barriers to employment, specifically participants who reside in rural areas and/or participants with work in rural healthcare service areas.

Resources

In rural areas, the loss of even a single professional can impact health care delivery. The result is limited access to basic health care services for thousands of residents spread over hundreds of square miles. To successfully recruit and retain health care professionals, rural communities have a greater need to clearly understand the cost of employee turnover, the benefits of staff retention and the importance of recruiting and retaining in an organized fashion with a long-term view. Use these resources to address a host of barriers common in rural communities such as isolation, boom and bust economic cycles, understaffed facilities, and financial challenges. Information includes recruitment and retention planning; toolkits and health care provider need assessments.

The following resources may be helpful in recruitment and enrollment of participants.

An Institutional Analysis of American Job Centers - AJC Service Delivery in Rural Areas

This resource specifically focuses on AJC service delivery in rural areas. Consistent with published research on the public workforce system in rural areas, data from site visits surfaced common factors impacting service delivery in this context: funding; staffing; geographic accessibility of services, training, and employment; technological capacity; One-Stop Operator arrangements; partnerships; and population.

Implementing Healthcare Career Pathway Training Programs in Rural Settings

The purpose of this brief is to: (1) examine the opportunities and challenges in implementing education and training programs in rural communities, and (2) describe how the Tribal HPOG 2.0 grantees have leveraged their communities' strengths to maximize these opportunities and overcome challenges.

Promising Practices for Participant Retention and Job Placement

This tip sheet, created from information that two grantees shared during the *America's Promise Roundtable: Promising Practices for Participant Retention and Job Placement*, provides strategies and tips to sustain participant retention and increase job placements.

Rural Healthcare Provider Retention Strategies

As noted in a report from the Department of Veterans Affairs, successful rural healthcare provider retention begins at the time of recruitment. There are many approaches to recruiting rural healthcare providers; key among these are recruitment of individuals who grew up or previously lived in rural areas, those who completed residency training in a rural area, participated in other rural training programs, receive loan repayment, or are in a visa deferment program. It is essential to set expectations early in the recruitment process.

Quality of Life Impacts the Recruitment and Retention of Rural Health Care Providers

As noted in a National Rural Health Association Policy Brief, rural Americans have less access to health care than their urban counterparts. This is due in part to many rural residents having no health insurance or being under-insured. The enactment of the Affordable Care Act (ACA) offered the possibility of health insurance to millions of Americans living in rural areas. However, having health insurance does not equal having access to care. This brief discusses factors associated with recruitment, quality of life, retention, followed by recommendations.

Maximizing the Power of Social Media for Recruitment and Engagement Resource

This brief focuses on the successful strategies of Clackamas Community College (CCC) in using social media to dramatically increase its TechHire program recruitment numbers for youth ages 17 through 29—a target population for CCC and many grantees. This technical assistance brief will start with background on the subject, followed by a case study detailing promising social media practices road-tested by CCC.