

SYMPOSIUM AGENDA & SESSION DESCRIPTIONS

MONDAY, APRIL 29

7:30-8:30 AM ***Breakfast***

8:30-9:00 AM **Welcome**

Welcome to the 2024 ACU STAR² Center Workforce Symposium! Learn about what's in store and get ready for two days of inspiration.

9:00-10:00 AM **Opening Session: HRSA Updates**

Health Resources and Services Administration (HRSA) Administrators will share their vision for the future health center workforce.

10:00-10:15AM ***Break***

10:15-11:45AM **Renovating Your Health Center Culture**

Renovating Your Health Center Culture unveils a groundbreaking approach to transforming workforce culture within Community Health Center (CHC) settings. Through the implementation of an evidence-based "workforce culture transformation blueprint," attendees will discover sustainable strategies that actively engage all colleagues, fostering a culture of excellence from leadership to the front lines. Drawing upon a real-world case study and evidence-based data, this session explores meaningful collaborations and employee empowerment that values diversity, thrives on inclusion, and organically grows justice and equity. The presentation will highlight practices that empower CHCs to cultivate a resilient and highly accountable workforce. Participants will engage in a short, interactive mastermind – a critical tool in renovating your Health Center culture.

11:45AM-12:00PM ***Break***

12:00-1:00PM

Lunch

1:00-2:00 PM

Psychological Safety: Putting People First

Health center leadership have a responsibility to develop, support, and sustain a workplace culture that prioritizes psychological safety. All employees should be able show up to work authentically and contribute to the organization without the fear of retaliation, microaggressions, biases, prejudice, or any other forms of discriminatory behaviors. Psychological safety is a fundamental right of workers. Freedom to express oneself and communicate freely, while maintaining respect for others, is a core tenant of building psychological safety. In this session, health centers will be able to recognize what it means to have a psychologically safe workplace and begin the work towards achieving a safe, trusting, and collaborative work environment that prioritizes staff needs.

2:00-2:15PM

Break

2:15-3:45 PM

Identifying and Mitigating Bias in the Interview Process

Join us for an engaging and interactive session where participants will gain a comprehensive understanding of the principles of Justice, Equity, Diversity, and Inclusion (JEDI) and how they can be seamlessly integrated into your recruitment and hiring process. Additionally, experts will share tools, knowledge, and actionable insights on how to assess your organization's current practices, build diverse teams, and mitigate unconscious bias in the recruitment process. This 90-minute interactive session will equip your health center with actionable next steps and key takeaways for integrating JEDI into your recruitment and hiring process.

3:45-4:15 PM

Workforce Advocacy Updates

The healthcare workforce shortage poses significant challenges, especially for health centers and underserved communities. The pandemic worsened these shortages, complicating recruitment, retention, and workforce wellness. However, there's growing recognition among Congress, the Administration, and policymakers nationwide about the severity of this issue. This session will assess key workforce programs like the National Health Service Corps (NHSC), Teaching Health Centers Program, and Nurse Corps. Attendees will learn about both opportunities and threats to these programs and discover actionable steps to ensure continued strong support for healthcare workforce programs serving the underserved.

8:00-9:00 AM

Breakfast

9:00-10:00 AM

Marketing and Social Media for Branding and Elevation: Best Practices & Beyond

Reaching the right audiences with the right messages is an integral part of health center operations, from outreach and development to education and advocacy. Marketing and branding are essential elements in helping health centers achieve their mission, and it's crucial to incorporate best practices in each area to tell the story of your institution to reach potential staff and patients alike. This presentation will introduce you to best practices for health centers and other organizations to help you build or improve your marketing and social media communications—from general practices to specific workforce tips for job postings and recruitment. Learn how to highlight your initiatives to a broader constituency, showcase stories of change for recruitment and development, and incorporate patient and provider voices with this workshop's practical strategies for marketing and social media

10:00-10:15AM

Break

10:15-11:45AM

Duct Tape & Paper Clips - Making It Work with What We've Got

Limited resources and time constraints are an ever-present reality for health centers, and maintaining a supportive and sustainable workforce is challenging. ACU's Alex Rohlwing, MA-EMT-P, Associate Director, National Health Workforce Training & Technical Assistance Institute, will present "Duct Tape & Paper Clips—Making it Work with What We've Got" to share strategies derived from the fields of medicine, disaster response, and workforce development. You'll learn tried and true techniques for crafting sustainable, effective solutions in even the most challenging situations.

11:45AM-12:00PM

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1:00-2:30PM

Pay Equity: Developing a Framework for Health Centers

As wealth disparities continue to rise, it is imperative for employers to prioritize compensation equity for all staff. This includes not only providing a living wage, but a thriving wage that is led by the organization's compensation philosophy. Pay equity and inclusive compensation is intrinsically linked to staff wellness and retention. One of the greatest stressors facing the workforce is financial instability and as health center leaders, you have the power to make meaningful change and lead the charge in compensation reform. Join us for this dynamic session as we provide financial wellness resources and tools, as well as discuss what it means to have a compensation philosophy, follow the principles of pay equity, and support financial wellness.

2:30-2:45PM

Break

2:45-4:15 PM

Facing Discrimination from Patients: Supporting Your Staff and Clinicians

Healthcare providers are often encouraged to participate in trainings related to cultural humility, bias, and discrimination to improve healthcare for their patient populations. However, clinicians rarely receive training on what to do when patients discriminate. Addressing discrimination from patients is a complex matter. Depending on a patient's healthcare status, turning a patient away could have legal ramifications. For some patients, indicating preference for certain providers may be justifiable. For healthcare workers, inadequate responses to discrimination can threaten their psychological safety and they may seek work elsewhere. In this session, we will explore these complexities and practices that should be in place at health centers to promote inclusion and belonging.

4:15-4:45 AM

Closing