

2021 MassHire Awards

COLLABORATION

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The Challenge in May 2020

Healthcare employers needed to hire more employees to respond to COVID emergency – an ongoing need as well as a result of COVID turnover

- COVID had a disproportionate impact on disenfranchised neighborhoods in Boston
- Employers have ongoing desire to connect healthcare jobs to residents in these communities
- MHDB had just run the first virtual job fair – and employers were eager for more

Collaboration Partners

- **Mass General Brigham (MGB)** – Employer representing multiple hospitals in the Boston area
- **MassHire Downtown Boston (MHDB)** – Career Center operated by JVS Boston whose mission is to empower individuals to find employment and build careers while partnering with employers to hire, develop and retain productive workforces
- **Prophetic Resistance Boston (PRB)** – Community group focused on multi-faith, multi-racial and racially-just organizing to support families
- **Project Hope (PH)** – Multi-service agency at the forefront of efforts to move families up and out of poverty
- **Boston Healthcare Career Consortium (BHCC)** – Regional consortium meeting quarterly to address healthcare workforce needs

The Focus of our Collaboration

- Each partner brought their best to the collaboration and played upon their strengths
- Coordinated efforts around a large-scale virtual job fair in August 2020 and preparing candidates



The Collaboration Goal

- After job fair in May, MHDB proposed:
 - Job seeker preparation support provided by MHDB, PRB, & PH
 - Multi-day event on ZOOM over three days in August 2020
 - Recorded sessions so all job seekers could view
 - Online resume submission form

Central Event Website <https://masshiredowntownboston.org/boston-healthcare-virtual-job-fair/>



Boston Healthcare Virtual Job Fair



Employers presenting on August 11:

- Mass General Brigham Inc.
- Brigham & Women's Hospital
- Bulfinch Temporary Service
- Beth Israel Deaconess Medical Center

WATCH THE RECORDED WEBINAR HERE

Employers presenting on August 12:

- Boston Children's Hospital
- Commonwealth Care Alliance
- Dana Farber Cancer Institute
- South Shore Health

WATCH THE RECORDED WEBINAR HERE

Employers presenting on August 13:

- Mass General Brigham Inc.
- Mass General Hospital
- Partners HealthCare at Home/Mass General Brigham HomeCare
- Spaulding Rehabilitation Network

How did we get the work done?

Employer Recruitment included:

- Sending Invitations
- Promoting in newsletters
- Sharing outcomes afterwards

- MGB
- BHCC

Employer Recruitment

- PRB
- PH
- MHDB

Job Seeker Preparation

Workshops included:

- Resume Basics
- Cover Letter Writing
- Interviewing Basics
- Job Fair Prep
- Sealing & Expungement

Event Coordination included:

- Registration and communication with employers and job seekers
- Tech check with employers
- Moderating ZOOM events

- MHDB

Event Coordination

Job Seeker Promotion

- MHDB
- PRB

Promotion included:

- Social media
- Dedicated MH Website
- Newsletters
- Community Outreach

Outcomes

- Attendance exceeded our expectations!
- 11 Employers - including 7 large area hospitals
- Engaged nearly 500 unique job seekers across the 3 days
 - Nearly 300 submitted resumes to employers after presentations
 - Typical in-person events attract between 150-180 job seekers
 - 44% of jobseekers who submitted resumes were from Boston
 - 55% of jobseekers who submitted resumes identified themselves as being minorities/people of color

Outcomes

- With **Mass General Brigham** support, most employers provided interviewing and hiring data
- **At least 30 candidates were hired**
- **Boston Healthcare Career Consortium** supported the collaboration by sharing highlights at quarterly meeting
- After, **Mass General Brigham** and **Prophetic Resistance Boston** immediately decided to make this a bi-annual event.

Next Steps

- Partnered again on March 25, 2021 (using Premier Virtual)
 - Found the platform challenging for job seekers with low computer skills
- Next one scheduled for September 21 & 23, 2021 (hybrid model)
 - Using ZOOM for an employer panel on 9/21 with options for employer engagement
 - Online resume submission form
 - Premier Virtual on 9/23
- Reconvene partners after each event to discuss challenges and improvements

The Challenges

- Addressing the digital access divide
 - Kept technology as low tech as possible
 - Linked to recorded ZOOM events from website so all jobseekers could participate (regardless of schedule or responsibilities)
 - Resume submission form allowed jobseekers to share resumes with employers of interest in low tech way
- Promoting to underserved communities
 - Digital vs Paper promotion
 - Outreach to community-based partners
 - MGB Community Health Vans

Your Turn

- How could you collaborate with an industry or large employer to reach underserved populations?
 - What other partners could you enlist?
 - How would you reach this population?
 - What resources does this population need?
 - What other challenges do you anticipate?
 - Draw upon every organizations' strengths

Thank you

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