

**2004 INNOVATIONS AWARDS PROGRAM
Application Form**

1. Program Name

Health Occupations for Today and Tomorrow (HOTT)

2. Administering Agency

South Dakota Department of Health, Office of Rural Health

3. Contact Person (Name and Title)

Sandra Durick, Coordinator
Critical Access Hospital/FLEX

4. Address

South Dakota Department of Health
Office of Rural Health
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5. Telephone Number

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8. Web site Address

www.sd.jobs.org/sdhott

9. Please provide a two-sentence description of the program.

Health Occupations for Today and Tomorrow (HOTT) is a new initiative focusing on health career opportunities for K-12 students in South Dakota. HOTT provides prospective students with information on, and a better understanding of, the academic and technical requirements for a chosen field as well as the opportunity to connect with post-secondary educational institutions for the careers in which they have an interest.

10. How long has this program been operational (month and year)? Note: the program must be between 9 months and 5 years old on May 1, 2004 to be considered.

South Dakota HOTT began in June 2003.

11. Why was the program created? (What problem[s] or issue[s] was it designed to address?)

The healthcare industry is projected to be South Dakota's largest growing industry, employing nearly 45,000 workers by 2010 – a 21 percent increase from 2000. According to David Hewett, CEO of the South Dakota Association of Health Care Organizations, "Long term, workforce is an issue that needs our continual attention to make sure the best and brightest are there to take care of our health care needs." When asked to identify the most pressing issues in health care over the next three years, members of the South Dakota Health Care Commission noted workforce and shortages of health care professionals in all areas.

12. Describe the specific activities and operations of the program in chronological order.

- Established interagency relationship with the Department of Education, Department of Labor, Department of Health, and the Governor's Office of Economic Development within the Department of State Development and Tourism.
- Developed a strategic plan for the program.
- Recruited funding partners to implement plan.
- Collaborated with local educational institutions and healthcare providers in developing programming efforts.
- Developed and distributed informational/marketing materials.
- Developed the HOTT website (www.sdjobs.org/sdhott).
- Coordinated Health In Partnership with Education (HIPE) Week.

13. Why is the program a new and creative approach or method?

South Dakota HOTT utilizes a creative approach as it is a collaborative effort between four state agencies – Health, Education, Labor, and State Development and Tourism. Each of the agencies brings unique resources to the program. The Departments of Health and Education serve as the management team for the program. The program has several innovative approaches to program planning, development, implementation and evaluation. Key areas of the program include: Healthcare Academies, Virtual Career Fairs, Health Occupations Classes through distance learning, a middle school program curriculum for healthcare providers, and a Governor-proclaimed Health in Partnership with Education Week (HIPE).

14. What were the program's start-up costs? (Provide details about specific purchases for this program, staffing needs and other financial expenditures, as well as existing materials, technology and staff already in place.)

Start-up costs were absorbed by participating departments. Staffing for the program was done with no new personnel. Responsibilities for the program were performed by existing staff in each of the participating departments. No new funds have been utilized in the implementation of the program. Due to the fact that program costs were absorbed by existing staff and budgets, specific start-up cost breakdowns are not available.

15. What are the program's annual operational costs?

The requested program budget for the coming year is \$131,500 which includes:

▪ 0.5 FTE for Program Coordination (includes salary/benefits/travel)	\$19,000
▪ Community Partnering Projects	\$25,000
▪ Virtual Career Fairs	\$2,500
▪ Public Education/Promotion (includes HIPE Week)	\$10,000
▪ Health Academies	\$35,000
▪ Program resource/educational materials	\$10,000
▪ Distance Learning Health Occupations Classes	\$30,000

16. How is the program funded?

Department of Health Office of Rural Health program funds, Department of Education Career and Technical Education funds, Department of Labor funds, healthcare facilities, and local school districts.

17. Did this program require the passage of legislation, executive order or regulations? If YES, please indicate the citation number.

No

18. What equipment, technology and software are used to operate and administer this program?

- The Dakota Digital Network (DDN) which is an interactive distance learning network in the state.
- Medical equipment and supplies
- Standard computer applications (i.e., word processing, desktop publishing, internet, etc.)

19. To the best of your knowledge, did this program originate in your state? If YES, please indicate the innovator's name, present address, telephone number and e-mail address.

South Dakota HOTT originated in South Dakota.

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20. Are you aware of similar programs in other states? If YES, which ones and how does this program differ?

There are similar programs in Michigan and Texas. The South Dakota HOTT Program differs in that the Department of Health and healthcare facilities in the state are much more involved in developing a *proactive* approach to a forecasted healthcare crisis. In addition, the Department of Health has taken on a primary leadership role in developing and implementing HOTT in South Dakota.

21. Has the program been fully implemented? If NO, what actions remain to be taken?

No, South Dakota HOTT is still in its infancy. Additional enhancements are in the process of being developed, including:

- Expand Secondary School Component
 - Offer Virtual Career Fairs to all secondary schools
 - Provide classroom materials to accompany DDN sessions
 - Expand health academies to other locales in South Dakota
- Develop Elementary School Component
 - Purchase and distribute educational curriculum modules to all partnering hospitals
 - Develop elementary school classroom materials in conjunction with "No Child Left Behind"
 - Develop educational curriculum modules in conjunction with "No Child Left Behind"
- Develop Public Relations Component
 - Develop media kits
 - Develop PowerPoint presentations
 - Generate summary reports
- Develop HOTT Implementation Materials For Hospitals
 - Provide lesson plans for K-12
 - Provide activity ideas for K-12
 - Provide information to guidance counselors
 - Provide training to hospital personnel on program implementation
- Expand Website

22. Briefly evaluate (pro and con) the program's effectiveness in addressing the defined problem[s] or issue[s]. Provide tangible examples.

Since the program is very new (i.e., HIPE Week occurred in February 2004), it is very difficult to obtain quantitative data at this time. All of the qualitative data from the Health Academies, HIPE Week, Virtual Career Fair, etc. indicate very favorable results. Rural hospital administrators have provided anecdotal comments regarding the program. For instance, Mark Schmidt, rural hospital CEO, has stated he "supports the program 100% and has new employees as a result of the program".

23. How has the program grown and/or changed since its inception?

Staff in the Department of Health have been assigned to direct and manage the program. A full-time program coordinator has been proposed, a virtual career fairs

will be implemented in all South Dakota secondary schools, an elementary school component will be added to the program, promotional materials will be developed, a public relations/media component will be developed, and additional partnering entities will be recruited.

24. What limitations or obstacles might other states expect to encounter if they attempt to adopt this program?

Determining leadership for the program and lead agencies; funding issues; staffing issues; and satisfying the "No Child Left Behind" requirements.

25. Additional information:

Add space as appropriate to this form. When complete, return to:

CSG Innovations Awards 2004

The Council of State Governments

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DEADLINE: All original applications must be received by April 20, 2004, to be considered for an Innovations Award for 2004.