



REPORT

To: Health Care Scholarship Committee

Date: January 9, 2019

From: Kelsey Bates, Executive Assistant and Fran Haughian, Communications Manager

Subject: PRRD Scholarship Program Marketing Plan

RECOMMENDATION #1:

That the Health Care Scholarship Committee receive the January 9, 2019 report titled "PRRD Scholarship Program Marketing Plan" for discussion.

BACKGROUND/RATIONALE:

At the September 18, 2018 Health Care Scholarship Committee Meeting, the following resolution was passed:

That the Health Care Scholarship Committee recommend that the Regional Board develop a plan to market the region and scholarship programs to recruit health care professionals to the region, using the expertise of a third party health care recruitment professional; further, that the marketing and recruitment plan be brought back to the Health Care Scholarship Committee for endorsement prior to consideration by the Board.

The resolution was approved by the Regional Board on September 27, 2018.

The Communications Manager drafted a plan to put the resolution into action (attached) for the Committee to consider.

Alternatively, the Committee could consider having the promotional materials for the Region and the Health Care Scholarship program made in house by the Communications Department.

Below is a complete list of all the Health Care Scholarships and the marketing needs of each.

Name of Scholarship	Marketing Needs	Current Marketing Strategy
Health Care High School Scholarship	Needs to be marketed to high schools in Chetwynd, the North Peace, Prespatou, the North Peace, Tumbler Ridge and Hudson's Hope.	Materials are distributed to all the noted schools annually through the Community Services Department.
Health Care Assistant Scholarship	Needs to be marketed to student's graduating from Northern Lights College's Health Care Assistant program.	Materials are distributed to the Northern Lights College annually through the Community Services Department.

Northern Health Technical Career Support	Needs to be marketed to Northern Health employees in technical positions.	Scholarship is not yet active.
RN/RPN Return of Service Scholarship	Needs to be marketed to students from the North who are in their 3 rd year of nursing school.	Currently the PRRD hosts annual luncheons for nursing practicum students who are placed in Fort St. John and Dawson Creek.
RN/RPN Professional Development	Needs to be marketed to Northern Health employees with at least 3 years of service	Scholarship is not active yet.
LPN	Needs to be marketed to students in the Northern Lights College LPN program who are graduating.	Scholarship is not yet active.

Promotional materials are strategically distributed to local high schools, the Northern Lights College and Northern Health.

Currently, the Regional Board funds the following health care recruitment organizations/initiatives on an annual basis:

1. South Peace Health Services Society
2. North Peace Divisions of Family Practice
3. Northern Health
4. PRRD Health Care Scholarships program

The three organizations listed above help to recruit various health care professionals. They have the knowledge and expertise to strategically distribute the promotional materials. There is opportunity for the PRRD to approach these organizations to collaboratively distribute scholarship and regional promotional materials.

ALTERNATIVE OPTIONS:

1. That the Health Care Scholarship Committee recommend that the Regional Board not action resolution RD/18/09/12 (27) to market the PRRD Health Care Scholarships through a third party health care recruitment professional, and that the promotional materials be developed in house; further, that the PRRD approach the South Peace Health Services Society, the North Peace Division of Family Practice and Northern Health to explore the possibility of using the PRRD's promotional materials throughout their recruitment initiatives; further, that the PRRD Health Care Scholarships program as a whole be advertised through PRRD mediums, such as social media and press releases.
2. That the Health Care Scholarship Committee clearly define the parameters and timelines of a third party health care recruitment professional's duties in promoting the PRRD Health Care Scholarships program and the Peace Region; further, that the Committee recommend that the Regional Board issue a Request for Quotes for the scholarship program marketing initiative.

STRATEGIC PLAN RELEVANCE:

- ☐ Ensure that the Solid Waste Management Plan is operating on a fiscally defensible basis.
- ☐ Ensure effective execution of Public Safety and Emergency Services initiatives.
- ☐ Foster Collaboration on services with municipalities and electoral areas.
- ☐ Establish a strategy for coordinated advocacy on identified issues.
- ☐ Manage parks and trails in the region.
- ☐ Support the agricultural industry within the regional district.
- ☒ Not Applicable to Strategic Plan.

FINANCIAL CONSIDERATION(S):

Currently, the PRRD supports health care professional recruitment, development and retention initiatives with annual funding in the amount of \$360,000, broken down as follows:

1. South Peace Health Services Society - \$75,000
2. North Peace Divisions of Family Practice - \$75,000
3. Northern Health - \$100,000
4. PRRD Health Care Scholarships - \$110,000

The cost of hiring a third party health care recruitment professional is unknown, and a Request for Quotes (RFQ) would need to be issued to evaluate the benefits versus the costs of such an endeavor.

The amount to hire a third party health care recruitment professional would exceed the annual budget of \$5,000 for marketing and events, which is currently utilized for annual student nurse promotional luncheons in Dawson Creek and Fort St. John. Additional funds would need to be allocated to the budget. Estimates range from \$75,000 - \$90,000.

COMMUNICATIONS CONSIDERATION(S):

The Committee may recommend that the Regional Board issue an RFQ for a third party health care recruitment professional to market the PRRD Health Care Scholarships program. This RFQ would be posted to BC Bid.

The Committee may recommend that the Regional Board not action the resolution to use a third party contractor and develop materials in house. In that event, staff would be in contact with the South Peace Health Services Society, the North Peace Division of Family Practice and Northern Health to explore options for collaboratively distributing the PRRD Health Care Scholarships program information and the Region's promotional materials in the most effective manner.

OTHER CONSIDERATION(S):

None.

Attachments:

1. Draft – Marketing the Health Care Scholarship Program



MARKETING THE HEALTH CARE SCHOLARSHIP PROGRAM

Purpose

The Peace River Regional District Board recognizes the need for health care professionals in the Region, and have developed the Health Care Scholarships program to improve the attraction and retention of such professionals. In addition to assisting in the recruitment of new health care professionals, the scholarships also encourage health care professionals in the region to expand their skills and education.

To further the goals of the Health Care Scholarship Committee and the Regional Board, the development and execution of a scholarship marketing plan has been approved. The objectives of the marketing plan are to inform students and professionals in the health care field of the bursaries and scholarships available through the PRRD, while promoting the Region as a whole.

The Plan

Hire a Professional	Develop a plan	Market the plan	Execute the plan	Evaluate the plan
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The Peace River Regional District (PRRD) will hire an individual and/or organization that specializes in marketing and health care professional recruitment.

The successful proponent will be tasked with developing a scholarship marketing plan and executing the plan.

The Health Care Scholarships and regional marketing plan will have clear goals and objectives to address:

- Marketing and promotion strategies;
- Timelines;
- Focused strategies;
- Strategic agency collaboration;
- Deliverables;
- Evaluation of the strategy;

Key Responsibilities of a Marketing Professional

- Research job fairs and/or job seminars.
- Attend job fairs, job seminars to market the programs.
- Arrange several marketing initiatives in advertising the program using various mediums such as social media, videos, newsletters and emails.
- Work with the PRRD Communications Department to develop messaging for promotional materials and supporting materials such as brochures, videos, pull-up banners.
- Go to universities/high schools/colleges to promote the applicable scholarship(s) to students.

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PLEASE REPLY TO:

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6. Work with Northern Health to promote professional development scholarships to their current employees.
7. Work with the Northern Lights College to promote scholarships targeted at their students.
8. Work with the local school districts to promote the program.
9. Promote the entire PRRD Health Care Scholarship program and market the Peace Region as a whole.

Essential Skills of a Marketing Professional

1. Excellent knowledge of the health care educational programs, hiring processes, timelines and facilities.
2. Excellent knowledge of the PRRD scholarship program.
3. Excellent organizational skills.
4. Strong oral and written communication skills.
5. Excellent interpersonal skills.
6. Ability to meet deadlines and targets.
7. Well organized, detail oriented and confident personality.
8. Background in marketing and health care professional recruitment.
9. Ability to create promotional materials, such as ads, videos and social media campaigns.
10. Ability to strategically promote specific scholarships to the ideal audiences at the appropriate times.