



# REPORT

To: Health Care Scholarship Committee

Report Number: ADM-HCSC-005

From: Jeff McDonald, Communications Manager

Date: April 1, 2021

**Subject: Health Care Scholarships Promotion Update**

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## RECOMMENDATION:

That the Health Care Scholarship Committee accept the report titled “Health Care Scholarships Promotion Update – ADM-HCSC – 005” for information.

## BACKGROUND/RATIONALE:

As recommended by the Health Care Scholarship Committee, on October 22, 2020, the Regional Board passed the following resolution:

*MOVED, SECONDED, and CARRIED*

That the Regional Board authorize research into further promotion of the PRRD Health Care Scholarship program.

Communications staff were tasked with developing ways to promote the Health Care Scholarship program in an effort to increase the number of students applying for the available grant funding. A comprehensive plan is being developed, to increase promotion and awareness of the PRRD’s health care scholarships in 2021. The goal of the plan is to raise awareness of all six PRRD health care scholarships, leading to more applications and more scholarships awarded.

When finalized, the plan will include a mix of newspaper and radio advertising, promoted social media posts, website posts and print materials. We are working with staff at the Northern Lights College Foundation (which administers the Health Care Assistant Scholarship) for the purposes of identifying target audiences, developing key messages and content, sharing information and determining where we can coordinate and cross-promote the scholarship. We are also working with staff at Northern Health for the same purposes and per the MOU between the PRRD and Northern Health signed in 2020. Northern Health administers Part 2 of the RN/RPS Return of Service Scholarship, Licensed Practical Nurse Scholarship, Technical Career Professional Development Scholarship, and the RN/RPN Professional Development Scholarship. Key dates for specific activities in the plan will be driven by deadlines to apply for the various scholarships.

## ALTERNATIVE OPTIONS:

1. That the Health Care Scholarship Committee provide further direction.

## STRATEGIC PLAN RELEVANCE:

- Not Applicable to Strategic Plan.

**FINANCIAL CONSIDERATION(S):**

The estimated cost of promotional and awareness activities for 2021 is \$6,320. There is \$5,000 available for recruitment and marketing in two functions (\$3,389 in function 275 Grants to Community Organization's for Health Care Recruitment and Marketing and \$1,611 in function 110 Legislative Regional for Health Care Recruitment and Marketing). The remaining cost will be covered in the Communications department 2021 budget for advertising.

**COMMUNICATIONS CONSIDERATION(S):**

None.

**OTHER CONSIDERATION(S):**

None.