

PROJECT BRIEF



Project Name: Grace Team Healthcare Training & Retention

Grant Program: DRAW

Project Date: Jun 2023 - Jun 2025

Project Summary

The DRAW Grant initiative, led by Grace Team, aimed to address critical healthcare staffing shortages in underserved regions, particularly the Northern area, while promoting cost efficiency, workforce diversity, and comprehensive onboarding.

Goals and Objectives

Goal: Increase awareness and reduce vacancies, specifically for RN's, LPN's, and Medical Assistants.

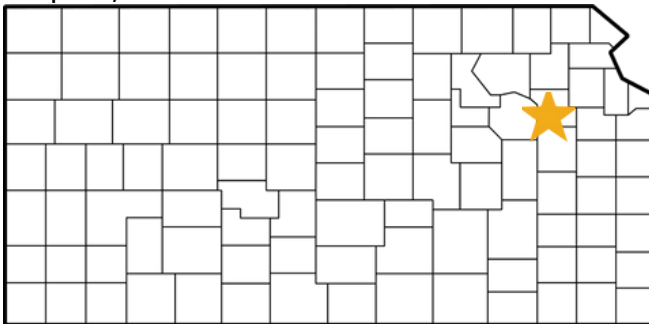
Objective: Attract new applicants to healthcare careers through job recruitment fairs.

Objective 2: Attract new applicants to healthcare careers through social media campaigns.

Objective 3: Retain staff through leadership training.

Location

Topeka, Kansas



Budget Overview

- **Grant:** \$113,680.00
- **Match:** \$37,893.00
- **Total Budget:** \$151,573.00

Expense Categories:

- Third-Party Training: \$60,000.00
- Training Salaries: \$70,552.08
- Supplies: \$6,658.52
- Marketing/Recruitment: \$13,362.40

Grantee Information

Established in 2009, Grace Team, based in Topeka, Kansas, is a senior living management and development company focused on transforming elder care through innovative, person-centered approaches.

Target Population

The target population for this project was current employees to reduce turnover and potential staff including college students with an interest in healthcare jobs. Ultimately, the project improved the quality of life for seniors in long-term care.

Sustainability

Grace Team has fully integrated the Graceful Living Leadership Trainings as a part of their retention efforts. As a result of consistent staffing, quality of care, and quality of life for seniors have also improved greatly, producing a ripple effect of reduced hospitalizations, healthcare episodes, and general healthcare costs.

Outcomes

- 10 job fairs attended resulting in engagements with 1,105 individuals
- 6 unique ad campaigns reached 268,621 potential staff with 8,694 clicking for more information
- Provided 20 training sessions to 237 staff
- Reduced turnover rate by 33%
- Reduced open positions by 50%
- Reduced agency costs by \$525,296

Activities and Timeline

Q4 2023: In-house trainers complete certification training

Q1 2024: Social media campaign and training modules implemented

Q2 2024: Recruitment activities implemented

Contact Information

For any queries or additional information, please contact

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