

Pelican Valley Senior Living Receives \$25,000 Workforce Grant

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Pelican Valley Senior Living has received a \$25,000 Workforce Solutions Grant from the LeadingAge Minnesota Foundation to help retain employees with a new program to help them balance their work and personal lives.

“We sometimes lose good employees simply because they have a personal crisis and see no alternative but to quit working,” said Barbara Axness, Executive Director of Pelican Valley Senior Living. “We plan to create a supportive and proactive program that will help employees deal with their personal challenges.”

The grant money will help fund a new position called “Retention Specialist.” This position will be an advocate and partner for employees, getting to know them personally, establishing trusting relationships, and providing resources and support when they need help.

“We envision the Retention Specialist assisting employees in navigating challenging life events and preventing small issues from becoming big issues that affect their employment,” said Axness. “Also, the Retention Specialist will teach life skills to help employees be more successful at work and have healthier lives outside of work.”

Axness said she expects the Retention Specialist role to reduce employee turnover, increase employee satisfaction and help in recruiting new employees. Results will be carefully measured over the two-year grant period.

“Our main goal with this program,” Axness said, “is to increase the quality of care for our residents by having a longer tenured and more engaged workforce.”

Pelican Valley has partnered with Lake Park’s Sunnyside Care Center to share the position. Sunnyside also received a \$25,000 grant so the two sites are combining their resources to create and share the position.

The grant from LeadingAge Minnesota, the state’s largest association of aging services providers, was awarded through a program funded by the Margaret A. Cargill Philanthropies (MACP), a foundation that takes a strong interest in workforce issues in rural Minnesota. MCAP supported the \$1 million Workforce Solutions Grant program to improve the experience of care for older adults by funding emerging and proven workforce strategies that increase the quality, quantity and capacity of the caregiving workforce.