



FOR IMMEDIATE RELEASE
City of Duluth - Communications Office

411 West First Street, Duluth, Minnesota 55802
218-730-5230 | www.duluthmn.gov | Emily Larson, Mayor

For more information contact Pakou Ly, Public Information Coordinator 218-730-5309

DATE: 9/8/2016

SUBJECT: Duluth Workforce Development and Partners Offering Health Services Certification Program, Fastest growing industry preparing for new workers

BY: Pakou Ly, Communications Office

**Duluth Workforce Development and Partners Offering Health Services Certification Program,
Fastest growing industry preparing for new workers**

[Duluth, MN] - In partnership with Lake Superior College, Essentia Health and St. Luke's, the City of Duluth Workforce Development office developed a 150-hour *Health Services Certificate* program through the Pathways to Prosperity Competitive Grant Program for individuals to gain skills and prepare to work in entry-level health services occupations. With the *Health Services Certificate*, participants will be qualified to enter into the healthcare field as Patient Access Representatives, Pre-Registration Representatives, Patient Services Assistants, Patient Account Representatives, or Registration Services Representatives, all with starting wages of \$13+/hour. This project aligns with Mayor Emily Larson's vision for fairness in which all residents have access to opportunities that empower and encourage personal enrichment and prosperity.

"We are excited to offer this program in response to the needs of employers and our changing diverse workforce. This program will work towards attracting a diverse talent pool, provide skilled training, and plan for future industry needs. Let's face it, we all use or rely on health services in our lives; why not plan now to ensure a skilled reliable workforce that can provide excellent patient care," said Paula Reed, Duluth Workforce Development Manager.

According to the Minnesota Department of Employment and Economic Development, job openings in the northeast Minnesota region are projected to grow 3.8% by 2022 (a gain of 5,963 new jobs) and more than 45,000 replacement hires will be needed to fill positions left vacant by retirements and other career changes. Of these, new and replacement jobs in Healthcare and Social Assistance - projected to be the largest and fastest growing industry - will likely account for over 80 percent of total projected growth. Healthcare Practitioners, Healthcare Support, and Personal Care and Service are all projected to grow more than an additional 1,000 jobs each.

Additionally, Data from the US Census Bureau, ACS 2010-2014 shows the unemployment rate for Black or African Americans in the city was 34.8 percent, 21.5 percent for American Indians, and 26.8 percent for people of two or more races. Meanwhile, the unemployment rate for Whites was just 7.4 percent. In sum, unemployment rates were highest for young people, minorities, workers with disabilities, and people with lower educational attainment. This program is one way to bridge that unemployment disparity.

Partners:

The *Healthcare Careers Pathway* project is a collaborative of the City of Duluth (LWDA 4) Workforce Development office in partnership with Community Action Duluth, SOAR Career Solutions, Lake Superior College, Adult Basic Education, Duluth Workforce Center - Job Services, Business Services, and employers - St. Luke's and Essentia Health. Project partners will provide career navigation, bridge programming, enhanced academic instruction and employment placement and retention support services to participants.

Some program participants may qualify for a grant to cover tuition and books, subject to program requirements. **LEARN MORE** at one of the upcoming information sessions:

Session Wednesday, September 14th 2:00 - 3:00 PM

Location: SOAR Career Solutions, 205 W 2nd St

Session Wednesday, September 21st 5:00 - 6:00 PM

Location: Community Action Duluth, 2424 W 5th St

Session Wednesday, September 28th 6:00 - 7:00 PM

Location: Lake Superior College, Adult Education Room E2026, 2101 Trinity Rd

Session Friday, October 7th 10:00 – 11:00 AM
 Location: Duluth Workforce Center, 402 W 1st St

Pre-Registration Required. Call 218-302-8400 to sign up! Also see the full flyer at <http://www.duluthmn.gov/workforce-development/workshopshiring-events/>

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Your Career in Healthcare Can Start Here...



A Health Services Certificate will prepare you for a variety of entry-level positions* in healthcare with multiple opportunities for growth and development!



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¹Although care has been taken to ensure the accuracy, completeness and reliability of the information provided, hourly pay ranges are approximate and will vary by position and employer. ² Costs for tuition, fees and books for Health Services Certificate Training conducted between the dates of January 1, 2017 and June 1, 2017 will be covered for eligible participants by grant funding from the Department of Employment & Economic Development (DEED).