

April 2017 Residents Association Council Minutes

Regular Meeting, April 2, 2018*

* This meeting has an altered agenda due to a special presentation from our guest speaker, Michelle LaCroix, Human Resources Director for Rose Villa.

Call to order: Chair Helen Lyons called the meeting to order at 1:30 in the PAC and welcomed everyone.

What we value and are grateful for: Spring is here! This is a great place to live; thankful for Madrona Grove.

Reports: The usual reports will be reported at our next regular meeting in May.

Presentation: Dori Jones introduced Michelle LaCroix, Director of Human Resources, and her topic for today's meeting: "Workforce Issues Today and Into the Future." She was joined by Erin Cornell, Director of Health Services, and John Schallberger, Director of Facility Operations.

A brief summary of the content is included here. The full report is available on TouchTown under the Residents Association icon: see "Special Reports - Workplace Issues."

The elements that were included in the presentation were:

- Who are our employees?
- What are our biggest challenges at this time?
- What might be our biggest challenges in the future?
- Exploring departmental challenges and strategies for Health Services, Food and Beverage Services and Administration and Operations.

Employees: We have 179 employees: 129 full time, 28 part time and 22 on call. Health Services is the largest group with 65 people in licensed, unlicensed, full time, part time and on call positions. Administration and operations employs 49 mostly full time people. Food Services has 34 mostly full time people. There are 31 full time salaried positions,.

Wages for hourly employees range from less than \$13/hour to more than \$25/hour. The average non-nurse hourly staff person earns \$15.34/hour. Those earning \$25/hour or more are nursing staff. We offer a very generous benefit package to our employees, but cash in hand may be a higher priority for younger workers.

Current Challenges: There is currently very low unemployment in our area, hence we have a shallow labor pool of qualified applicants. We also are looking to find people who are a good match for our particular needs based on skill and fit. At the same time we need to keep wages competitive. Market pressures require adjustments for certain positions from time to time in order to remain competitive. In addition, wages are impacted by the increase to the minimum wage. As of July 1, 2018 minimum wage will rise to \$12/hour. A further challenge is the high cost of living in the Portland metro area. Housing costs have risen dramatically, consuming a much larger percentage of a person's income and thus leaving very little to cover other expenses. A fourth challenge is senior living as an industry has an image problem and is viewed negatively, especially for non-clinical positions.

Erin Cornell went into considerable detail regarding our Health Services challenges, including the State Regulations that dictate staffing levels and quality of care; the supply vs. demand for qualified RNs, LPNs, and CNAs.

Michelle LaCroix gave a detailed account of the challenges in Food & Beverage, such as the negative stereotypes that exist about Senior Living communities as well as how, the No Tipping Policy can be a deterrent for prospective employees. To combat this and encourage applicants to choose Rose Villa, our recruitment process highlights our overall benefits package and the growth opportunities available which typically are not found in the restaurant industry.

John Schallberger explained that our Administrative and Operations challenges are primarily with misconceptions about Senior Living Communities that cause qualified candidates to pass over careers in Aging Services, as well as competition with other industries for the same talent.

Addressing the Challenges: Rose Villa is actively working on a variety of approaches to address these issues: from creativity in our Job Ads, to the development of our new employee orientation program, to hiring with an emphasis on cultural fit. We are making wage adjustments in response to the increase in the minimum wage and making mid-year increases when the market demands it. We are offering employee on-site housing and exploring creative programs for housing resources. We are making social media enhancements, improving the website to attract new employees and increasing employee growth opportunities.

What part do Residents play? Residents can contribute to an overall positive environment by our attitudes and behaviors. Expressing gratitude and appreciation goes a long way in creating a work and living environment that is attractive and inviting. Also, when we encounter excellent service in any restaurant or business, we can aid in recruitment by inviting that worker to consider working at Rose Villa.

Announcements and Updates:

- Upcoming semi-annual meeting of the Residents Association: May 7th at 1:30 PM in the PAC.
- Nancy Rorden has submitted her resignation as treasurer of the Council.
- Bill Rector and his team are planning a Volunteer Recognition event to be held this summer.
- MA Malone and her team are planning the fund-raising program for the Employee Christmas Fund.

Next Resident Forum: April 13, 2018, at 10:30 AM.

Council speaker: Helen Lyons Group Speaker: Kathy Phelan

Next Council Meeting: May 7, 2018, 9:45 AM in the Training Room and 1:30 PM in the PAC.

Next Executive Committee meeting: April 14, 2018

Meeting adjourned 2:45 PM.

Respectfully submitted,
Nancy Barrett-Dennehy, Secretary