

# Innovation in the Direct Care Workforce: Unlocking Success through Peer-Learning Collaboratives (PLCs)

January 29, 2025

The program will begin at 2:00pm ET



**DIRECT CARE WORKFORCE  
STRATEGIES CENTER**

# Housekeeping

- All participants have cameras turned off and are muted.
- ASL translation is being provided on this webinar.
- CART is available through the Zoom captions feature.
- Please reach out to [directcareworkforce@ncoa.org](mailto:directcareworkforce@ncoa.org) should you have any technical issues during the webinar.
- The webinar will be recorded and a copy of the slides will be available after the webinar.

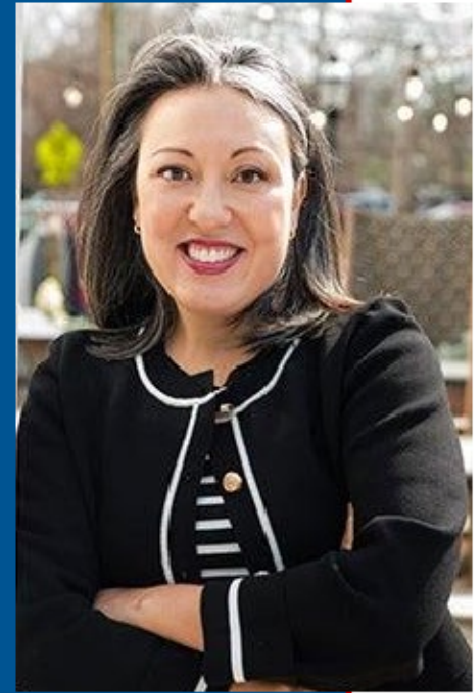
# Welcome & Overview



**Ramsey Alwin, Moderator**  
**Chief Executive Officer**  
**National Council on Aging**

# DCW Strategies Center Overview

**Jessica Johnston**  
**Senior Director, Center for Economic Wellbeing**  
**National Council on Aging**



# Building national capacity to support community living

Created by the Administration for Community Living in 2022, the Direct Care Workforce Strategies Center (Strategies Center) provides technical assistance to states and service providers and facilitates collaboration with stakeholders to improve the recruitment, retention, training, and professional development of members of the direct care workforce.

**Provide tools and training to assist state systems and service providers**

**Facilitate peer-to-peer sharing of lessons learned and promising systems-change practices**

**Maintain a clearinghouse of resources and promising practices**

# DCW Strategies Center Objectives

- Identify evidence-based, promising, and innovative practices.
- Catalogue practices and models.
- Leverage best and promising practices to provide technical assistance (TA).
- Assess the effectiveness of TA models.
- Use data and evaluation to drive continuous improvement.



# Representative List of Strategies Center Partners





# Strategies Center Activities Overview



## Resource Hub

Emphasis on resource curation for the [DCW website](#) with the development of materials being driven mainly by TA demand.



## Advisory Committee

Emphasis on opportunities to elevate the voices of direct care workers and service recipients/providing supports for member participation.



## Technical Assistance (TA)

TA opportunities include both state Intensive TA, State Peer-Learning Collaboratives, and self-guided TA.



## Center Data Project

Provide enhanced data collection efforts related to DCW, including policy briefs and expanded surveys.



# Strategies Center Technical Assistance



## Self-Guided Technical Assistance

Center Resource Hub  
Strategies Center Webinar Series  
Partner Conference Sessions  
Policy briefs or other Strategies Center-produced materials



## DCW State Peer-Learning Collaboratives

Full group virtual sessions with the support of facilitators and subject matter experts to coach and support progress  
Selection of 6 topics  
Time-limited, action-oriented, topically focused  
Application required



## DCW Intensive Technical Assistance Opportunity

5-6 states receive up to 240 hours of virtual and in-person technical assistance from a small group of subject matter experts selected based on participating states' systems-change priorities and SME knowledge areas  
Application required

# Strategies Center Webinar Series

- **Federal Action to Address the Direct Care Workforce Crisis** (March 2024)  
[TA webinar recording with speakers and ASL](#) | [Event TA webinar recording with speakers and slides](#) | [TA webinar slides](#)
- **Addressing the Shortage: The Current State of the Direct Care Workforce** (April 2024)  
[TA webinar recording with slides and ASL](#) | [TA webinar slides](#)
- **Call-to-Action for Building the Home and Community-Based Services Workforce Data Infrastructure** (May 2024)  
[TA webinar recording with slides and ASL](#) | [TA webinar slides](#)
- **Workforce Investment Systems 101: Engaging with State Workforce Systems – Learning the Language to Build Partnerships** (June 2024)  
[TA webinar recording with slides and ASL](#)
- **Using Marketing Campaigns to Expand & Advance the Direct Care Workforce: The WisCaregiver Careers Experience** (July 2024)  
[TA webinar recording with slides and ASL](#)

# States Receiving Strategies Center Technical Assistance

In 2024, **20 states** received technical assistance through the Strategies Center:

- Alaska
- California
- Colorado
- Connecticut
- Delaware
- Illinois
- Indiana
- Kansas
- Kentucky
- Louisiana
- Maine
- Michigan
- Nevada
- New Hampshire
- New Jersey
- New Mexico
- Oregon
- Utah
- Vermont
- Washington



# Strategies Center Year Two Accomplishments

- ✓ Launched national technical assistance programs, providing **technical assistance to 20 total states** (14 PLC, 6 ITA).
- ✓ **Fourteen PLC states** engage monthly in cohort meetings, attend regularly-scheduled cross-cohort webinars, and meet regularly with SMEs to advance towards identified milestones.
- ✓ **Six intensive technical assistance states** completed their readiness assessment phase activities, meet regularly with TA coaches, and convene together monthly to discuss themes.
- ✓ Hosted **four national webinars** open to the public on a wide variety of topics related to the direct care workforce, with several others planned for the remainder of the year.
- ✓ Facilitated the first meetings of the Strategies Center's **Advisory Committee of nearly 30 individuals** representing unique perspectives across the field.
- ✓ Formally announced the **Strategies Center's Resource Hub** on the website, with resources on topics ranging from self-direction to recruitment and retention.

# Overview of the Strategies Center's Peer-Learning Collaboratives

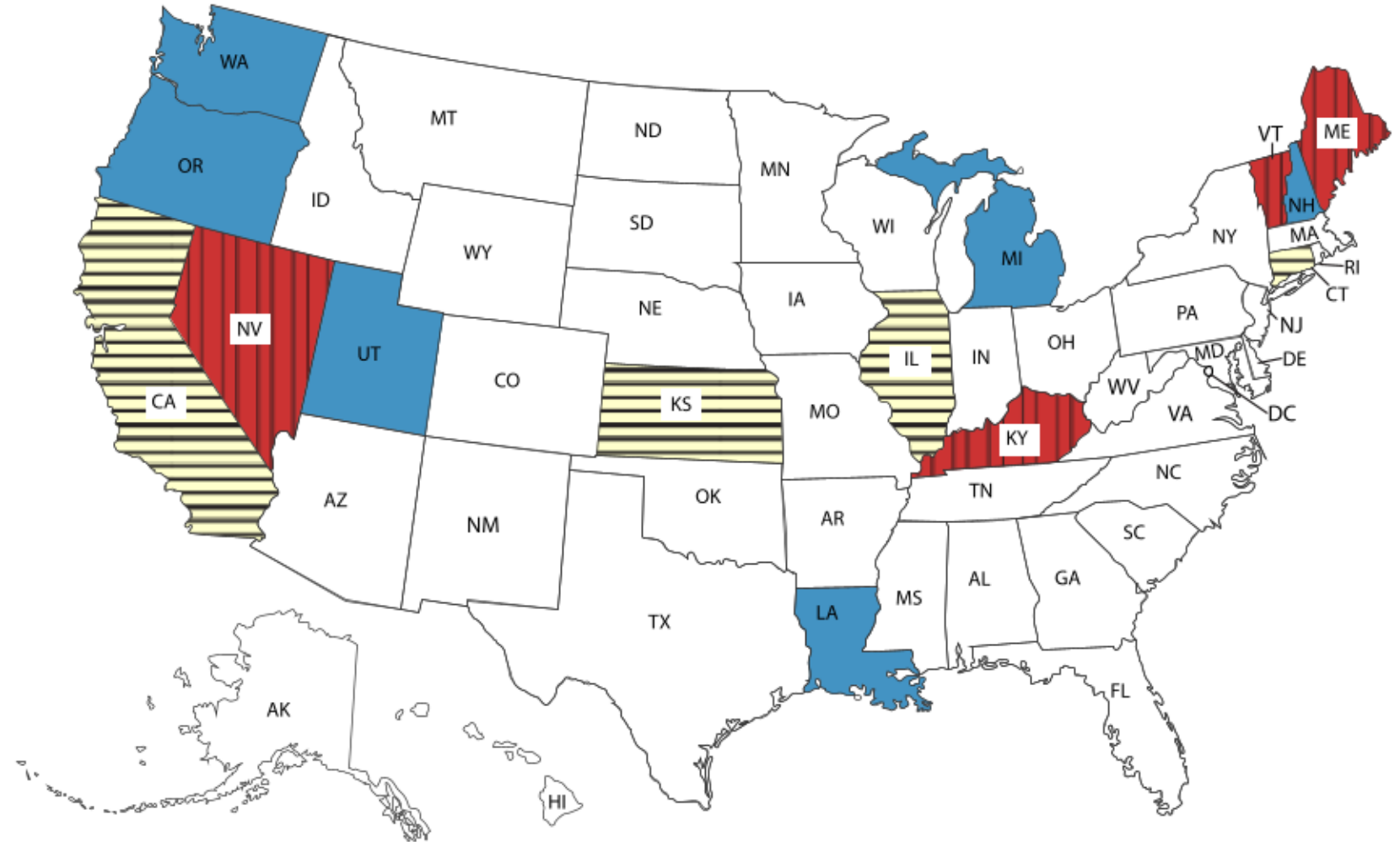




Jordanna Davis  
Founder & President, Rockingstone Group



# 2024 Peer-Learning Collaboratives

**Peer-Learning Collaboratives (PLCs)** are time-limited, results-oriented, typically-focused working groups of states leveraging learning from peers and subject matter experts to make progress on systems change milestones.



-  Cross-Systems Change Partnerships (Jordanna Davis)
-  Cross-Systems Change Partnerships (Hope Glassberg)
-  DCW Recruitment & Retention (Jacqueline Lampert)



# 2024 Peer-Learning Collaborative Meetings

- PLCs meet monthly in **three unique cohort** groupings. Each state has participated in **seven** Center-led PLC cohort meetings (as of 1/29/25).
- Each meeting includes:
  - State round-robin updates
  - State-in-focus
  - Expert presentation (Center partners and invited experts)
    - Examples: *Workforce Data: Best Practices in Collection, Use, and Dissemination; Universal Core Competencies and Career Pathways in Direct Care; Recruiting, Training, and Supporting DCWs with Lived Experience*
  - Peer learning discussion



# 2024 PLC Subject Matter Experts (SMEs)

- States receive 90-120 hours of individualized support from subject matter experts
  - More than 750 total hours as of 1/15/25
- SMEs include:
  - **AnereS Strategies**: Serena Lowe, *Lead SME*, Tobey S. Partch-Davies
  - **GoodLife Innovations**: Beth McCoach, Megan McKinney-Todd
  - **Pigorsch Media Design**: Hans Pigorsch, Susan Pigorsch
  - **PHI**: Emily Dieppa-Colo, Kezia Scales
  - **University of Minnesota Institute on Community Integration**: Julie Bershadsky, Amy Hewitt, Barbara Kleist, Jerry Smith
  - Lisa A. Mills, Shannon Webb

# 2024 PLC Sample State Milestones

- **Crosswalk** of existing DCW workforce initiatives
- **Framework** to leverage funding streams toward a common goal
- **Education campaign** to educate the public/job seekers about DCW opportunities
- **Develop a structure** for career lattice/ladders
- **Recruitment plans** targeting specific populations
- **Best practices** for non-wage benefits

# PLC Timeline



## **April – May 2024:**

PLC staff team held individual orientation and milestone planning calls with states



## **June 2024:**

States were matched with Subject Matter Experts



## **June 2024 – March 2025:**

PLC cohorts meet monthly; states meet regularly with SMEs



## **February – March 2025:**

Concluding conversations

# PLC Contacts

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**Hope Glassberg**

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**Jacqueline Lampert**

[jlampert@rockingstonegroup.com](mailto:jlampert@rockingstonegroup.com)

# Experience of State Leaders in the Peer-Learning Collaboratives

Moderated Panel Discussion

# Panelists

Anna Heard, Senior Policy Analyst  
Center for Best Practices, National Governors Association



Victoria Elridge, Commissioner  
Department for Aging and Independent Living,  
Kentucky Cabinet for Health and Family Services



Valerie Jemerson, Talent Development Liaison  
Sector Strategies, Industry Engagement Division,  
Workforce Development, Michigan Department of Labor and  
Economic Opportunity



Sarah Steenhausen, Deputy Director  
Division of Policy, Research and Equity,  
California Department of Aging



# Thank You

## Final Reminders

- Visit the website for resources and to sign up for Strategies Center updates at: <https://acl.gov/DCWcenter>
- Please complete the evaluation: <https://s.alchemer.com/s3/PLC-Webinar-1-29-Feedback-Form>
- Stay on the lookout for the roll-out of new technical assistance and training opportunities for State government leaders and HCBS providers this spring!





**Building national  
capacity to support  
community living**

[directcareworkforce@ncoa.org](mailto:directcareworkforce@ncoa.org)

Thank You



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