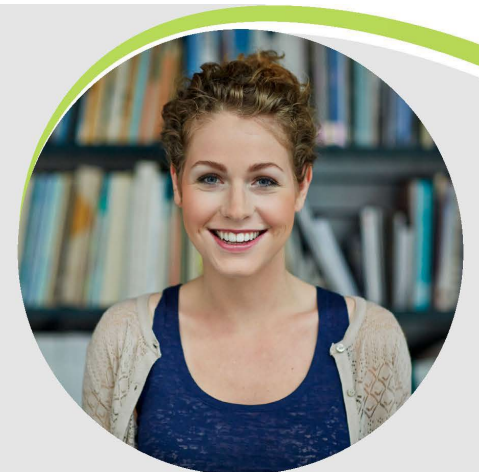


Career Counseling & Professional Development: Building Better Benefits

Christina Broughton, Internship & Career Development Programs Manager, Vinfen

Grow
at Vinfen



Agenda

Yes – you can have the slideshow!

- Investing in Professional Development: why is it important?
- Developing career pathways & a professional development plan
- Types of professional development benefits & programs
- How can we build a culture of professional development?
- A look at what's happening at Vinfen & with you!



Investing in
Professional
Development :
Why is it
important?



Investing in Professional Development

Helps retain employees

Builds a more talented and productive workforce

Helps attract valuable employees

Brings innovation to programs and services

Improves employee engagement

Creates a supportive culture for staff

Identifies rising leaders

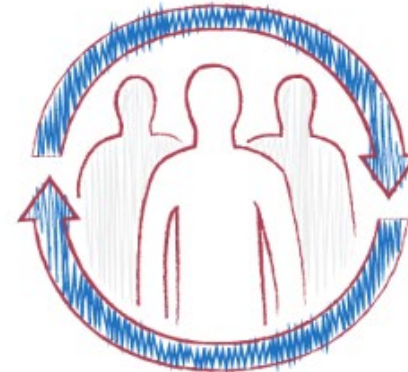


Investing in Professional Development

When organizations offer professional development opportunities,



employees are
15% more engaged



retention rates
are 34% higher

Source: "The Impact of Professional Development" from Better Buys



May 2022 Focus Groups & Survey: Professional Development at Vinfen

Important Takeaways:

- Career support/advice from supervisors/peers very important
- Lack of understanding of career pathways/requirements to move into different career fields
- More assistance in transitioning to higher-level positions
- Education requirements pose significant barriers to advancement



Investing in Professional Development - Vinfen

1. **Evaluate our staffing needs.** Are there any key roles we need to recruit into?
2. **Outline career pathways within the agency.** How can different professionals advance through the company? What is required to advance? Where do the key roles fall?
3. **Develop resources and benefits that help staff advance through these careers.** How can we improve or expand existing benefits? What additional benefits or programs would be helpful to staff? What partnerships can we pursue to provide additional support to staff?
4. **Regularly assess and revisit as needed.**



Career Pathways at Vinfen

1. Clinical Disability Support Services & Brain Injury Services
2. Clinical Social Work & Mental Health Counseling
3. Peer Support
4. Program Management
5. Nursing
6. Nonprofit Administration

SENIOR PROGRAM MANAGEMENT

Provides supervision and direction to team members and oversees the administration, budget and operations of several programs.

- Program Director (Connecticut)
- Residential Director
- Senior Program Director

PROGRAM MANAGEMENT

Provides supervision and direction to team members and oversees the administration, budget and operations of a program.

- Assistant Program Director (Connecticut)
- Clubhouse Program Director
- Day Program Director
- Residential Program Director

PROGRAM SUPPORT

Provides support to persons served in addition to making unique contributions to overall program operations.

- Clubhouse Counselor II
- Day Program Site Manager
- Program Specialist

COMMUNITY-BASED CARE MANAGEMENT

Work with a number of persons served to in the community.

- ACCS Outreach Worker
- Community Health Worker

DIRECT CARE SERVICES

Support persons served with activities of daily living, building skills and increasing quality of life.

- Clubhouse Counselor
- Day Program Instructor
- Residential Counselor

Career Pathways at Vinfen – Program Management

COMMUNITY-BASED CARE MANAGEMENT

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Career Pathways at Vinfen – Clinical DS/BI Services

BEHAVIOR ANALYSIS

Provide direct care and conduct assessments on individuals with intensive behavioral conditions.

- Lead Residential Counselor
- Registered Behavior Technician
- Autism Outreach Worker

DIRECT CARE SERVICES

Support individuals with intellectual and developmental disabilities, Brain Injury, Autism or behavioral health conditions with activities of daily living, building skills and increasing quality of life.

- Certified Nursing Assistant/
Home Health Aide
- Day Program Instructor
- Residential Counselor
- Lead Residential Counselor

SENIOR PROGRAM MANAGEMENT

Provides supervision and direction to team members and oversees the administration, budget and operations of several programs.

- Program Director (Connecticut)
- Residential Director
- Senior Program Director

CLINICAL CONSULTING

A clinician providing clinical support to a group of residential programs or day programs. In addition to clinical support, the clinician will provide training and guidance to area teams.

- Assistant Clinical Director
(Masters Level/BCBA)

PROGRAM MANAGEMENT

Provides supervision and direction to team members and oversees the administration, budget and operations of a program.

- Assistant Program Director (Connecticut)
- Day Program Director
- Residential Program Director
- Day Program Site Manager

Career Pathways at Vinfen – Clinical Social Work/MH Counseling

SOCIAL WORK/MENTAL HEALTH COUNSELING

Masters level clinicians and LCSWs who work under an independently licensed team member.

- ACCS Team Clinician (Masters level & LCSW)
- Assistant Clinical Director I (Masters level)
- Behavioral Health Clinician (Masters level and LCSW)
- Clinical Care Manager / Clinical Care Coordinator (Masters Level and LCSW)
- Clinical Specialist (Masters Level)

COMMUNITY-BASED CARE MANAGEMENT

High School or Bachelor level staff who provide elevated levels of non-clinical care.

- ACCS Outreach Worker
- ACCS Community Connector/ACCS Family Connector/ACCS Housing Connector
- Community Health Worker
- Lead Residential Counselor

CLINICAL SUPERVISORS

A clinician providing supervision to a team of clinical staff.

- ACCS Team Leader (LCSW/LMHC)
- ACCS Clinical Program Director
- Outpatient Clinic Director
- PACT Team Leader

LEAD CLINICIANS

Licensed clinicians who are able to practice without clinical oversight.

- ACCS Team Clinician (LCSW/LMHC)
- Assistant Clinical Director II (BCBA)
- Clinical Care Manager (LCSW/LMHC)
- Behavioral Health Clinician (LCSW/LMHC)
- Clinical Specialist (Masters Level/LCSW/LMHC)
- PACT Clinician

Career Pathways at Vinfen – Nursing

CERTIFIED NURSING ASSISTANT/HOME HEALTH AIDE

Provide daily routine or episodic daily nursing aide care in a residential setting.

- Home Health Aide (HHA)
- Certified Nursing Assistant (CNA)

DIRECT CARE SERVICES

Support persons served with activities of daily living, building skills and increasing quality of life.

- Clubhouse Counselor
- Day Program Instructor
- Residential Counselor

NURSE PRACTITIONER

Provides psychiatric evaluations and medication management utilizing a team approach to individuals experiencing mental health, substance use or co-occurring disorders.

- Prescribing Nurse (Outpatient)

REGISTERED NURSE

Assess each individual's physical health needs and develop relevant service or action plans for additional medical care.

- Clinical Care Manager (RN)
- Day Program Nurse (RN)
- IMGLE Clinical Program Director (RN)
- Nurse Liaison (RN)
- Residential Program Nurse (RN)

LICENSED PRACTICAL NURSE

Assess each individual's physical health needs and providing person centered clinical care in a residential, Day Hab or Care Coordination setting.

- Licensed Practical Nurse (LPN)
- Clinical Care Manager (LPN)

Career Pathways at Vinfen – Nonprofit Administration

ADMINISTRATIVE SUPPORT/ OPERATIONS ADMINISTRATION

Support a team with daily administrative support for financial or organizational purposes.

- Administrative Assistant
- Program Specialist
- Rep Payee

DIRECT CARE SERVICES

Support persons served with activities of daily living, building skills and increasing quality of life.

- Clubhouse Counselor
- Day Program Instructor
- Residential Counselor

NON-PROFIT MANAGEMENT

Oversee and manage the outcomes of a set of processes or procedures utilized across the company. These roles often include the supervision of a team.

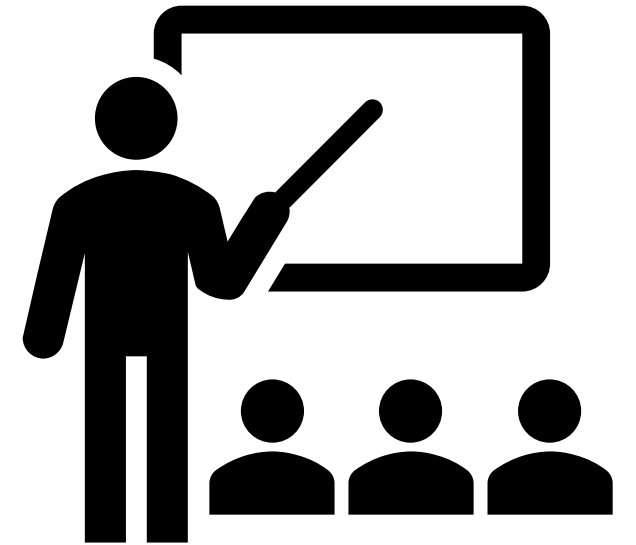
- HR Operations Manager
- IT Support Services Manager
- Recruiting Manager
- Associate Director of Training and Development
- Director of Quality

NON-PROFIT ADMINISTRATION

Administrative support functions which are key to maintaining successful processes in HR, IT, Quality or training departments.

- HR Operations Coordinator
- IT Helpdesk Associate
- Recruiter
- Training Coordinator
- Quality Manager

Professional Development Programs and Benefits



Types of Continuing Education Programs

English Language Learning (ELL)

High School Completion

Career and Vocational Training

Tech Upskilling Programs

Management & Leadership Training

Certificates

Associates

Bachelors

Masters

Doctoral



Employer-Funded Education Assistance

Up to \$5,250 in employer education assistance is not taxed

Tuition Reimbursement

Tuition Assistance

Scholarships

Student Loan/Debt Repayment

Who will be eligible?

How much are we willing to invest?

When and how will we issue payment? Are there any contingencies (ex. Grade requirement)?

What happens if an employee terminates/leaves?

Do you need a contract in place to issue the benefit?

What education programs are eligible?

Who and how will we manage the program?



Career Guidance and Support

In-house Training Programs

Internships

Mentorship Programs

Professional Development Resources & Guides

Cost-Saving Partnerships

Improved Marketing & Communication

Career Panels and Networking Events



How can we build
a culture of
learning and
development?



Building a Culture of Learning

Make it an organizational value & strategic goal

Offer a diverse range of programs and opportunities

Make continuous learning a habit for all staff

Promote shared spaces for learning

Measure progress & solicit feedback of program participants

Support staff throughout the entire learning process

When you can, make it personal!

Celebrate (and reward!) learning achievements

Encourage support from program graduates



Building a Culture of Learning - Vinfen

Branding Professional Development at Vinfen

Involving All Departments in Prof. Dev. Goals

Building a Marketing Plan/Calendar

Recognizing Employee Success

Involving Professional Development in
Recruitment and Onboarding Efforts

Hosting Professional Development Events



Obtaining Testimonials from Program
Participants

Improving Incentives for Staff Participation





**A look at what's
happening at Vinfen**

Professional Development Resources & Guides

Professional Development and Learning Guide

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PROFESSIONAL DEVELOPMENT AND LEARNING GUIDE

Career Advancement and Learning Opportunities for Vinfen Employees



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Mentorship

Vinfen's New *Career Advisory Network*

Staff email one of the following inboxes with a question related to their career goals and connect with a volunteer supervisor or manager in that field to talk further:

- Clinical DS and BI – ClinicalDSCareers@vinfen.org
- Social Work and Mental Counseling – ClinicalCounselingCareers@vinfen.org
- Nursing/Healthcare – NursingCareers@vinfen.org
- Non-Profit Administration – NonprofitAdminCareers@vinfen.org
- Program Management – ProgramManagementCareers@vinfen.org
- Peer Specialist – PeerSpecialistCareers@vinfen.org



Internship Program

Expanding & enhancing for students and staff

- Helps staff obtain licenses and degrees critical to career growth
- Seeking funding opportunities to provide internship salaries/stipends
- Providing more training/support to intern supervisors
- Creating networking opportunities
- Involving recruitment in offboarding



In-House Manager Training

1. Self-paced Learning

Skills learned: interviewing and recruiting skills, coaching and positive corrective action, labor relations, employment law

2. In-person Learning

“Aspiring Managers Program”

Skills learned: personal leadership skills, basic management tactics, tools for managing productive teams



Tuition Reimbursement & Assistance

Professional Development Fund

Awards \$800 per course, a maximum benefit of \$1,600 per semester for up to 3 semesters per year.

Board of Directors Scholarship

Each spring Vinfen's Board of Directors awards one or two scholarships between \$3,500-\$5,000 to employees.

Massachusetts Tuition Remission

Covers full tuition costs for employees pursuing undergraduate degrees at a Massachusetts state college or community college.



Cost-Saving Partnerships

Vinfen partners with the following schools to provide special benefits and support for employees.



Tuition discounts, grants, deferred billing, specialized support, events

Networking to students, increase brand awareness

Source for information and resources to aid in staff development

Partner support on professional development initiatives





Thank you

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