

COLLEGE OF HEALTH CAREERS ELEVATOR SPEECH

Summary

In 2020 Rochester Regional Health created the College of Health Careers as a commitment to expanding accessible healthcare education programs in the Rochester area. Included in the College of Health Careers is the successful Isabella Graham Hart School of Practical Nursing, which has graduated over three thousand LPNs since 1964. While over a third of those students want to continue their studies and become RNs, but – until the College of Health Careers started its own RN program – it could take years before students could find a seat in a program. Now, more students have the opportunity to become RNs, and the Rochester region has more of the highly trained nurses it needs.

The College of Health is located in the former Irondequoit Mall, near one of the most economically disadvantaged neighborhoods in the region. It offers studies in respiratory therapy, surgical technology, dental assistance and more. The new space features advanced technology, such as state-of-the-art simulation labs, to provide students with the training to support their future careers.

Positive impact

The health system is committed to reducing racial inequity and the impact structural racism has on health care in this region and this country. This commitment starts with providing education to residents and students in vulnerable communities, particularly the City of Rochester. In 2020, more than 70 percent of the students enrolled in the Isabella Graham Hart School of Practical Nursing were African-American or Hispanic and Asian. Empowering diverse populations to pursue a career in nursing, provides an educated impact on the communities they serve.

By investing in the development of career pipelines for the most vulnerable communities, the health system is providing a pathway towards financial stability by increasing their lifetime earning potential. Rochester has a large population of female heads of households living in poverty. The opportunities provided by a nursing education allows for economic mobility and can lift individuals out of poverty in 10 months by putting them on a career path that provides a living wage.

Approximately one-third of the LPN graduates become employed by Rochester Regional. 80% of graduates are employed in our community within 6 months following graduation. An LPN foundation allows for workforce mobility, from LPN to RN to Bachelors to Masters and beyond.

The Urgency and Importance

The healthcare community as a whole is facing a nursing shortage that drastically affects patient care. Individuals in the nursing profession are rapidly approaching retirement, as the average nurse in 2021 is 58 years old. Due to the pandemic, an overwhelming amount of nurses have left the profession. As new programs and services evolve that require qualified,

skilled nurses, the programs offered through the College of Health Careers serve as a response to the increased need for quality healthcare providers in our region and beyond.

Investment

To purchase equipment and cutting-edge technology will cost **\$2.5 million**. We're raising another **\$2 million** for scholarships for students in need of financial assistance. The minimum for endowing a scholarship is \$50,000 and the spend down scholarship amount minimum is \$10,000 (\$2,000/year for 5 years.)