



Focusing  
Philanthropy

## **Jewish Vocational Services San Francisco Diligence Trip Report San Francisco, CA September 13, 2022**

### **Program Visited**

- Jewish Vocational Services San Francisco (JVS SF)

### **Focusing Philanthropy Staff**

- Teresa Burton

### **Staff**

- Jan Magat, Program Coordinator
- Teresa Betancourt, Asst. Dir. of Programs
- Simone West, Director of Development
- 2 Instructors, Christina and Paulette

### **Executive Summary**

In 2021, Focusing Philanthropy launched the first campaign with JVS San Francisco (JVS SF) after several months of due diligence. Due to the Covid-19 pandemic, all conversations between FP and JVS occurred online at the same time that all JVS courses were being held online. This site visit was scheduled to observe healthcare training courses in person and meet JVS teachers, program staff, and development staff in person as well.

### **Background**

Founded in 1972, JVS SF has worked collaboratively with employers across several industries to fill in-demand positions with people from traditionally underserved and underrepresented communities. In 2021, JVS SF served more than 2,500 job seekers in total, 82% identifying as people of color. In San Francisco, the healthcare sector offers jobs with wages and advancement opportunities that can move many families out of poverty and into promising careers.

The Healthcare Training Academy began in 2009 and has served as a well-respected trainer for University of California San Francisco (UCSF), Kaiser, Sutter Health, John Muir Health, San Francisco Department of Health and California Pacific Medical Center (CPMC) among others. On average, 90% of healthcare graduates secure work after completing training and earn an average hourly wage of \$27.51.



## Programs Updates

The 2022 campaign with Focusing Philanthropy is supporting the following three-course offerings:

1. Dental Assistant

In partnership with UCSF and Eden Area Regional Occupational Program Center, this 6- to 9-week training program includes over 100 hours of classroom training in clinical skills and over 40 hours of occupation-specific professional skills taught by JVS. This program also includes a 160-hour externship at local dental practices. After the training, graduates typically earn an average of \$20.43/hr. or \$42,000/yr.

2. Medical Assistant (MA)

JVS partners with San Francisco State University's College of Extended Learning to collaboratively provide a 16-week Medical Assistant Certification training which includes ten weeks of clinical skills, with one day per week taught by JVS focused on occupation-specific employment readiness skills. This classroom training is followed by a 160-hour externship at a local healthcare employer. After the training, graduates typically earn an average of \$27.49/hr. or \$57,000/yr.

3. Medical Administrative Assistant (MAA)

For the last 10 years, JVS and local health employers have offered this course and internship program, providing a life changing career entry point for low-income people with limited experience. The program includes a 9-week classroom training in basic computer skills, medical records systems, office skills, job search skills, and afterwards a 16-week paid internship at University of California San Francisco (UCSF). After the training, graduates typically earn an average of \$24.64/hr. or \$51,000/yr.

## Classroom Observation

TB observed two Certified Nursing Assistant (CMA) classes participating in a Refresher Boot Camp week before their paid clinical externships start. That Friday, the students were participating in a mock clinic and reviewing how to check vitals and take blood. One class of 18 students, was funded by Kaiser and the other class of 19 students, was developed in partnership with UCSF and was philanthropically funded.

### *Kaiser Class*

The Kaiser-funded Medical Assistant course runs for 6 months. Students will receive training to become certified medical assistants and certified phlebotomists through a combination of lectures, labs, and a paid clinical externship with Kaiser Permanente. Kaiser pays the full cost of the training, and the entire class will have paid externships at local Kaiser hospitals. At completion, those hospitals will have the first chance at hiring graduates. Below is a description of the course:

- 13 weeks of clinical lectures and labs with SFSU and professional development with JVS



- 6 weeks of full-time paid clinical externship in Medical Assisting and Phlebotomy at Kaiser hospitals
- scope of the clinical medical assistant role in a medical office
- scope of the phlebotomist role in a medical office
- preparation for the NCCT CPT-1 (phlebotomy) certification exam
- preparation for the Certified Clinical Medical Assistant (CCMA) exam
- professional skills including patient-provider communication
- job search, interviewing, online application, network skills instruction, and one-on-one job search support services
- resume writing and interview practice for Medical Assistant and phlebotomy positions
- skills in a variety of clinical procedures, including assisting with minor surgery, performing electrocardiograms, administering medications, performing vitals, phlebotomy, and maintaining equipment in an ambulatory care setting.
- upon completion of the program, students will have the necessary skills and certification to gain employment in clinics, laboratories, physician offices and other outpatient facilities.

The class TB observed was a review of blood pressure readings and the course of action depending on patients' readings and risk categories. Students were taking each other's blood pressure and reviewing the results. The teachers quizzed them on the types of lifestyles and behavior counseling they should give patients depending on their readings and risk levels.

Instructor Paulette retired as an Assistant Director of Nursing at Kaiser. She is a valued instructor by both Kaiser and JVS because she is able to teach students the specific ways things are done in Kaiser facilities. She expressed her dedication to JVS' mission and her gratitude for the support she receives from JVS administration. She described her students as mostly single moms who are grateful to be in class, enjoy learning new skills, and are gaining confidence. She noted that they are all complying with strict attendance rules while overcoming extremely difficult life challenges such as living in shelters and traveling long distances. She was very glad to be back in the classroom after teaching on Zoom during the pandemic. Paulette also helps JVS update the curriculum and reports that some of her students go on to become Registered Nurses and Physician Assistants after working for Kaiser because Kaiser offers scholarships to employees who stay longer than one year.

### *UCSF Class*

The UCSF class is a 5-month training course. Students will receive training to become medical assistants through a combination of lectures, labs, and a paid clinical externship with UCSF, where students hope to be hired at completion. Below is a description of the course:

- 10+ weeks of clinical lectures and labs with SFSU and professional development with JVS
- 5+ weeks of full-time paid clinical externship at SF locations
- scope of the clinical medical assistant role in a medical office
- prepare for the Certified Clinical Medical Assistant (CCMA) exam



- professional skills including patient-provider communication
- job search, interviewing, online application, network skills instruction, and one-on-one job search support services
- resume writing and interview practice for Medical Assistant positions
- skills in a variety of a variety of clinical procedures, including assisting with minor surgery, performing electrocardiograms, administering medications, performing vitals, and maintaining equipment in an ambulatory care setting.
- upon completion of the program, students will have the necessary skills and certification to gain employment in clinics, physician offices and other outpatient facilities.

In that class, TB observed students were practicing drawing blood with medical equipment and rubber arms. While this class does not prepare for the phlebotomy exam, JVS added phlebotomy to the course curriculum so students could get pursue a phlebotomy credential and have a better chance at getting hired by the Dept. of Health if they don't get hired at UCSF.

Instructor Christina has been a teacher for 27 years in several different types of healthcare courses. In her last position, she was a program director at a for-profit college. She wanted to teach somewhere she believed in the mission of the school and now she teaches at JVS and at programs offered on Indian reservations (online). Her approach is strictly professional, which she hopes encourages her students to see her as a role model and respect her as the type of person they will eventually work for in their next positions. Because she taught many types of classes and also helped JVS develop a curriculum, Christina adds things to her courses that she learned over many years and hopes will benefit her students in their careers. In particular, she helps them chart a path to getting a degree and, eventually, a job in management of public health administration.

Requirements of both classes include: a high school diploma or a GED, passing a math assessment (important for measuring prescription dosages), English proficiency, full immunizations, and a clean background check. Recruitment for classes takes about 3 months. To fill a class of 22 students, JVS takes approximately 400 inquiries, conducts 200 phone screenings, then a smaller number of Zoom interviews, and then 30 in-person panel interviews that includes employers and JVS staff. After graduation, job placement typically takes 6 months. JVS tracks job retention at 3 months, 6 months, 1 year and 2 years. The completion goal is 90% and the job placement goal is 80%.

## Staff Discussion

TB met Jan Magat, the Program Coordinator. She is an enthusiastic instructor and advocate for her students. She is an immigrant from the Philippines where she earned an MBA in management. In the US, she was driving for Uber and Doordash and working in warehouses when she heard about JVS. She was hired by JVS as a program assistant in 2021 and quickly became the program coordinator and instructor in career skills.



TB also met Teresa Betancourt, the Assistant Director of Programs, who has been at JVS for 8 years. As an immigrant, she enjoys working with other immigrants. She started at the Welcome Back Center for immigrant health professionals who wanted to work in healthcare in the US and were training for US credentials. When that center closed for lack of funding, she worked in several other workforce training positions, including program coordinator, manager and senior manager. She says JVS' secret sauce is that JVS is able to help students overcome barriers to employment in the admission process and then graduate the program with excellent soft skills that make them great employees: communication, situational awareness, emotional intelligence, and leadership skills.



*Instructors*

### **Growth Plan & Goals - Serve 4,000 people/year**

Simone West, the interim Chief Development Officer, reported that JVS SF will be starting a new strategic planning process next year. As part of that plan, JVS SF would like to increase student enrollment to 4,000 students per year and diversify their employer relationships to increase placement options and advancement opportunities for alums. Their goal will be in the range of 40,000 students trained over the next ten years. Simone is particularly optimistic about JVS ability to increase the number of people trained in the dental assistant pathway in San Francisco and areas to the south (So SF, San Mateo, and Santa Clara) where there is a high need for skilled workers and the jobs pay a living wage. JVS is in talks with the Silicon Valley Community Foundation to fund a large increase in capacity in dental courses in the south bay.

### **Policy Goals**

With more than 10 years of experience at JVS SF, CEO Lisa Quiroz is spending increasing amounts of time doing policy work – meeting with legislators and endorsing legislation in California to increase opportunities for low-income workers. Her goals include finding new government funding sources for JVS SF, partnering with community organizations in the South and East Bay, and serving as a Commissioner on the State of California's Inter-agency Advisory Committee on Apprenticeship, under the Department of Industrial Relations since 2018.

### **Fundraising & FP Campaign Planning**

Simone West will serve as the interim Chief Development Officer during the search for Rachel Brown's replacement. She emphasized their strong donor base and ability to continue fundraising without Rachel. JVS will celebrate its 50<sup>th</sup> anniversary next year and plans to fundraise heavily around the occasion. We talked about next year's campaign and the potential for increasing the total amount if this year's campaign goes well. We will talk about it again in November.

## Notes for Next Visit

- Progress of healthcare training and potential for new courses
- Progress in securing new funding for dental assistant courses
- 50<sup>th</sup>-anniversary fundraising plan and expansion plan



*Refresher course in drawing blood at JVS SF. Students are working with medical equipment and rubber arms for practice.*