



PROMISING PRACTICE

Partnership and Recruitment

Kansas Health Profession Opportunity Project (KHPOP) at Kansas Department of Commerce

With a special form of recruitment, the Kansas Department of Commerce is keeping the tradition of house calls alive.



Kansas Health Profession Opportunity Project (KHPOP) provides training in the healthcare field to eligible low-income residents and those receiving benefits such as Temporary Assistance for Needy Families (TANF) throughout the state.

The program recruits through five KANSASWORKS Job Centers. However, many residents that the program wants to reach live in very rural parts of the state. The KHPOP team decided the best solution to gain the trust and commitment of those potential participants was to go to them.

KHPOP staff focused on communities in Southeast Kansas not served by a Job Center. Southeast KANSASWORKS recognized that many in the region struggled with transportation and finding the necessary resources needed to sustain their families while furthering their education. The program employs a Career Coach who worked to reach as many people as possible across their 17-county district. The Coach traveled to residents to offer on-site help with eligibility review, enrollment, and case management. KHPOP also performs outreach at community colleges and other

community organizations. Without their recruitment efforts, many would never know that their dream of working in healthcare could one day come true.

The Career Coach developed a partnership with Labette County Emergency Assistance Center (LCEAC) in Parsons, Kansas. The LCEAC assists in the prevention of hunger, utility disconnection, and eviction. The Center also provides clients with school supplies, diapers, formula, USDA commodities, and prescription payment, free of charge. The partnership with LCEAC provides a regular meeting place for KHPOP coaches and staff, and it helps raise awareness of what both they and Southeast KANSASWORKS have to offer. Career Coaches are using this successful partnership model to foster growth with other organizations to better serve the rural population.

The partnerships formed by KHPOP propel participants onto the ladder of career advancement opportunity to provide for their family and community.

This Promising Practice was self-identified by the grantee and information contained in this document was provided by the grantee.