Top 5 Identified Needs: Training Areas for New Graduates

1) Cost effectiveness and efficiency of programming
   a. Sharpen financial planning and management skills
   b. Demonstrate programmatic outcomes at several levels
   c. Develop data management and analysis skills
   d. Demonstrate precise return on investment (ROI)

2) Professional skills for success in the office
   a. Utilize constructive criticism to better oneself
   b. Address conflict in a professional manner
   c. Develop motivational interviewing and listening skills
   d. Develop health coaching skills for behavior change and provide experiential learning opportunities
   e. Identify your predictive index and understand the implications of different personalities working together

3) Cultural and socioeconomic barriers to health
   a. Understand the complexities of cultural competence
   b. Identify the characteristics of the culture of poverty
   c. Develop comfort and competence working with diverse clients and patients
   d. Understand the importance of sociology in public health

4) Policy and advocacy skills
   a. Understand the impact of policy at all levels (community/state/nationally/globally)
   b. Understand the difference between advocating as a citizen, government employee, or member of a nonprofit
   c. Understand the importance of professional networking in regards to advocacy
   d. Know how to effectively communicate (verbal and written) with political representatives
   e. Understand the difference between advocating and lobbying

5) Professional communication skills
   a. Sharpen oral communication skills (for example: through a toastmasters club)
   b. Learn how to package information in a variety of ways based on stakeholder/audience
   c. Communicate in a mature way that includes critical thinking and developing solutions to problems, rather than going directly to a supervisor with an issue
   d. Understand general communication etiquette with cell phones, e-mail, social media

Data collected via three focus groups held in April/May 2013.
Participants included: 20 professionals from 17 organizations that promote health in Indiana.
Participants represent government, not-for-profit, healthcare and education organizations.
Top 5 Identified Needs: Training Areas for Current Professionals:

1) Program management skills
   a. Utilize target marketing in program planning
   b. Identify/utilize process improvement tools
   c. Improve program evaluation skills
   d. Focus on sustainability, not just programming
   e. Manage data and ease the fear of data management

2) Effective utilization of community partnerships
   a. Understand the value of community partnerships
   b. Identify/utilize ‘true’ collaborative models
   c. Understand the ethics and scope of practice in community work

3) Leadership and professional skills
   a. Develop motivational interviewing and listening skills
   b. Use creative problem solving and encourage a ‘can do’ spirit
   c. Develop health coaching skills for behavior change and provide experiential learning opportunities
   d. Develop rich internship/supervisory experiences with students
   e. Learn conflict management skills

4) Policy and advocacy skills
   a. Understand the difference between advocating as a citizen, government employee, or member of a nonprofit
   b. Understand the importance of professional networking in regards to advocacy
   c. Know how to effectively communicate (verbal and written) with political representatives

5) Communicating through new and existing technology
   a. Develop business communication skills
   b. Develop maintenance strategies for social media and web pages
   c. Determine appropriate policies for communication devices and social media

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