

# Lifelong Learning

## Communications Toolkit

NATIONAL  
**WORKFORCE** PLANNING  
AND **DEVELOPMENT**



LABOR MANAGEMENT  
**PARTNERSHIP**



**KAISER  
PERMANENTE®**

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## OVERVIEW

Health care keeps changing. To keep up with change at Kaiser Permanente, we all need to keep learning.

### What is lifelong learning?

Lifelong learning is the ongoing process of continuing to educate yourself and build skills. It can include going back to school for a degree. It's also about learning in shorter bursts – workshops, seminars, and certificates. It's technical skills. And it's human skills, such as problem-solving, to keep up with changing times.

### Why lifelong learning?

Learning helps you grow your career. It also helps the organization improve quality and service. And those who use our workforce development programs are more likely to stay.

Kaiser Permanente encourages lifelong learning for employees. It offers many high-value learning resources, including ones negotiated with Labor Management Partnership unions.

National Workforce Planning and Development and its partners have teamed on this toolkit to promote learning and build awareness of resources. The Workforce of the Future initiative aims to help prepare our workforce to be ready for jobs today and tomorrow. And it supports Kaiser Permanente as a best place to work.

### About this toolkit

This toolkit has information and messaging for all Kaiser Permanente employees that markets and functions can use about learning. Use it to:

- Start a conversation with employees about career growth and learning opportunities
- Promote lifelong learning in your newsletters, emails, huddles, and other channels
- Localize messages as needed while supporting the general toolkit messages

If you need any other information to support your efforts, please contact:

#### **Alec Rosenberg**

National Workforce Communications

[alec.rosenberg@kp.org](mailto:alec.rosenberg@kp.org)

## MILESTONES

You can promote lifelong learning any time of year.

Here are some national learning milestones during the year:

### Lifelong learning calendar

**January to March:** Goal setting

**February:** [Workforce Development Week](#) (held in 2024, next event planned in 2026)

**April:** [KP Learning Conference](#) (contact: [Alicia Butler Lashley](#))

**May:** Nurses Week

**May:** Training Needs Survey (held in 2024, next one planned in 2026)

**July/August/September:** Back to school

**November:** Professional Development Institute by Business Resource Groups (See [Viva Engage](#), [SharePoint](#), contacts: [Antonio Fernandez](#), [Ofelia McMenamy](#))

See also: Other Business Resource Group, regional, and education trust career-related events

## REGIONAL COMMUNICATIONS LEADS

Name	Email	Stakeholder group
<b>Melissa McWilliams</b>	<a href="mailto:melissa.m.mcwilliams@kp.org">melissa.m.mcwilliams@kp.org</a>	Colorado
<b>Kevin McClelland</b>	<a href="mailto:kevin.j.mcclelland@kp.org">kevin.j.mcclelland@kp.org</a>	Georgia
<b>Lance Agena</b>	<a href="mailto:lance.i.agena@kp.org">lance.i.agena@kp.org</a>	Hawaii
<b>Marisa Lavine</b>	<a href="mailto:marisa.a.lavine@kp.org">marisa.a.lavine@kp.org</a>	Mid-Atlantic States
<b>Michelle Hillyer</b>	<a href="mailto:michelle.a.hillyer@kp.org">michelle.a.hillyer@kp.org</a>	Northern California
<b>Tamara Baldry</b>	<a href="mailto:tamara.l.baldry@kp.org">tamara.l.baldry@kp.org</a>	Northwest
<b>Diana Schwam</b>	<a href="mailto:diana.k1.schwam@kp.org">diana.k1.schwam@kp.org</a>	Southern California
<b>Robynn Rockstad-Rex</b>	<a href="mailto:robynn.m.rockstad-rex@kp.org">robynn.m.rockstad-rex@kp.org</a>	Washington
<b>Brian Kelly</b>	<a href="mailto:brian.c.kelly@kp.org">brian.c.kelly@kp.org</a>	Ben Hudnall Memorial Trust
<b>Keith Mitchell</b>	<a href="mailto:kmitchell@theedfund.org">kmitchell@theedfund.org</a>	SEIU UHW-West & Joint Employer Education Fund
<b>Mary Grace Antony</b>	<a href="mailto:mgantony@healthcareerfund.org">mgantony@healthcareerfund.org</a>	SEIU Healthcare 1199NW Multi-Employer Training Fund
<b>Sherry Crosby</b>	<a href="mailto:sherry.d.crosby@kp.org">sherry.d.crosby@kp.org</a>	Labor Management Partnership
<b>Alec Rosenberg</b>	<a href="mailto:alec.rosenberg@kp.org">alec.rosenberg@kp.org</a>	National Workforce Communications

## KEY MESSAGES

- Health care keeps changing. To keep up with change at Kaiser Permanente, we all need to keep learning.
- Opportunities are available for everyone to learn new skills and grow their careers.
- As a KP employee, you have access to many high-value learning resources.
- Use these resources. Prepare now for the jobs of the future. Lifelong learning can help you build new skills and take charge of your career.
- Be a lifelong learner. This can include going back to school for a degree. It's also about learning in shorter bursts – workshops, seminars, and certificates. It's technical skills. And it's human skills, such as communication and problem-solving, to keep up with changing times.
- Know your options. All employees can visit the [Career Resource Center](#), explore [career paths](#), take courses on [KP Learn](#), and use [tuition reimbursement](#). You also can try [KP Mentoring](#) and join a [Business Resource Group](#).
- For managers, talk about workforce development with your team. Here are some ideas. At huddles and team meetings, include workforce development on your agenda once a month. Share your career story. Ask employees to share their learning experiences. When rounding, ask about workforce development needs. When meeting 1:1, discuss career aspirations.
- If you're a part of a Labor Management Partnership union, you have access to [3 educational trusts](#). These benefits – negotiated by labor and management – include career coaching, degree programs, and job training. Learn more: [Ben Hudnall Memorial Trust](#), [SEIU-UHW & Joint Employer Education Fund](#), [SEIU Healthcare 1199NW Multi-Employer Training Fund](#).
- You're learning all the time. How to use a new app. How to make a new recipe. How to be more mindful. You can do this. Stay curious.
- Learning is a lifelong journey. Be open to possibilities. Be confident that you can adapt. Embrace technology. The best way to prepare is to learn a range of skills.
- Kaiser Permanente is your partner in growing your career. Together, we advance our mission to provide high-quality, affordable health care to our communities.

## AUDIENCES

This toolkit can be used for different key audiences.

Here's what we'd like our audiences to know, feel, and do about lifelong learning.

Audience	Know	Feel	Do
<b>Executives</b>	<ul style="list-style-type: none"> <li>• Value of lifelong learning</li> <li>• Available resources</li> <li>• We're using our workforce development resources to improve care, enhance performance, and strengthen the workforce</li> <li>• Challenges/opportunities</li> </ul>	<ul style="list-style-type: none"> <li>• Lifelong learning is strategic</li> <li>• Proud</li> <li>• Informed</li> <li>• Supportive</li> </ul>	<ul style="list-style-type: none"> <li>• Make lifelong learning and workforce development a priority</li> <li>• Champion/sponsor the work</li> <li>• Communicate and cascade</li> <li>• Motivate/energize workforce</li> <li>• Invest resources in lifelong learning</li> </ul>
<b>Managers</b>	<ul style="list-style-type: none"> <li>• Where to start</li> <li>• Available resources</li> <li>• How to support employees' career development</li> <li>• Value of lifelong learning</li> <li>• Why lifelong learning matters to them</li> <li>• How lifelong learning aligns with goals</li> </ul>	<ul style="list-style-type: none"> <li>• Hopeful about future, opportunities</li> <li>• Inspired</li> <li>• Informed</li> <li>• Engaged</li> <li>• Empowered</li> <li>• Confident</li> <li>• Supported</li> </ul>	<ul style="list-style-type: none"> <li>• Talk to employees, encourage lifelong learning</li> <li>• Collaborate with NWFPD</li> <li>• Set an example for lifelong learning</li> </ul>
<b>Employees</b>	<ul style="list-style-type: none"> <li>• Where to start</li> <li>• Available resources</li> <li>• How to access resources</li> <li>• We have opportunities for all</li> <li>• How jobs are changing and the benefits of adapting</li> <li>• Why lifelong learning matters to them</li> </ul>	<ul style="list-style-type: none"> <li>• Hopeful about future, opportunities</li> <li>• You can do it – confident</li> <li>• Curious</li> <li>• Empowered</li> <li>• Engaged</li> <li>• Inspired</li> <li>• Informed</li> <li>• Motivated</li> <li>• Supported</li> </ul>	<ul style="list-style-type: none"> <li>• Be proactive</li> <li>• Do something now to prepare for the future</li> <li>• Use available resources</li> <li>• Create an action plan to build skills, develop career</li> <li>• Join a Business Resource Group if interested</li> <li>• Become a lifelong learner – constantly learn because we're constantly changing</li> <li>• Embrace change</li> </ul>

## PROMOTIONAL COPY

Use this push-ready copy to promote lifelong learning in emails, newsletters, team huddles, or other channels.

### Newsletter

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#### Find resources to build your career

Health care keeps changing. To keep up with change, we all need to keep learning. Kaiser Permanente offers learning resources at no or low cost for all employees. Get started at the [Career Resource Center](#).

### Viva Engage

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Localize this copy to use on regional Viva Engage sites. Consider attributing this post to a senior leader.

#### Find resources to build your career

Lifelong learning can help you build new skills and take charge of your career.

You can go back to school for a degree. Or learn in shorter bursts – workshops, seminars, and certificates.

Health care keeps changing. To keep up with change, we all need to keep learning.

As a Kaiser Permanente employee, you have access to many high-value learning resources.

Get started at the [Career Resource Center](#).

[Include any local/regional resources you want to highlight.]

## Email

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Consider sending this message from a regional senior leader to boost employee awareness.

### **Subject: Find resources to build your career**

Lifelong learning can help you build new skills and take charge of your career.

You can go back to school for a degree. Or learn in shorter bursts – workshops, seminars, and certificates.

Health care keeps changing. To keep up with change, we all need to keep learning.

As a Kaiser Permanente employee, you have access to many high-value learning resources.

### **Know your options**

All employees can:

- Visit the [Career Resource Center](#).
- Explore [career paths](#).
- Take courses on [KP Learn](#).
- Use [tuition reimbursement](#).

You also can try [KP Mentoring](#) and join a [Business Resource Group](#).

If you're a part of a Labor Management Partnership union, you also have access to [3 educational trusts](#). They offer:

- Career coaching
- Degree programs
- Skill building
- Team training

You're learning all the time. How to use a new app. How to make a new recipe. How to be more mindful. You can do this. Stay curious.

Kaiser Permanente is your partner in growing your career. Together, we advance our mission to provide high-quality, affordable health care to our communities.

Thank you,

[REGIONAL SENIOR LEADER]



## Success stories

Gather testimonials from regions. Get stories from employees across service lines and from managers. Focus on how lifelong learning helped careers/patients/teams/families. Tell everyday stories from everyday people to celebrate employees and inspire peers.

Here are some sample success stories:

- [Northwest employee launches career using tuition reimbursement program](#)
- [Mending a staffing shortage](#)

## Article template

Use this template to write stories on lifelong learning.

**Primary focus area:** Best place to work

**Primary audience:** All employees

**Primary purpose:** Inspire

[Start with a feature lead on an employee or manager who grew their career in your market.]

You too can build skills and grow your career at Kaiser Permanente.

All employees can:

- Visit the [Career Resource Center](#).
- Explore [career paths](#).
- Take courses on [KP Learn](#).
- Use [tuition reimbursement](#).
- Try [KP Mentoring](#).
- Join a [Business Resource Group](#).

[For managers, you might add:

Managers can access [KP Leadership University](#), [the Leadership Development page](#), and [the Leadership & Management portal](#).]

[If you mention education trusts, you might add:

If you're a part of a Labor Management Partnership union, you also have access to [3 educational trusts](#). These benefits – negotiated by labor and management – include career coaching, degree programs, and job training.]

[Add details on the employee or manager.]

[If you mention training programs, you might add:

Want to learn more about how to start a training program? Find [contacts](#).]

## Elevator pitches

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Use these pitches when talking about lifelong learning with different audiences.

### To employees

Kaiser Permanente is a great place to grow your career and achieve your goals.

Take control of your career. As a KP employee, you have access to many high-value learning resources. They include mentoring, in-person and online trainings, and programs that help pay for courses.

Check out the [Career Resource Center](#), explore [career paths](#), take courses on [KP Learn](#), and use [tuition reimbursement](#). You can try [KP Mentoring](#). Or join a [Business Resource Group](#).

If you're a part of a Labor Management Partnership union, you also have access to [3 educational trusts](#). These benefits – negotiated by labor and management – include career coaching, degree programs, and job training.

Health care keeps changing, with new technology, processes, and tools. To keep up with change, we all need to keep learning.

There are many ways to learn something new. You can go back to school. You also can learn in shorter bursts – workshops, seminars, and certificates.

Kaiser Permanente is your partner in growing your career. Together, we advance our mission to provide high-quality, affordable health care to our communities.

### To managers (manager development)

Managers play a vital role in achieving our mission. Kaiser Permanente has resources to help you lead.

As a manager, you can access [KP Leadership University](#), [the Leadership Development page](#), and [the Leadership & Management portal](#).

Health care keeps changing, with new technology, processes, and tools. To keep up with change, we all need to keep learning.

You can go back to school. You also can learn in shorter bursts – workshops, seminars, and certificates.

Kaiser Permanente is your partner in growing your career. Together, we advance our mission to provide high-quality, affordable health care to our communities.

## To managers (team development)

Employees who take advantage of workforce development programs are more engaged and more likely to stay at Kaiser Permanente.

As a manager, you can help support your team's growth. Encourage your team members to use the learning resources available to them.

All employees can visit the [Career Resource Center](#), explore [career paths](#), take courses on [KP Learn](#), and use [tuition reimbursement](#). There's also [KP Mentoring](#) and [Business Resource Groups](#).

If your team members are part of a Labor Management Partnership union, they have access to [3 educational trusts](#). These benefits – negotiated by labor and management – include career coaching, degree programs, and job training.

Health care keeps changing. To keep up with change, we all need to keep learning.

There are many ways to learn. It can be going to school. Or it can be learning in shorter bursts – workshops, seminars, and certificates.

Do you worry about how to schedule time for learning? Talk with your employees and [workforce development partners](#) to find solutions.

## Huddle notes

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Share this information at huddles and unit-based team meetings.

### Learning resources

- You can build skills and grow your career at Kaiser Permanente.
- You have access to many high-value learning resources.
- All employees can visit the [Career Resource Center](#), explore [career paths](#), take courses on [KP Learn](#), and use [tuition reimbursement](#). There's [KP Mentoring](#) and [Business Resource Groups](#).
- If you're a part of a Labor Management Partnership union, you also have access to [3 educational trusts](#). These benefits – negotiated by labor and management – include career coaching, degree programs, and job training.
- Health care keeps changing. To keep up, we all need to keep learning. You can go back to school. Or learn in shorter bursts – workshops, seminars, and certificates.
- You're learning all the time. How to use a new app. How to make a new recipe. How to be more mindful. You can do this. Stay curious.
- Prepare now for the jobs of the future. Use our learning resources to build new skills and take charge of your career.

### Try this

- Share your career story. Talk with your team. Or share your career story with [Workforce Planning and Development](#).
- Ask team members to share their learning experiences. One of the best ways to learn is from each other.
- Use a conversation starter from this [tip sheet](#).
- Do an icebreaker such as share one skill you'd like to learn in your lifetime.

### More information

If you have questions, contact [national-wfpd@kp.org](mailto:national-wfpd@kp.org) [or find regional contacts [here](#)].

## Meeting presentation

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Use the [Power of Partnership video](#) and [presentation](#).

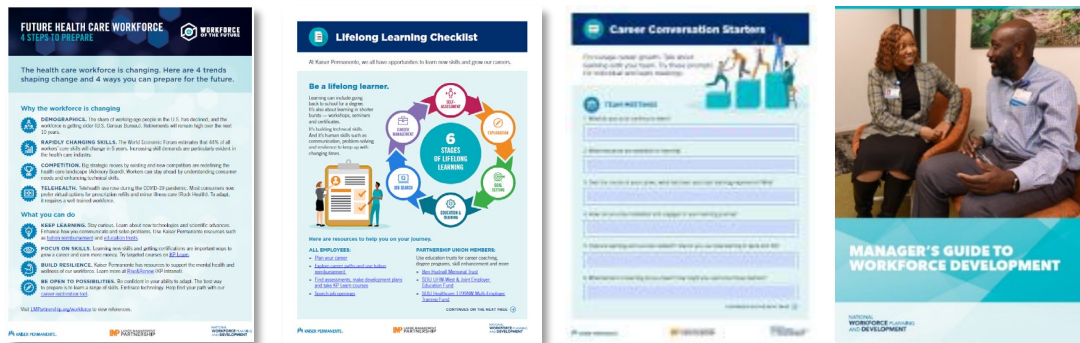


# PROGRAM IDENTITY AND CHANNELS

## Tools

Here are tools you can share about lifelong learning:

- [Career Conversation Starters](#)
- [Future Health Care Workforce](#)
- [Lifelong Learning Checklist](#)
- [Manager's Guide to Workforce Development](#)



## Digital screen slide with QR code



## Virtual backgrounds



## Channels

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Here are some channels to consider promoting lifelong learning.

### National

- Websites ([KP Career Planning](#), [Labor Management Partnership](#), [MyKP](#))
- SharePoint ([Career Resource Center](#))
- Viva Engage ([Workforce Planning and Development](#))
- Email
- Newsletter (Workforce Insights, HR Digest)
- Podcast ([Ask an Expert](#), [Excel Yourself](#))
- Social media
- [Workforce Development Week](#)

### Regional

- Town hall
- Call
- Committee meetings
- Email
- Newsletter
- Website (MyKP)
- SharePoint (Regional Workforce Planning and Development sites: [Colorado](#), [Northern California](#), [Washington](#))
- Speaker series or Skills Day (if priority in region)

### Local

- Town hall
- Call
- Committee meetings
- Email
- Newsletter
- Monthly manager meetings
- Medical center announcements
- Local HR departments
- Lunchrooms
- Huddles (huddle cards/notes)
- Unit-based teams

### Education trusts

- Email
- Newsletters
- Websites
- Career development coaches

# RESOURCES

Here are some lifelong learning resources at Kaiser Permanente.

## **Business Resource Groups (BRGs)**

BRGs foster belonging, growth, and empowerment at work. They include a focus on [talent development](#).

## **Career paths**

Kaiser Permanente has a tool to explore your career options. Use this interactive tool to create a personalized action plan to help reach your goals.

## **Career Resource Center**

This is a one-stop hub for all employees to plan your career.

## **Education trusts**

If you're a part of a Labor Management Partnership union, you have access to education trusts. They offer career coaching, degree programs, skill building, and team training. Learn more:

- [Ben Hudnall Memorial Trust](#)
- [SEIU UHW-West & Joint Employer Education Fund](#)
- [SEIU Healthcare 1199NW Multi-Employer Training Fund](#)

## **HRconnect Career**

This portal has links for you to manage your career. Find out about jobs, learning resources, and educational aid.

## **KP Career Planning**

This site offers career planning for union members and managers.

## **KP Leadership University**

This is a series of leadership development experiences. Each is designed for different leader levels.

## **KP Learn**

This is our enterprise-wide learning management system.

## **KP Mentoring**

Take your career growth to the next level with mentoring. KP Mentoring has programs for mentees and mentors.

### **Labor Management Partnership**

This is a joint strategy by Kaiser Permanente and the Partnership unions to:

- Lead organizational change
- Create an environment of continuous learning and improvement
- Involve the workforce in decision making

The Partnership unions include those in the [Coalition of Kaiser Permanente Unions](#) and the [Alliance of Health Care Unions](#).

### **Learning at Kaiser Permanente**

Invest in yourself. Visit this MyKP page with a list of learning resources.

### **Manager's Guide to Workforce Development**

Managers play a vital role in workforce development. Use this guide to learn what resources are available and get tips on how to talk with your team.

### **National Workforce Planning and Development**

This department provides our workforce with education and training opportunities to build skills needed now and in the future. It goes back to the 2005 National Agreement between Kaiser Permanente and Partnership unions. That created a structure for workforce development and education trusts. [See video](#). [Listen to podcasts](#). [Join on Viva Engage](#). [Sign up for newsletter](#).

### **Skillsoft**

This is an on-demand, mobile-ready, online catalog of learning resources. Access this library of more than 2,000 courses and videos on KP Learn.

### **Tuition reimbursement**

Use this to continue your education, get a certificate, or earn a degree. Employees who work at least 20 hours a week can receive up to \$3,000 each year for completing courses.

### **Workforce of the Future**

This initiative aims to help prepare our workforce for tomorrow's jobs.