

The Education Fund

Empowering potential.

SEIU-UHW & JOINT EMPLOYER EDUCATION FUND

**ANNUAL REPORT
2024**

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Our Mission

To empower our diverse healthcare workforce to advance in a changing environment through innovative education and training solutions.

About the Education Fund

The Education Fund is a partnership between 21 healthcare industry employers and six SEIU local unions, funded by collectively bargained employer contributions to provide education and training benefits for over 105,000 eligible healthcare workers.

A Message from the Executive Director

Friends,

The healthcare workforce development landscape is constantly changing, and 2024 was no exception. Shifts in the economy, national and global affairs, patient population and technology all impact our work in myriad ways, directly and indirectly, just as they more broadly impact workers, industries and our communities.

2024 marked the Education Fund's 20th anniversary. While much has changed over the past 20 years, our core mission and purpose have remained constant. The Education Fund works closely with our partners – employers, unions, funders, and education providers – to continually meet the challenges of providing the healthcare workforce with the best, most relevant, and most affordable education opportunities available. This was true in 2004, the year of our founding, and it is still true today.

As demand for our programs continued to grow in 2024, we reinforced our commitment to expanding access through new strategic partnerships. We embarked on new and growing partnerships with public sector hospitals, workers and Community Health Centers. California Community Colleges, long dedicated to offering the highest quality healthcare training, worked to expand programs to better serve our learners' needs for flexibility as working adults. We deepened our work with institutions like Bakersfield College in California, Portland Community College in Oregon and Arapahoe Community College in Colorado, and we are now building broader collaboration across community college systems across our states. This will be a vital aspect of our work as we enter our third decade.



Rebecca Hanson, Executive Director

As part of our anniversary, we dug into our archives to reminisce and to reexperience our evolution. Photos, learner stories and other materials from years past were included in an online timeline, which we have replicated in part throughout this report.

2024 included many other milestones and successes. I encourage you to read on and learn more about some of our successful learners' experiences, our impact, our grant work, and much more. It was truly a memorable year. We are proud of the accomplishments of our learners and our rich history of labor-management partnership, and we are even more excited for what comes next. Thank you for your continued interest and support.

In solidarity,

Rebecca Hanson
Rebecca Hanson

Celebrating our 20th Anniversary



The Education Fund celebrated our 20th Anniversary in 2024, allowing us to reflect on two decades of empowering minds, transforming lives, and expanding access to education.

Since our inception in 2004, the Education Fund has grown to include 21 partner employers and serve approximately 105,000 eligible union members.

Our mission continues to focus on creating career advancement opportunities for a healthcare workforce that reflects the diverse needs of our communities. We are committed to continually promoting fairness and inclusivity.

Through strong partnerships with major healthcare employers, we provide and support programs and services that lead to high-value career opportunities in high-demand fields. Notably, graduates of our programs often experience a significant increase in their wages.

Please follow the timeline running throughout this report to see highlights of key milestones and achievements from the Education Fund's 20-year journey, and celebrate the partnerships and progress that have defined our impact.

Shirley Ware dedicated her life to supporting workers and their unions, serving as Secretary-Treasurer of the Health Care Workers Union SEIU Local 250 from 1988 until her passing from cancer at age 57 in 1998. In her honor, the Shirley Ware Education Center (SWEC) was established in 1998 by SEIU-UHW West, initially funded by the City of Oakland.

2024 Outcomes and Impact

The Education Fund prides itself on the success of our learners. While every participant has a unique journey, such as those highlighted in the individual stories included later in this report, we continue to improve our ability to track our broad outcomes across our membership. These are just a few of the significant numbers that helped to define our success in 2024.



1,143 - learners successfully completed degrees or certificates for new jobs, a 38% increase from 2023.



\$28,932 - The annual average wage increase of those who earned a new degree or certificate with the Education Fund's help and who got a new job was \$13.91 per hour. For a full-time, 40-hour-per-week job, this equates to nearly \$29,000 in annual increased earnings - a 40% average increase from their prior pay rate.



21,143 - Unique learners served, our fourth straight year of serving more than 21,000 learners.



1,542 - Additional learners supported through grants.



11,332 - Learners who made use of the Education Fund's one-on-one career advice services.



32% - The percentage increase in learner requests for Continuing Education Reimbursement from 2023, bringing the total in 2024 to a new record of 12,667.



77% of Education Fund learners in 2024 identify as Black, Indigenous, People of Color.
76% of Education Fund learners in 2024 were women.



SEIU UHW-WEST & JOINT EMPLOYER
EDUCATION FUND

The Education Fund is established in December of 2004 by SEIU-UHW and healthcare employers to support education and training for union-represented workers.

Pursuing Their Passion

Nurbanu Dospambetova's journey to a career in clinical research.



Nurbanu Dospambetova, a doctor from Kazakhstan, began working as a unit coordinator at Kaiser Permanente after moving to California. "I initially wanted to work in clinical research and applied for several roles, but I needed a certificate to be familiar with guidelines and workflow in the U.S. Getting the certificate cost money, and I couldn't afford it financially. I gave up at first."

Her interest in clinical research seemed financially out of reach until a coworker introduced her to the Education Fund. With support from the Ed Fund's Tuition Support program and guidance from her Career Counselor, Nurbanu completed an intensive clinical research program at Berkeley Extension, where she earned her certification. "Getting my certificate was impossible before," she shared, "and now I'm already getting emails from my instructors and professors with job opportunities."

Nurbanu encourages her coworkers to make use of their Education Fund benefits: "I recommend anyone who works here to take advantage of this opportunity because it's really helpful."

Kaiser Permanente employees represented by SEIU-UHW ratify new contract guaranteeing employer contribution to the Education Fund.

The Education Fund launches a stipend program allowing members in RN or other professional programs to receive compensation for lost wages while prioritizing their education.

Programs and Services

CAREER ADVICE

Education Fund career counselors work one-on-one with learners to help determine goals, create personalized career development plans, and provide guidance on Education Fund programs and services.

EDUCATION

Preparation and Critical Skills

Short-term courses covering a variety of topics relevant to today's workforce needs, including: computer classes, medical terminology, foundational math and science, online soft skills courses, language programs and more.

College Courses

Local community college options for General Education and prerequisite courses.

Tuition Support

Reimbursement of up to \$5,250 for eligible tuition, textbooks and fees for degree and certificate programs.

Career Pathways and Apprenticeships

Prepares workers to qualify for key positions in allied health.

Wage Replacement

Up to \$10,000 for learners at select employers to supplement a reduction in hours to study, go to school, or attend clinicals at approved degree, certificate and/or training programs.

CONTINUING EDUCATION

Online courses as well as reimbursement up to \$1,500 annually toward the costs of CEUs/CMEs, AHA certifications, licenses and more.

JOB-TO-JOB

Supports learners through Layoff / Reduction in Force (RIF).



The Education Fund launches an 18-month, 33-credit online Medical Coding Specialist Certificate Program through Santa Barbara City College to prepare students for careers in medical coding.

2008



The Education Fund opens an office in Las Vegas, NV.

2009

SWEC's Continued Growth

The Shirley Ware Education Center (SWEC) is the nonprofit affiliate organization of the Education Fund.

Since its inception in 1998, SWEC has raised grants from public and private funders to further the mission of advancing healthcare workers' careers by integrating its work with the Education Fund.

In 2024, SWEC enjoyed a record-breaking year, generating \$11.4M in grant revenue from public and private funders and serving more than 2,200 learners. SWEC advanced projects that bolstered high impact programming for Education Fund-eligible learners and expanded our services to non-eligible healthcare workers whose collective bargaining contract doesn't include the Education Fund and therefore can only be served with grant dollars.



The Education Fund launches the STEP program (now College Courses), offering bundled English, math, and science classes with tutoring and bridge courses to prepare students for nursing and allied health programs.

Through SWEC and a federal OSHA grant, the Education Fund trains over 600 homecare workers in 28 classes focused on reducing job-related injuries and stress.

Expanded Public Sector Partnerships



Building from a solid foundation in 2023, the SWEC team accelerated its work with SEIU Local 521 and SEIU Local 1021 public sector workers in San Francisco, Santa Clara, Kern, Monterey and Alameda counties. Drawing from the expertise of labor and management leaders, the SWEC team set priorities based on public sector job vacancies and skill gaps.

We offered career pathways, tuition reimbursement, continuing education and supportive services to more than 1,100 public sector workers. Participating learners pursued bachelor's and associate degrees, specialty certifications and professional licenses, and earned a total of 561 credentials. To promote equitable access to programs, we piloted supportive services such as childcare and transportation stipends as well as providing laptops for those who needed them.

Through this project, we supported a workforce that serves as a safety net for California's most vulnerable populations – workers who are on the frontline of the housing, mental health and substance abuse crisis.



The Education Fund supports nearly 5,000 eligible learners through career counseling.

The Education Fund launches online Intro to Medical Terminology and Intro to Anatomy & Physiology classes through the Kaiser Permanente School of Allied Health Sciences.

Pursuing Their Passion

Angelica Uribe's journey from Patient Care Assistant to RN



Angelica Uribe was a Patient Care Assistant with the San Francisco Department of Public Health. With help from the Tuition Support program and High Road Training Partnerships funding, Angelica completed a bachelor's degree in Nursing and passed the National Council Licensure Examination. She is now a Registered Nurse at San Francisco General Hospital.

The Education Fund has been essential in helping Angelica achieve this milestone by covering part of her tuition and providing her with a new laptop for schoolwork.

“It helped me tremendously because my school tuition itself is expensive,” she says. Angelica is grateful for the support she’s received, and she encourages coworkers to take full advantage of the Education Fund: “Advancing your career is the way to go!”

A total of 6,860 Education Fund members are enrolled in programs.

The Education Fund has a 100% increase over 2012 in members enrolled in programs.


10,114
UNIQUE LEARNERS

The Education Fund surpasses 10,000 learners served.

Pursuing Their Passion

Mohammed Shabeeb's journey to become a Licensed Dietitian

Mohammed Shabeeb's passion is helping others live healthier lives through health and nutrition. Working as a Cook II at Legacy Health in Oregon, he realized he could get his dream job as a Dietitian with help from the Education Fund.

He is currently working on his associate degree through the Education Fund's College Courses program. Once he finishes his associate degree, he'll transfer to Oregon State University to complete his bachelor's degree in Nutrition and Dietetics. After that, he plans to pursue a master's degree and become a Licensed Dietitian.

In his own words:



"The benefits I received through the Education Fund have been a great support in helping me move toward my career goal of becoming a Dietitian. They have helped ease the financial burden of pursuing an education, allowing me to focus more on my studies and career planning. The support has also motivated me to stay committed and confident in making this career change, knowing that I have resources and guidance available to help me succeed.

"The Education Fund helps you to gain new skills, explore better career options, and reduces the financial stress of going back to school or training. Whether you want to grow in your current job or change careers, the Education Fund provides support and resources that make it much easier to reach your goals. I'd definitely encourage everyone to take advantage of it.

"I'm truly grateful for the support I've received so far from the Education Fund, which has made it possible for me to pursue this new path. This change will also help me build a more stable and fulfilling future. I'm excited about the journey ahead and committed to reaching my goal of becoming a Dietitian. I look forward to making a positive impact in my community by promoting health and wellness through nutrition."



The Education Fund receives its first High Road Training Partnerships grant to fund skill trainings for Environmental and Food Services workers transitioning into clinical roles, delivering a 130-hour curriculum on community campuses in Oakland and Sacramento.

For the first time ever, the Education Fund supports more than 15,000 learners.

Spreading the Word

Member2Members encourage their colleagues to use the Education Fund



The Education Fund's Member2Member (M2M) program had another successful year in 2024, bringing in and training new Member2Members from different facilities across California and beyond. M2Ms develop and maintain partnerships with union and management leaders to coordinate outreach efforts and address workforce development needs within their facility.

In 2024, M2Ms and Futuro Education Ambassadors attended the Championing Workforce Development Conference. Together they participated in workshops to gain insight into alleviating the healthcare staffing deficit by facilitating access to crucial healthcare career paths within communities and by promoting professional development within their organizations. The two-day conference *(continues on next page)*

The Education Fund launches the Champions Program, now Member2Member (M2M), empowering members to recruit coworkers, build leadership skills, and increase awareness of educational benefits. M2Ms partner with union and management leaders to support workforce development across facilities.

The Education Fund expands apprenticeship programs with partner employers and unions, including the Ambulatory Coder apprenticeship in Northern California.



gave M2Ms the platform to learn, lead, and inspire others to join the movement.

During the Education Fund's staff retreat in September, three M2Ms led a panel discussion, describing their experience reaching out to members in the field. This was followed by a Q & A session to give staff a better understanding of members'

experiences navigating their careers, their education needs, and potential barriers. Our Members2Members made significant contributions to our work in 2024. They completed a total of 4,336 hours over 542 shifts on behalf of the Education Fund. More than half of the M2Ms became certified M2Ms during the year, and the majority completed two in-person regional training courses.

Planned Parenthood Columbia Willamette in Portland, OR ratifies a contract guaranteeing employer contributions to the Education Fund, expanding healthcare workforce development in the Northwest.


27,607
UNIQUE LEARNERS

Following the COVID-19 pandemic, the Education Fund serves over 27,000 learners, leveraging our online learning transition to provide vital resources during a critical time.

Pursuing Their Passion

Kae Chen's journey from patient registration to nursing

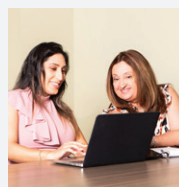


Over the years Kae Chen has held various jobs at Dignity Health. It wasn't until COVID hit that she realized her dream was to become a Registered Nurse. She heard about the Education Fund's benefits and utilized multiple Ed Fund programs including College Courses, Continuing Education, and Tuition Support. "The Ed Fund's programs supported me through every step of my journey," Kae said.

Kae worked her way from patient registration representative to EMT, to LVN, and kept going. She then passed her NCLEX and is now working in her dream job as a Registered Nurse.

"The Ed Fund's support lifted a huge burden off my shoulders. I highly encourage everyone I know to take advantage of the Education Fund. It's designed to help you achieve your goals and become even more than who you are today. I could not have achieved this without the support of the Education Fund."

The Education Fund receives a \$10 million H RTP Resilient Workforce grant to expand into the public sector with SEIU 1021 and 521, serving workers with career pathways, tuition support, and apprenticeships.



The Education Fund launches the MyEdFund member portal, streamlining applications and enabling members to connect with counselors, track enrollments, and manage services in one place.

Financials

Program Cost and Value

The Education Fund’s programs support our members in a variety of ways. Whether providing an actual education program directly to a learner, or providing reimbursement for an education expense, much of this support is aimed at easing the financial burden of education on our members. Education costs can be significant, but with the support of the Education Fund, many educational opportunities become easier to attain.

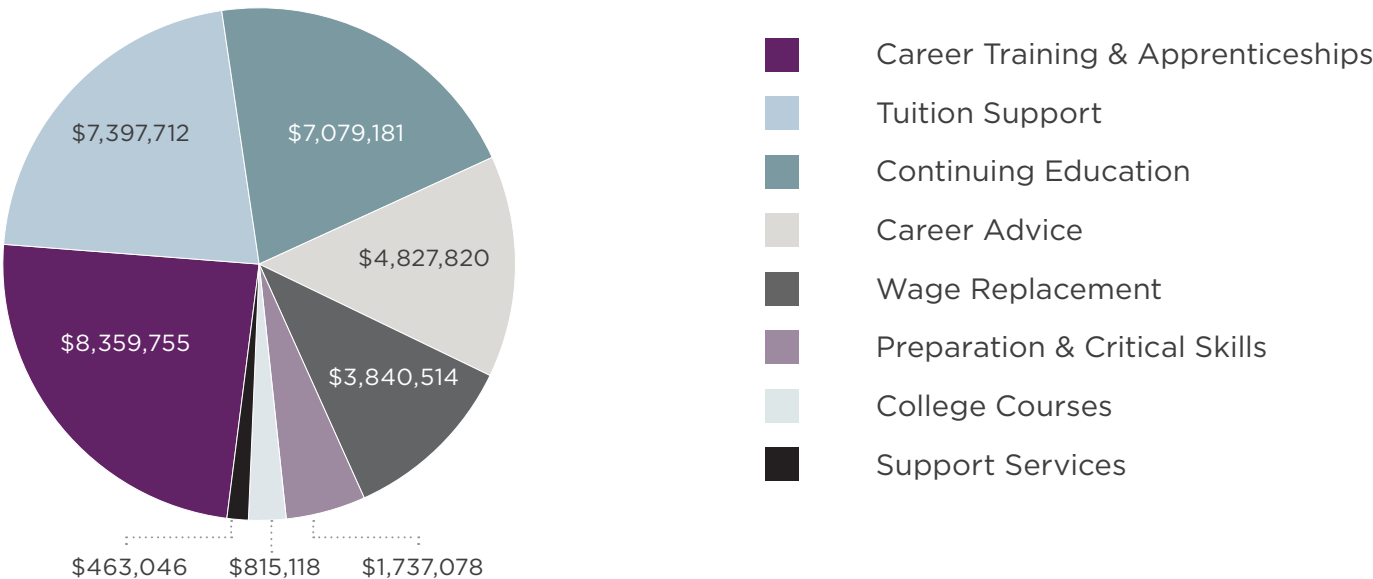
The Education Fund offers continuing education reimbursement up to \$1,500 and tuition support of up to \$5,250, in addition to working with schools and education providers

to support full degree and certificate programs and apprenticeships. (Support from the Education Fund is in high demand, and programs are offered as available.)

Program Funding

The Education Fund is an independent Taft-Hartley Trust Fund under the IRS tax code, funded by employer contributions agreed upon within collectively bargained union contracts with these employers. The Education Fund does not receive union dues money. The Education Fund also receives grant funding through our affiliate organization, the Shirley Ware Education Center, a 501(c)(3) nonprofit.

2024 Program Expenditures



A record of 594 Education Fund learners transition into new, higher-level jobs with an average 43% wage increase of \$14 per hour.

The Education Fund receives a \$13 million High Road Training Partnerships grant to upskill workers at Federally Qualified Health Centers and establish a Labor Management Cooperation Committee with SEIU locals and community health centers, running July 2024 to March 2026.



Partner Employers, Unions & SWEC Funders

Participating Employers

Alameda Health System
AlliedUP
Antelope Valley Medical Center
CHA Hollywood Presbyterian Medical Center
Chinese Hospital
Columbia Memorial Hospital
Dignity Health
El Camino Hospital
HCA:
 Good Samaritan Hospital, Los Robles
 Regional Medical Center, and Riverside
 Community Hospital
Kaiser Permanente
KPC Health:
 South Coast, Anaheim, Chapman, Hemet,
 Menifee, and Victor Valley Global
 Medical Centers
Legacy Health System
PeaceHealth
Planned Parenthood Columbia Willamette
Planned Parenthood of the Rocky Mountains
Planned Parenthood Southwestern Oregon
Prime Healthcare:
 Centinela Hospital, Encino Hospital,
 Garden Grove Hospital, and St. Francis
 Medical Centers
Santa Rosa Community Health Center
Southern California Hospital at Culver City
and Southern California Hospital at
Hollywood
Watsonville Community Hospital
West Oakland Health Center

Participating Local Unions

SEIU-United Healthcare Workers West
SEIU Local 49 Oregon/Washington
SEIU Local 105 Colorado
SEIU Local 1021
SEIU Local 121RN Southern California
SEIU Local 1107 Nevada

Grant Supported Local Unions

SEIU Local 521
SEIU Local 1021
SEIU Local 721

Shirley Ware Education Center Funders

California Employment Training Panel
Healthcare Career Advancement Program
(H-CAP)
Department of Labor – Closing the Skills Gap
California High Road Training Partnerships
(H RTP) of the California Workforce
Development Board
James Irvine Foundation

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Employee & Labor Relations
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Dignity Health

Eve Logsdon, JD

Management Trustee
Chief Human Resources
Officer
Human Resources
PeaceHealth

Lourdes Maria R, Casao, PhD, RN, FNP, NPD-BC

Management Trustee
Director, Education
Department
CHA Hollywood
Presbyterian Medical Center

Deanna W. Dudley, JD, MBA

Management Trustee
Chief Human Resources
Officer
El Camino Health
Tamara Stafford

Gary T. Weller

Management Trustee
Senior Director, Human
Resources Business Partner
for SCAL & Hawaii
Kaiser Permanente

Ra Criscitiello

Secretary-Treasurer
Labor Trustee
Strategic and Legal
Research, Deputy Director
of Research
SEIU-UHW West

Sonya Allen-Smith

Labor Trustee
Contract Specialist
SEIU-UHW West

Selene Castillo Arzate

Labor Trustee
Contract Specialist
SEIU-UHW West

Meg Niemi

Labor Trustee
President
SEIU Local 49

Terrie Ridgeway-Olmos

Labor Trustee
Coordinator- Healthcare
Opportunities Dept.
SEIU-UHW West

Mark Hall

Labor Trustee
Hospital Division Assistant
Director
SEIU-UHW West

Leadership

Rebecca Hanson

Executive Director

Angela Choy

Chief Operating Officer

Edgar Romero

Chief Human Resources
Office and Administration

Michelle Sare

Chief Financial Officer

Arianna Aldebot

Director of Programs

Jocelyn Cutay

Controller

Greg Maron

Director of Employer and
Labor Relations

Keith Mitchell

Director of Communications,
Marketing and Branding

Maggie Newcomb Raine

Director of Organizational
Learning

Tarik Scott

Director of Development

Derrick Sylva

Director of Enterprise
Applications



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Empowering potential.

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