



JENNA KELLERMAN

MA, CPG, LALD

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PERSONAL BACKGROUND

I am a champion of advancing the roles of caregiving professionals in LTC, improving organizational cultures, and providing family sustaining wages to dedicated caregivers. I believe in inclusive workplaces where people are inspired to make a difference.

WORK EXPERIENCE

Director of Workforce Strategy and Development

LeadingAge | February 2022 - Present

- **Lead** strategic efforts in workforce development, guiding research, policy, education and communication efforts to improve the recruitment, retention and sustainability of a diverse, quality aging services workforce.
- **Serve** as subject matter expert for long term care providers and other stakeholders
- **Advance** implementation and application within provider settings of research findings and policy recommendations from the LTSS Center @ UMass Boston
- **Cultivate** cross-sector workforce efforts with LeadingAge State Partners and other stakeholders
- **Pilot** new workforce initiatives to advance recruitment, retention, training, and professionalism of the direct care workforce

Director of Workforce Solutions

LeadingAge Minnesota | December 2016 - present

- **Cultivate and implement** strategies to create culture change in the field of long term care and elevate frontline caregivers
- **Develop strategies to build the workforce pipelines** through partnerships with State departments, education systems, developing career pathways, and strong scholarship programs
- **Pilot initiatives** to explore new strategies to recruit, retain, engage, and train staff, including Health Support Specialist, OnTrack, Mental Health First Aide, Just Culture, Connected Communities; tracking data, and replicating successes
- **Lead Equity, Diversity, and Inclusion** conversations with provider members to address racism and systemic barriers to advancement for staff in BIPOC and other diverse communities
- **Convene teams**, committees, and task forces to design and implement new workforce initiatives for provider members focused on recruitment, retention, training of staff at all levels
- **Build relationships** with the Board of Directors, regulatory agencies, consulting experts, National organizations, and other external partners to advance workforce initiatives
- **Lead marketing, branding, and communications** to support initiatives as they launch, grow, and maintain progress

EDUCATION

Licensed Assisted Living Director in MN

Master of Arts Gerontology, Bethel University, Saint Paul, MN – Summa Cum Laude

Mental Health First Aide Certificate

Leadership Academy Certificate, LeadingAge MN, Saint Paul, MN

Housing with Services Management Certificate, Aging Services of Minnesota, Saint Paul, MN

Mini MBA Certificate of Nonprofit Management, University of St. Thomas, Minneapolis, MN

Bachelor of Arts Communication Studies, Gustavus Adolphus College, St. Peter, MN – Cum Laude

PROFESSIONAL AFFILIATION

Moving Forward Nursing Home Quality Coalition
December 2022 - Present

Benefits Task Force LeadingAge VA
October 2022 - Present

The Gateway In with LeadingAge CA
September 2022 - Present

Eldercare Workforce Alliance
February 2022 - Present

National Association for Professional Gerontologists
July 2013 - Present

HOSA MN- Future Health Professionals Board Member
January 2017 - February 2022

Associations North Diversity, Equity, Inclusion Committee
January 2019 - January 2022

Workforce and Diversity, Equity, Inclusion Work with LeadingAge National
January 2017 - January 2022

Care Providers MN Housing Cabinet
August 2014 - December 2016

LeadingAge MN Housing Committee
January 2015 - December 2016

Honoring Choices Facilitator
May 2014

Alzheimer's Association Support Group Facilitator
Sept. 2013 - Feb. 2014

Nursing Home Task Force through Allina Health
Jan. 2013 - March 2014

Northwest Hennepin Human Services Senior Leadership Committee
Jan. 2013 - March 2014

WORK EXPERIENCE

Director of Housing (Assisted Living Director)

Cerensity Senior Care - Marian | June 2014 - December 2016

- Led the operations of 187 unit assisted living campus
- Implemented facility vision and strategic plan
- Administered financial operations including budgeting, setting rates, negotiating contracts
- Directed selection, training, and formation of staff
- Developed retention strategies to engage and attract quality staff with a high level of engagement
- Established and maintained transparent and regular communication with residents and families

Adjunct Faculty - Gerontology Department

Bethel University | May 2016 - May 2017

- Taught the Thesis Research and Design course in the Gerontology Master of Arts program

Marketing/Hospitality

Saint Therese and At Home Solutions | April 2011 - June 2014

- **Created** unique customer service program, training to over 300 staff on customer service using patient centered care; increased positive customer feedback by 20%; decreased negative feedback by 11%
- **Developed** quality improvement initiatives for the Quality Assurance & Performance Improvement program through CMS; focused on survey tools and customer feedback
- **Strategic planning** during annual budgeting and goal setting processes
- **Developed** and led marketing and community outreach efforts
- **Beat goal** of \$10,000/mo revenue for At Home Solutions; achieved \$20,000/mo in revenue

PR Staff Writer and Freelance PR Specialist

Northwestern Health Sciences University | June 2008 - June 2009; July 2009 - April 2012

- **Wrote** original content for magazine, newsletters, press releases per month, website
- **Media relations**, media pitches, event coordination, video production
- **Coordinated** website re-design; content, layout, page production, deadline management, research

Marketing and Communication Specialist

Suite Living Specialty Senior Services | June 2009 - January 2011

- **Led** marketing communications plan, content, design, website
- **Fostered** business relationships with potential financiers, corporate partners, and research consultants