



Closing the Gap: Culture, Collaboration and Inspiring our Future Radiologic Technologist Workforce

Elisa Basnight, Esq.

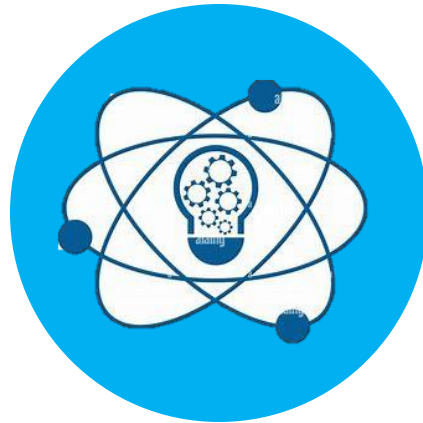
Founder

Girls Action Network, Inc.

Topics



GAN OVERVIEW &
WORKFORCE CIRCUMSTANCES



INNOVATION & INTENTION
TO SOLVE THE PROBLEM



CALL TO ACTION

Our Team



Elisa Basnight
Founder



Bilita Mattes, D.Ed
*Chief Retention &
Mentoring Officer*



Connie Russell
*Head of Training &
Development*





<https://www.youtube.com/watch?v=OND-ISH3YtQ&t=24s>



PARTNERING FOR PROGRESS.

About Us



The GAN Vision

Investing in the 3S Workforce and igniting inspiration for Girls and Women leading in the AI era.

By 2034... 1,000,000 U.S. girls participate in GAN Programming to increase women in the 3S Workforce.



The GAN Mission

Helping girls—with a particular focus on those from underrepresented communities—participate and lead within the 3S workforce – STEM. Supply Chain. Skilled Trades.



GAN Focus Areas Strategic Strengths

Workforce Development

Assessments	Culture	Quality
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Career Pathways for Girls

Workforce Pipelines for Employers



Workforce Circumstances

Case in Point: State of Maryland



Her Story in the World, Maryland and in the STEM Ecosystem



The world is currently home to more than 1.1 billion girls under the age of 18.

UNICEF, Oct 3, 2022



571 K Girls Total:
185 K (Ages 5-9)
192 K (Ages 10-14)
194 K (Ages 15-19)
in MD

Girls: 49%



Women make up 48% of US workforce & earn 50% of bachelor's degrees in STEM, BUT... only
27% of STEM workers
19% Supply Chain Execs
10.9% Construction

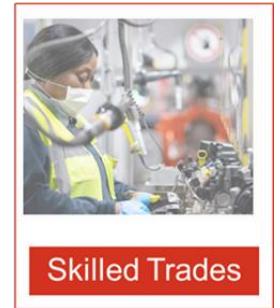
Maryland's population under the age of 18 is 1,373,149, as per the latest U.S. Census Bureau's American Community Survey estimates. This population is 22.33% of the total resident population of Maryland. U.S. Census Bureau American Community Survey (ACS) 2017-2021 5-Year Estimates



The labor shortage is very real in the 3S Workforce™ ... Radiologic Technologists Pipeline



Build the Next
Generation of
Technologists



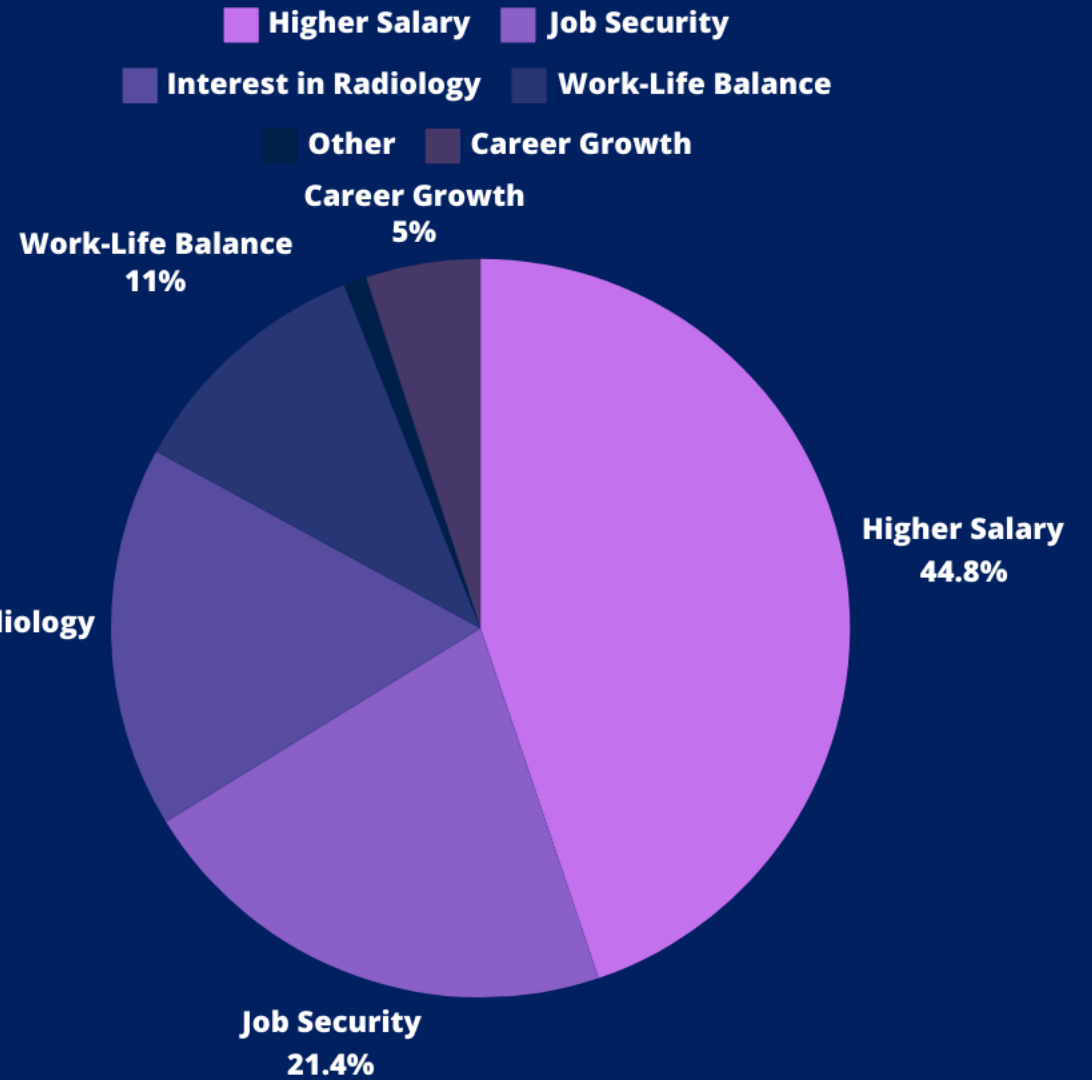
- **Pain Point 1 (Recruitment):** The supply of graduating students is not meeting the demand for Technologists.
- **Pain Point 2 (Retention):** The availability of qualified new Technologists does not outpace the rate of attrition for tenured Technologists.



Workforce Insights

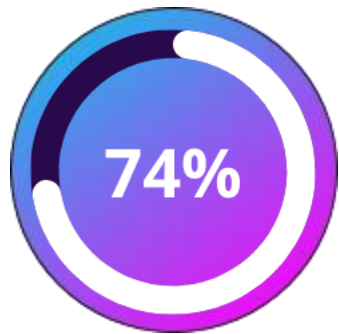
What would motivate you to change your current career path to consider becoming a radiologic technologist?

Responses: N = 150. 18-24 year old females, residing in the United States, Income: \$0 - \$150K.

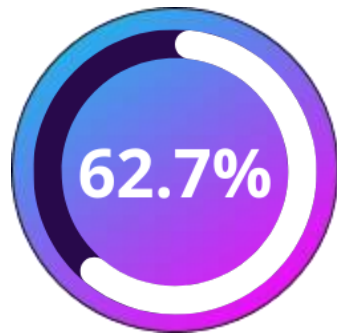


The Data

Looking to the future, how can STEM programs and organizations help those coming behind you with recruitment of youth into the field of Radiology?



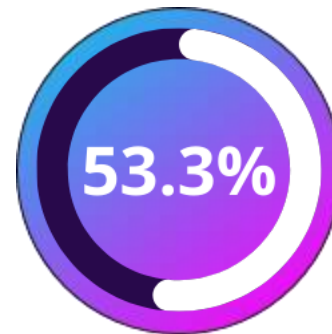
Scholarships & Financial Aid



Internship Opportunities



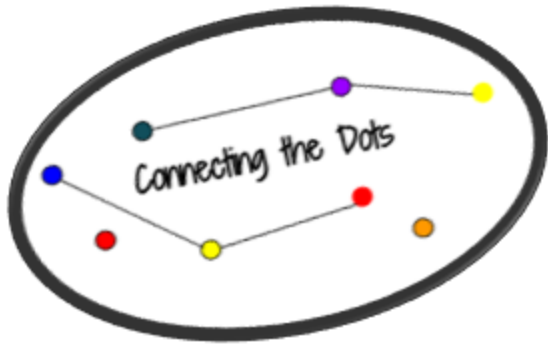
Outreach Programs



Mentorship



Inspiring Our Youth to Become Radiologic Technologists



Gen Z's Views on Work and Careers are characterized by:

- Purpose-driven career
- Flexibility and work-life balance
- Continuous learning and development
- Diversity and inclusion

They Prioritize:

- Meaningful work
- Opportunities for growth
- Workplaces that value inclusivity and innovation

Benefits of Becoming a Radiologic Technologist

- Direct impact on patient care
- Flexibility (hospitals, clinics, specialized centers)
- Growth potential & diverse career paths
- Provided in all types of communities

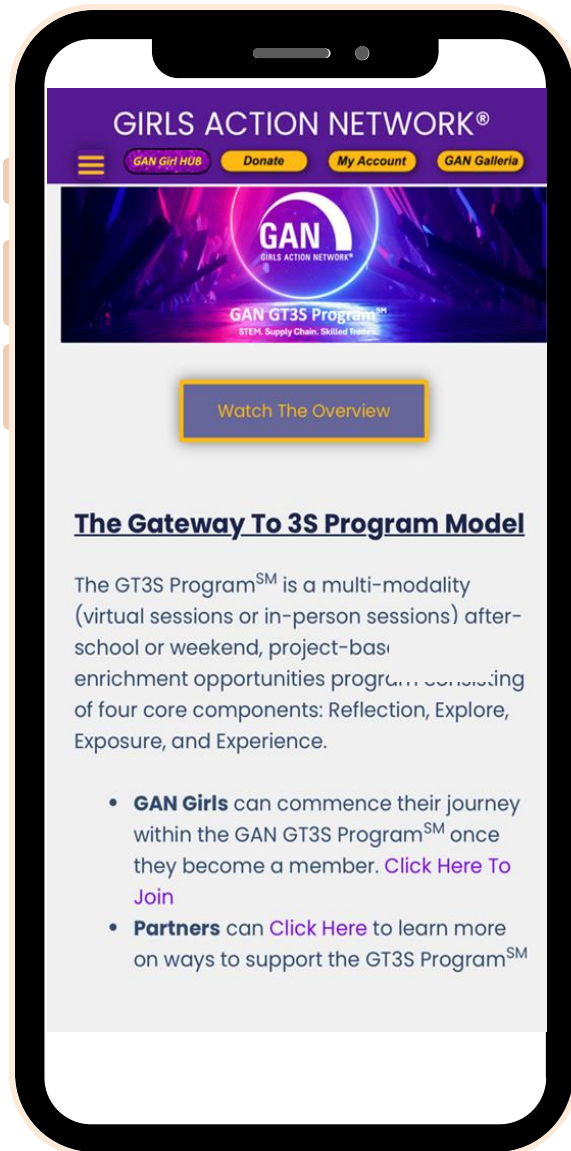
Why Radiologic Technology?

- Make a Difference Every Day
- High Demand & Job Security
- Hands-On Work with Cutting-Edge Technology



Innovation & Intention to Solve the Problem





GT3S ProgramSM

Digital Learning Platform

The GAN GT3S ProgramSM and platform revolve around the principles of personalization and the utilization of technology to support career exploration and personal growth. Using a race analogy, GAN members compete by earning points when they complete activities in four pillars: Reflection, Explore, Expose, and Experience on the journey to workforce readiness.

24/7 & Multi-Device Access

- Desktop, Tablet and Mobile Compatible
- 24/7 Access



Personalization

- GAN members can join career sector groups of interest to them
- GAN members have access to Career Navigators to support their journey
- Membership Categories:
 - GAN Girls: 13 – 18 y/o
 - GAN Graduate I: 18 – 21 y/o
 - GAN Graduate II: 21 – 24 y/o





GAN

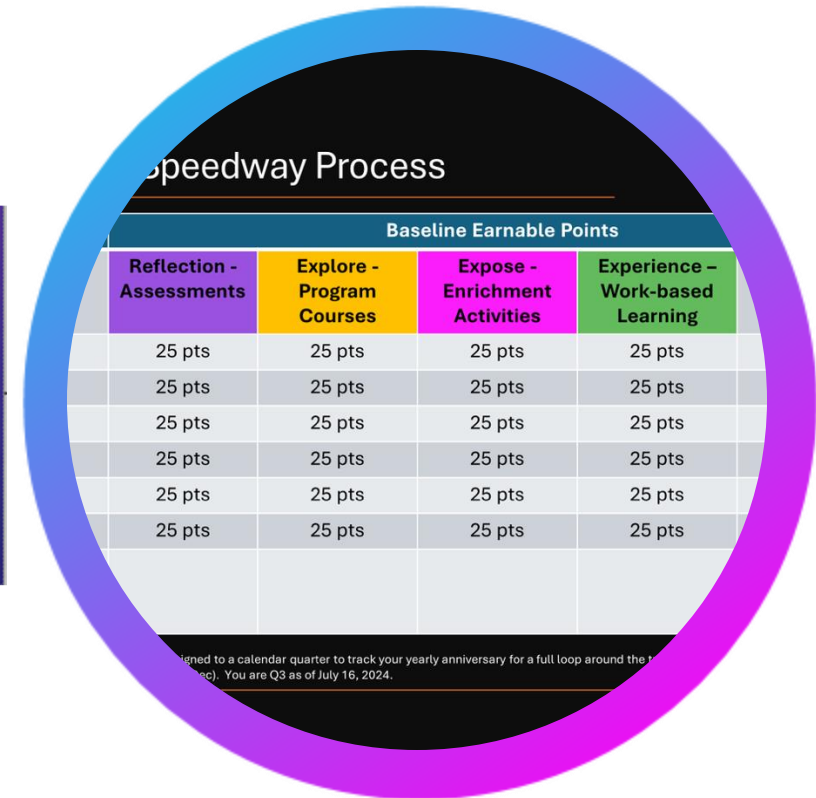
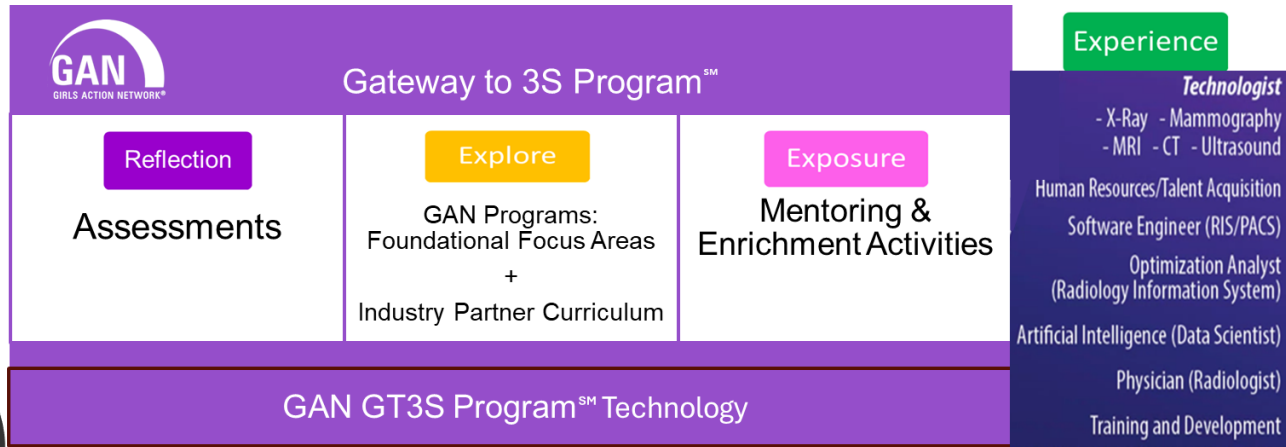
The GAN 400
Finish the race!



Gamification for GAN members

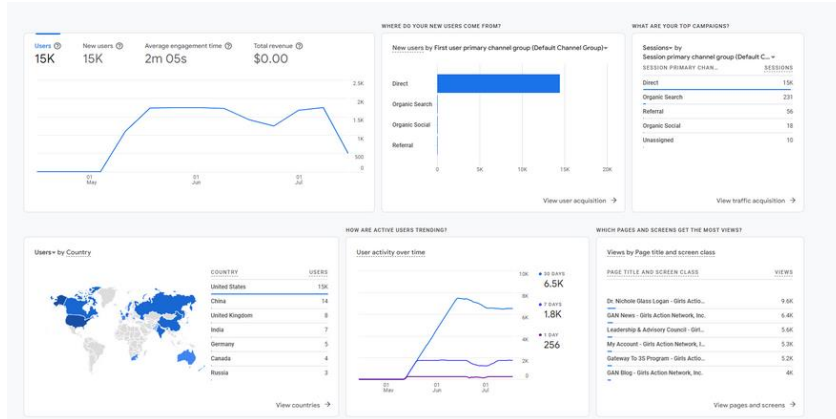
What are Your Workforce Needs?
Industry Partners

What Do You Want to Be When You Grow Up?
NextGen

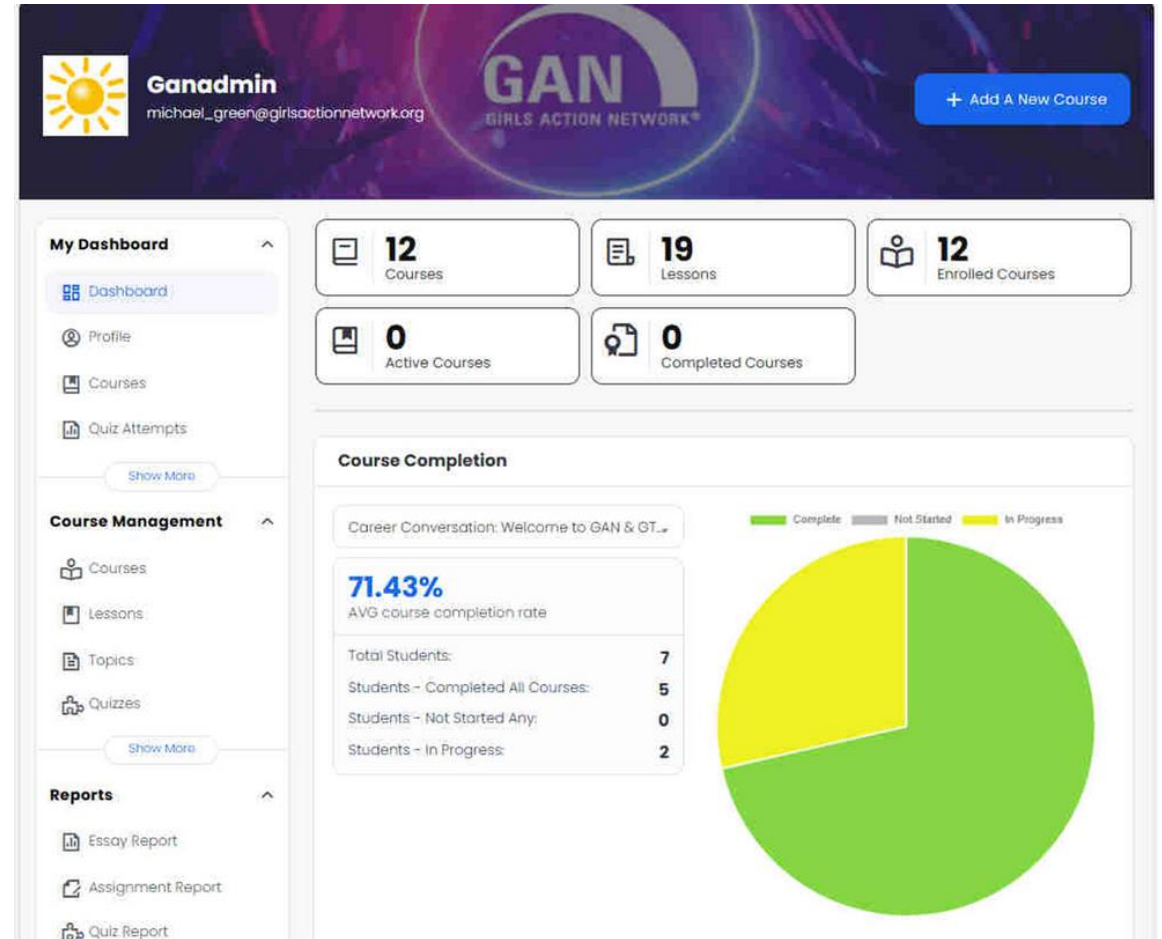


Reporting Tool & Metrics

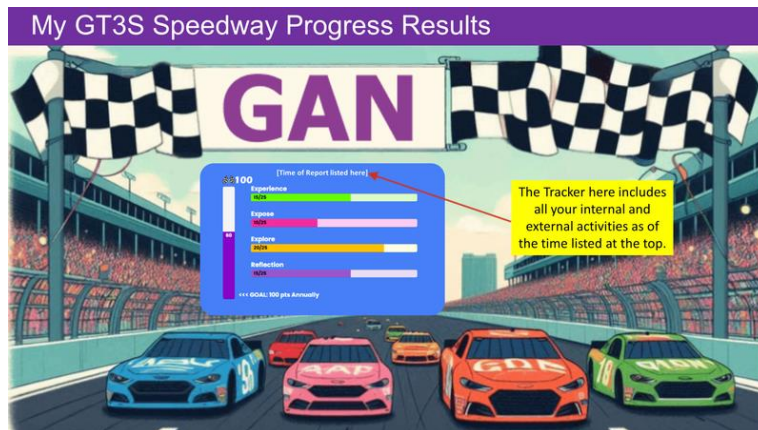
Platform Pages & Site Reporting Metrics



Group Leader Reporting Metrics



GAN Girl Reporting Metrics



Paying attention to Retention



01

Reduce the cost of turnover

02

Increase job satisfaction and engagement

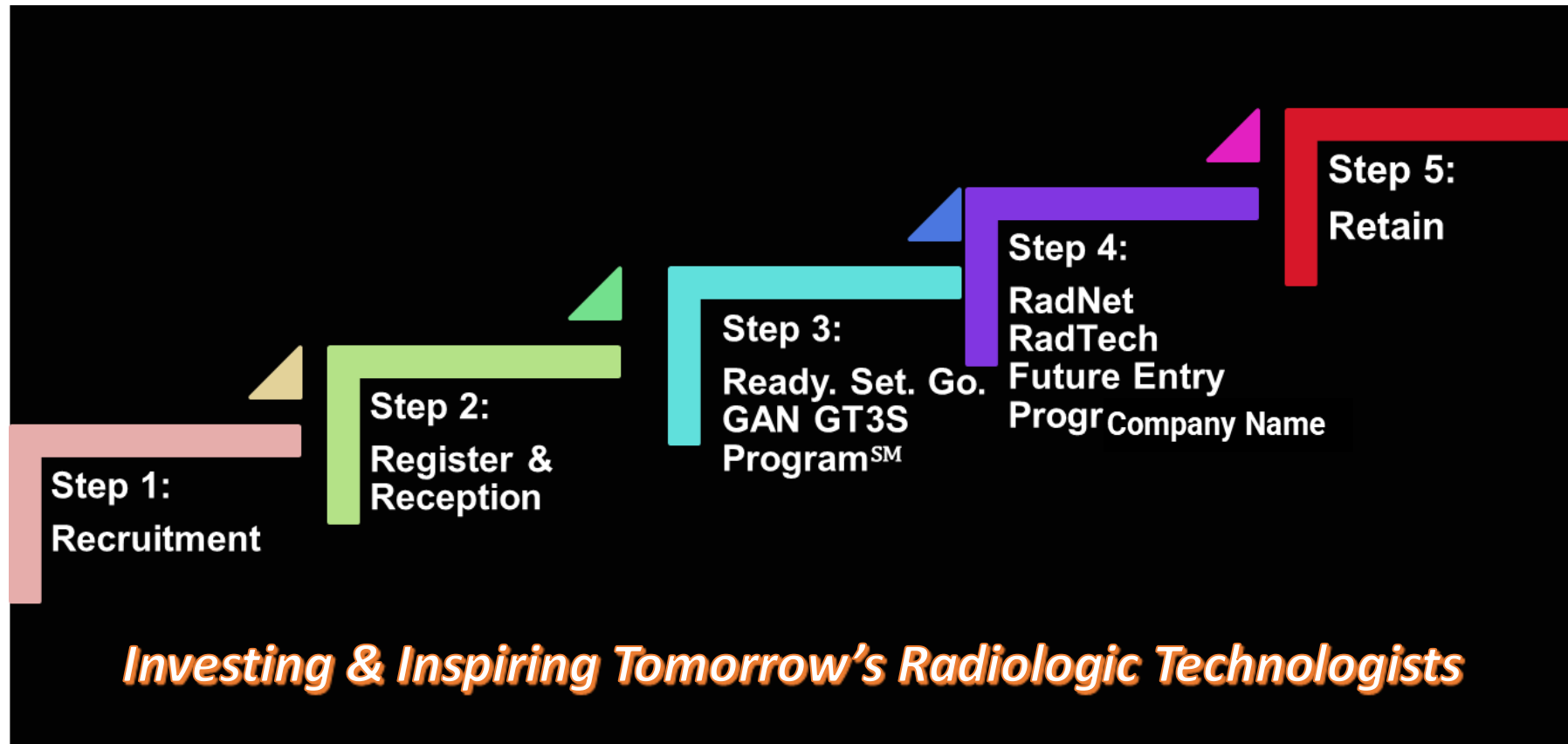
03

Create a solid pipeline for middle and senior career leaders

04

Increase organizational and industry performance and competitiveness

Example: Company Name-GAN Program Process





Together, We Can!

July 16, 2024 – Oxon Hill, MD



If We Don't Collaborate to Innovatively Invest in our NextGen 3S Workforce™ ...

Feb 12, 2024 - Economy

The downside of having America's lowest unemployment rate

“In Maryland, for every three jobs, there is 1 worker.....”



Maryland's Labor Shortage May Mean Lack of Skilled Workers for Key Bridge Rebuild

SALISBURY BUSINESS JOURNAL / MARYLAND'S LABOR SHORTAGE MAY MEAN LACK OF SKILLED WORKERS FOR KEY BRIDGE REBUILD

April 12, 2024 | Government, Latest, Weekly Email



Call to Action

pathways & pipelines into

Collaborate to create a ~~dent~~ in the
Radiologic Technologist Workforce

IMAGINE OUR FUTURE

OWN IT, IT'S OURS

OWN IT, IT'S OURS

Join the Journey!
To learn more about
Girls Action Network, visit:
www.girlsactionnetwork.org

To contact us:
Elisa Basnight, Founder
Elisa_Basnight@girlsactionnetwork.org

GAN3sWorkforce



LinkedIn

Thank You!

