

Growing YOUR Career

The senior housing and services profession is growing at a rapid pace. By 2025, more than 300,000 jobs will need to be filled. The profession is diverse and there are a number of great options for you to consider. These are just some of the many career options to explore:

- HR/Payroll
- Administrative Support
- Building Maintenance/Facilities
- Operations
- Budget/Finance
- Food Service
- Memory Care
- Technology/IT
- Activity Programming

WHAT CAN YOU DO TO ENHANCE YOUR GROWTH AND PROFESSIONAL DEVELOPMENT?

1 | **Speak with your supervisor or a leader in your company about your interests** – Let others know that you aspire to do more and grow your career. Speak to your supervisor or community manager about your interests and don't be afraid to ask for guidance and support in getting where you want to go.

2 | **Get involved in your local state organization and professional associations** – Join and follow these organizations to learn about the latest updates, trends, and opportunities available. Besides CALA, some examples are seniorshousing.org and argentum.org.

3 | **Take advantage of professional development opportunities** – Prepare yourself by pursuing continued education. There are many training resources available that are specific to our profession. Start by checking out the Leadership Development Series. This program is a self-paced course developed by CALA members to strengthen and develop leadership potential. From resident and dementia care directors and managers to maintenance directors, dining service coordinators, activity directors, new hires and more, this course has something to offer everyone. It's also a perfect fit for those preparing to assume a leadership role. Participants can earn a certificate in Assisted Living Leadership.

4 | **Attend a CALA Conference & Trade Show** – Gain exposure and network with other professionals at this event. Each year Assisted Living, Memory Care, and CCRC operators come together at CALA conferences to participate in active learning, engage in critical discussions, and hear from outstanding presenters with a broad range of expertise within and outside the profession. Attendees expect to walk away with ready-to-use information, ideas, and best practices that both challenge and inspire them.

5 | **Subscribe to professional publications** – There are a number of great publications and resources to subscribe to and learn from. Publications like industry magazines and newsletters are a great way to stay current on topics and issues specific to senior housing and services. A couple of good starting points are CALA's *News & Views* magazine and Argentum's *Senior Living Executive* publication.

6 | **Pursue higher education** – It may not be for everybody, but obtaining a college education in a field you're interested in can help you progress more quickly in your career. Consider a degree in gerontology, healthcare, or business, to name a few. If you're employed with a senior housing operator today, there may be scholarship opportunities or employee education assistance programs available through your employer. Employees of CALA-member communities can apply for the USC – Leonard Davis School of Gerontology scholarship.

