

Want to be part of a profession that **VALUES** **RELATIONSHIPS** and community? Looking for a position that utilizes your **PEOPLE SKILLS**? Have a **driving desire** to really help those in need?

- COMMUNITY RELATIONS
- ASSISTANT EXECUTIVE DIRECTOR
- MARKETING MANAGER
- EXECUTIVE DIRECTOR
- ACTIVITIES ASSISTANT
- CORPORATE/REGIONAL MARKETING DIRECTOR
- DIRECTOR OF ACTIVITIES

## SOCIAL SCIENCES

CAREER OPPORTUNITIES IN SENIOR LIVING



*"As an Executive Director in Senior Living, I manage a wide variety of departments from sales and marketing to business services. I also work with a range of personalities and ages. I'm thankful for my knowledge of sociology and psychology as I utilize these skills daily in my interpersonal business interactions. Working effectively, and respectively, with a diverse collection of people is crucial to the success of any team and organization. My career is very personally rewarding to me, and speaks to my heart."*

Sylvia Chu  
Executive Director, The Trousdale, Bachelor's in Social Science

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## WHAT IS SENIOR LIVING?

In California, licensed Senior Living encompasses Assisted Living, Memory Care, and Continuing Care Retirement Communities. These models refer to a special combination of housing, personalized supportive services, and 24-hour staff designed to respond to the individual needs of those who require help with activities of daily living. These senior housing options are non-institutional, home-like settings that promote maximum independence and dignity for each resident and encourage family and community involvement.



## SENIOR LIVING AT A GLANCE

- California has nearly **8,000** licensed Senior Living communities
- Over **175,000** seniors live in California's Senior Living communities
- **93%** of residents are satisfied with their Senior Living experience
- Senior Living provides more than **68,000** jobs in California

## BENEFITS OF A CAREER IN SENIOR LIVING

- There's an **increase in the demand** for jobs in Senior Living due to California's growing aging population.
- Professionals in Senior Living enjoy a high degree of **personal satisfaction** from their contribution to enhancing residents' quality of life.
- Employers are actively seeking **social science graduates** with an understanding of people's underlying motivations and behaviors.



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