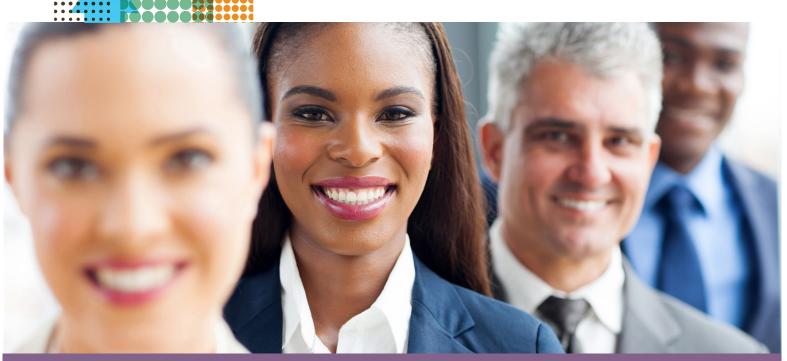


Want to be part of a profession that **VALUES RELATIONSHIPS** and community? Looking for a position that utilizes your **PEOPLE SKILLS**? Have a **driving desire** to really help those in need?

- 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

WHAT IS SENIOR LIVING?

In California, licensed Senior Living encompases 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
- ullet 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.

EXPLORE EMPLOYERS



