

Welcome to the fifteenth communicate “From the Dean’s Desk”. This is the platform utilized to share new initiatives, ideas and news of note with you on a bi-weekly basis. In 2019, we’re looking at our unique programs, our people, and what makes them exceptional. This communicate focuses on the **new Senior Living Management B.S. degree program** at Rosen College.

After two years of hard work and moving through the various approval processes, our Senior Living Management B.S. degree program was approved by the UCF Board of Trustees on Thursday, March 21, 2019. This means that this degree program is official and will be added to our curriculum portfolio. The degree program will start in fall 2019 and will be available both in face-to-face and online modes.

The Senior Living Management B.S. degree is an interdisciplinary program with the Department of Health Management and Informatics in UCF’s College of Community Innovation and Education and the School of Social Work in UCF’s College of Health Professions & Sciences. Senior living management companies have expressed great interest in hiring individuals with combined skills in health management and hospitality services. The interdisciplinary nature of the degree entwines health management and hospitality as senior living facilities now include many hospitality services. This is the first full-blown degree program for senior living in the state of Florida and in the United States, that factors in the hospitality management approach of exceptional customer service and the hedonic lifestyle. The degree program will help to demystify the industry, breaking down the misconception of what senior living managers do in their day-to-day jobs. There is no patient care involved, just management of all aspects of a home or community.

This degree program will not require a medical or nursing background. Its major components will focus on general education, hospitality core courses, healthcare-management core courses and the senior living lifestyles to encompass lodging, food and beverage, events and entertainment, plus some electives. Senior Living Management focuses on the business aspects of directing independent living, assisted living, memory care, and other forms of Continuing Care Retirement Communities. This is a growing industry with a large aging population both at

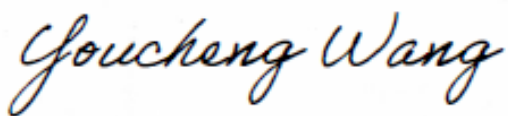


home in the United States and internationally. By 2020, 12 million Americans are expected to need long-term healthcare. By 2026, the population of Americans 65 and older will double. Having a Senior Living Management B.S. degree will help the industry professionalize itself, offering those with degrees opportunities for growth and advancement. According to the Bureau of Labor Statistics, in order for the workforce to keep up with the country's aging population needs, the job outlook through 2024 is expected to increase by 17%, which is much faster than an average industry. The Senior Living Management B.S. degree will help to address this challenge.

While this degree program may not appear to be a natural fit for some freshman entering college, the rewards at the end of the course of study, when job prospects appear, will be apparent. The average manager at a senior living facility can earn approximately \$75-\$100 thousand with bonuses in their first two to five years on the job. Experienced senior living workers without degrees will find also this Bachelor's Degree attractive. They can take courses to enhance their skills, earn a degree, and move up within the companies they currently work in or market their skills in this competitive market in the US and overseas. For example, though still in its infancy, the senior living market in China has attracted the interest of major domestic institutions and foreign players alike. However, Chinese retirees' requirements are subtly different from those of U.S. seniors. China has approximately 200 million people over the age of 60. Historically, elderly Chinese have been cared for in multi-generational households, but that cultural pressure has been outweighed by economic pressure caused by the one-child policy, which means that recent generations of Chinese could end up having to care for their elderly parents and two sets of grandparents, without the possibility of support from siblings. Many other countries such as Japan are also facing similar challenges. A professional degree program in Senior Living Management in the international markets represents a huge potential for job growth and success at a global level.

We are very proud of all the work that has gone into creating this new course of study for a new degree program at Rosen College. We are a forward, future-thinking college. Senior Living Management is the future as we all are living longer, healthier lives and want to enjoy the years we have ahead.

Charge On!



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