



## *From the Dean's Desk*

According to Argentum, a leading national association exclusively dedicated to supporting companies operating professionally-managed, resident-centered senior living communities and the older adults and families they serve, Americans are living longer. About 70% of Americans will need some kind of long-term care after they turn 65. When the last of the baby boomers reach age 65 in 2029, they will represent more than 20% of the total U.S. population. Senior living services and products will see unprecedented demand in the coming decades.

The Senior Living Management Bachelor of Science degree is an interdisciplinary program that combines the art and science of Hospitality Management with Aging Studies and Health Care Management. The undergraduate degree program is designed to adapt the culture and philosophy of hospitality to the senior living industry, meeting a call from industry leaders that understand that a culture of hospitality presents a strategic advantage for senior living communities by enhancing the overall experience of the residents.



The objective of the program is to prepare graduates for managerial positions in the senior living industry. This degree program does not require a medical or nursing degree. There is no patient care involved, just management of all aspects of a senior living campus or community. The major components focus on courses in hospitality management, healthcare management, and gerontology. With the world's population ageing, but still active and looking to maintain a certain level of enjoyment in their lifestyle, SLM is essential to addressing the needs of educating leaders for the expanding market of independent and assisted living housing as well as continuous care communities. Rosen College faculty members have been involved in senior living related research for many years and know that the senior living industry outranks the economic impact of the air transportation, auto manufacturing, and hotel & motel industries. One in every \$137 spent in the nation is either directly or indirectly generated by the operations of the senior living industry. The spending and operations of the senior living industry have a direct impact on the United States of \$97.2 billion annually. The UCF Rosen College SLM degree program addresses the needs of a rapidly growing industry, and has long-lasting career potential for young leaders who seek to enter this field.

At Rosen College we are progressive. We research industries needs and address them through our degree programs. Through our gates pass the future leaders of the hospitality industry. We are here to make sure they are well-suited to take on the challenges of all hospitality-related industries now and always.

Charge On!

*Goucheng Wang*

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Rosen College of Hospitality Management

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