

Reskill! It's a word we have been hearing a lot as COVID-19 continues to impact the economy, and in particular the hospitality and tourism industry. This 46th communique *From the Dean's Desk* takes a look at the **Senior Living Management Bachelor of Science** degree and the graduate certificate programs offered by UCF Rosen College of Hospitality Management, proactive initiatives to aid our undergrads and graduate student to prepare for what comes after the pandemic.

This fall, the Senior Living Management Bachelor of Science degree begins its first courses with the first class of students here at Rosen College. What does Senior Living Management have to do with hospitality? Everything. When you have reached the golden years of your life it does not mean you will accept a lesser gleam for your lifestyle. Those who live in independent, assisted living, nursing homes and memory care communities, want an active, meaningful, high-quality lifestyle. That's where Senior Living Management fits in. 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 program is assisted by an active advisory board, top executives from the senior living industry, and some scholarships are available.

Senior Living Management is an extension of the other four undergraduate degrees taught at Rosen College: **Hospitality Management, Entertainment Management, Event Management and Restaurant and Foodservice Management**. It expands beyond the hedonic into the practical. It takes the service heart career aspirations found in those who love hospitality and tourism and expands them into an industry that has longevity.

For our alumni and others who have already been working in the industry and are now wondering what comes next, reskilling can be the answer. While you have skills for the job you have, or in many cases had, as layoffs and furloughs are the norm, what skills do you need for the future? Rosen College offers three graduate certificates:

- **Hospitality and Tourism Technologies Graduate Certificate**
- **Destination Marketing & Management Graduate Certificate**
- **Event Management Graduate Certificate**

Admission is open to those with a bachelor's degree from a regionally-accredited institution. Applicants must **apply online**.

When we emerge from the pandemic new skills will be needed to address hospitality, destination marketing, events and more. Think of how we do most things remotely these days, via video platforms, via mobile devices, on our laptops or I-pads. We are educating the future leaders of the hospitality industry at Rosen College and helping those who are on their way already to find new footing to climb the ladders to success. The journey is not easy and made more uncertain by the world we live in today. There is hope though and one day we will be traveling freely again, wearing our finest to in-person events and dining at the latest trendy hot spot. Until then, honing the skills you have and the skills you want, will prepare us all for what comes next. Reskill and Charge On!

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Rosen College of Hospitality Management

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