

# CAREERS IN CARING



## CAMPAIGN OBJECTIVE

Senior Living Works sets the foundation for the future of the senior living industry. The initiative seeks to activate and increase the awareness of the senior living career field and the number of job applicants, while supporting the retention and advancement of employees currently working in the industry.

## CAMPAIGN OVERVIEW

Senior Living Works is an initiative led by Argentum to meet the current and future needs of the senior living industry. Our focus is two-fold: engage and recruit the senior living workforce, and retain and train current employees. We aim to bring in the 1.2 million workers we project we will need in the industry by 2025.

The Senior Living Works website houses all of the information industry professionals, educators, and community partners need to participate in this initiative and contribute to the industry's future success.

## THE CHALLENGE WE FACE

**1.2 million.** That's the number of senior living jobs that we need to fill by 2025. To help meet that goal, Senior Living Works provides tools and resources to industry employers and operators to recruit the next generation of senior living professionals.

The future of our industry not only relies on filling these roles, but successfully retaining current employees. Our 2016 State of the Industry report found that the turnover rate for senior care careers is 45% for both full-time and part-time employees. We seek to decrease this number through Senior Living Works.

## OUR SOLUTION

Senior Living Works is our answer to the enormous issue our industry faces. It's a call to action for the senior living community to mobilize and act. We've created engagement toolkits, outreach resources, and PowerPoint presentations to set industry professionals up for success during recruitment events. With these tools, we believe that every recruiter has the ability to connect with the future generation of the senior living industry.

However, this initiative isn't solely about recruitment. We understand the need to provide necessary resources, training, and support for retention. That's why we've done the initial legwork to help restore this pillar of our industry.

We're ready to take action. **Are you with us?**