

The Development of an Assessment Tool to Examine the Next Generations Perspective about Senior Living Leadership

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Introduction

- Vision Centre is a non-profit organization designed to act on a plan following a set of goals designed to expand and enhance senior living leadership academic programs across the country.
- One of the strategies is to focus on changing the view of this profession to a positive image and opportunity. The Career Pathways Workgroup was designed to work together to create and outline initiatives to promote career and talent development opportunities for emerging leaders.
- The goal of the survey is to connect with future leaders in the senior living field to learn their perspectives about the career pathway.
- Lily Kiffmeyer is a current University of Wisconsin – Eau Claire student partaking in an internship for Vision Centre where she is currently working on this project.

Background

- Before creating this survey, we reviewed literature including past surveys from VISION 2025, the National Emerging Leadership Summit and other health career interest surveys to assist in the process of finding the right questions.
- During the process of developing the survey the Career Pathways Workgroup was used to help assist in gaining other perspectives to further refine the survey. The past efforts of the group were used as additional context for our efforts.
- We also pilot tested the survey with the career pathway group, several students, and emerging leaders.
- To ensure this career improvement project was done following sound practices, the internal review committee of the Vision Centre reviewed and approved the project. The student was also required to complete appropriate basic research training provided by CITI.

Audience

- Our audience will be high school students, university students, and those in their early career or mid-career transition.
- The faculty from programs affiliated with the Directory of Programs from Vision Centre will be asked to distribute the survey to their students and recent alumni.
- We will also ask the endorsing associations to share the assessment with their early leader groups.
- Lastly, we will use social media to make the survey available for a broader audience.



Assessment Tool

- Survey Monkey was used to assist in the creation of the survey. Logic building was used to create specific questions for each audience.
- Incentives will be used to increase participation including a trip to the Vision Centre Symposium 2023 in Chicago and 3 \$50 gift cards.

Key Ideas We Are Looking For From The Survey

High School Students

- Current level of awareness?
- How did they find about the senior living field?
- Perspectives and questions.

Undergraduate and Graduate Students

- Sources of why they chose field.
- Involvement in senior living on-campus activities and field experiences.
- Plans, perspectives, and questions.

Early Career and Mid-Career Transition

- Impact of field experiences.
- Areas of career satisfaction.
- Plans, perspectives, questions and suggestions.

Methodology

- The information for the survey will be analyzed in May and we have questions that are constructed to give us both quantitative and qualitative data.
- We will be using excel to summarize the results and feedback by type of respondent and in aggregate fashion.
- The survey will be announced during Careers in Aging Week, and we will use the month of April to formally distribute the survey.



Looking Forward

- The next steps after the assessment is conducted will be to compile the aggregate results and share them with the Career Pathway Workgroup of Vision Centre to inform everyone and consider next steps and tools to better assist the students.
- Work with Vision Centre to use the results to structure a more focused social media campaign focused on attracting senior living leaders.
- Share recommendations with providers and Universities to help them attract students and develop leaders for the career pathway of senior living leadership.
- The Vision Centre 4.0 Symposium will take place in June of 2023 where conversations about access for emerging leaders in the Long-Term Care profession will be assessed and discussed.

Vision Centre Symposium 2023

- **Wednesday, June 7th**
 - 4:00-5:30 Welcome, Introductory Remarks, Opening Comments
 - 5:30-7:00 Networking Social
- **Thursday, June 8th**
 - 7:45-9:00 The Inner Power Within Us
 - 9:15-10:30 Let's Look at Where we are at with Leadership Diversity from an Association Perspective
 - 10:45-12:00 The Need and Strength of Coordinated Partnerships
 - 1:00-2:15 How do we Support Academic Programs in Senior Living Leadership?
 - 2:15-3:00 Debrief and Conclude



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