

EMPHASIS ON THE DIRECTORY OF PROGRAMS INITIATIVE

Shay Van Eyll¹, Douglas Olson, Ph. D., MBA, FACHCA², Kiki Beschorner, MBA²

University of Wisconsin – Eau Claire, Health Care Administration Program¹, The Vision Centre²

GOALS

The goal of the Directory of Programs Work Group of the Vision Centre was to create a publicly available comprehensive directory of health care administration programs, which are recognized as established and viable University programs. This Directory will be available for students seeking a career in the senior living leadership profession, providers, and business partners in the field and for colleagues across universities. This digital Directory was launched in March of 2023.

BACKGROUND

The Vision Centre’s goals have remained constant. They are to:

- To create 25 robust University and college programs across the country
- To establish 1,000 paid field internships to allow students a great developmental experience
- To create mutually beneficial University and provider partnerships

The main goal of the Directory is to raise awareness and connections, and help stakeholders find vital information about different programs across the country. The work group agreed important things to share were a general description of the program and contact information, student-to-faculty ratio, number of students, accreditation status, professional partnerships, curriculum, and available field experiences.

INITIAL EFFORTS

Throughout the entire 2022 symposium, hosted by Vision Centre, there were focused topics consisting of:

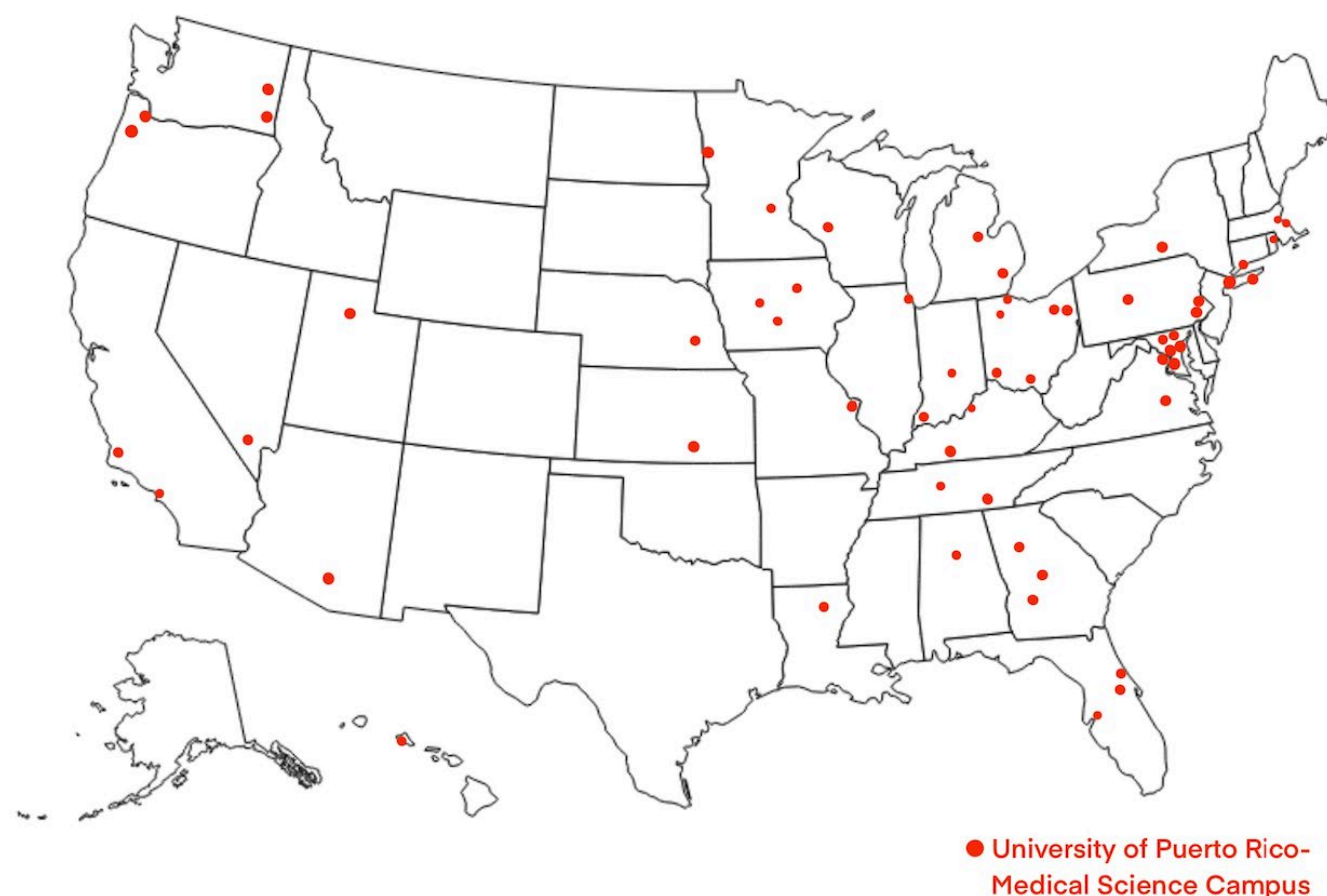
- Finding a way to connect with universities
- Focusing on regularly engaging with providers
- Publicize career paths by making the Directory online
- Providing resources to current and prospective students

This reiterated the importance of including the original criteria the work group had decided on. One purpose of the symposium was to create a way to connect with Universities and give them another resource. Having the directory information included allows people to reach out to each other. The directory also worked to publicize long-term care careers by providing information about the academic major and field experiences.

Following the 2022 Symposium, I as the Vision Centre student Intern constructed an email highlighting key questions to aid in the making of the Directory. I already had basic information on these Universities, but we wanted to ensure we had the most up-to-date descriptions, analytics and contact information before moving forward.

The final phase included Kiki Beschorner, the Associate Director of Operations for Vision Centre and the staff at AKCG, our marketing and public relations partner updating the information and putting together an approach for the final digital version for the web page.

PARTICIPATING UNIVERSITIES



Pictured above is a nation-wide map of participating Colleges and Universities
VanEyll (2021)

This map includes 60 Universities participating in the Directory of Programs across the states who have a viable senior care programs and interests.



The University of Wisconsin - Eau Claire

PUBLIC UNIVERSITY IN THE MIDWEST

105 GARFIELD AVE. EAU CLAIRE, WISCONSIN 54701

[HTTPS://WWW.UWEC.EDU/ACADEMICS/PROGRAMS/UNDERGRADUATE/HEALTH-CARE-ADMINISTRATION/](https://www.uwec.edu/academics/programs/undergraduate/health-care-administration/)

Jennifer Johs Artisensi, Ph.D.

PROGRAM CONTACT
715-386-3589
JOHSARJL@UWEC.EDU

ACCREDITATION
NAB

STUDENT-TO-FACULTY RATIO
22:1

TOTAL STUDENTS
158

GRADUATES IN LEADERSHIP POSITIONS
99%

INTERNSHIP (REQUIREMENT)
FULL CALENDAR YEAR PAID INTERNSHIP
2000 HOURS
PRECEPTOR MONITORED

PARTNERSHIPS
FINANCIAL SUPPORT
ADVISORY COUNCIL
COURSEWORK DEVELOPMENT
ASSOCIATION CONNECTIONS

Pictured above is an example of a University page in the digital directory
VanEyll (2022)

GROWTH IN INTEREST

The Vision Centre is working with both established and aspiring University programs to focus efforts on creating a Directory and lasting partnerships.

2019 VISION 2025 Symposium had approximately **20** programs attend

2021 VISION 2025 Symposium had approximately **40** programs attend

The Digital Directory has approximately **60** programs included.

PROGRESS UPDATE ON OTHER WORKGROUPS

- The Vision Centre has other workgroups focused on advancing the overall goals which directly connect to the Directory.
- Paid field experiences are working on increasing access and providing resources for further supporting the expansion of these field experiences across the country.
- Partnerships are being identified between providers and universities based on both geographic footprints and interest. High impact practices shared and resources, and tools are developed to assist and encourage these relationships.

Beyond serving as an aid to prospective students, both of these areas of emphasis will directly benefit from this digital directory being available for their stakeholders to assist in the growth of field experiences connections.

NEXT STEPS

The workgroup will update information from each participating University on an initial basis after the launch as we know that not all the information will be current or reflective of how programs would like their information shared. We also know there may be programs to be added and or potentially taken off the directory.

There will also be outreach with our endorsing state organizations to gather additional feedback and perspective. During this communication we also expect to share best practices and ideas for how they can advance their networking connections with programs that will support the common goals of increasing the interest of future prospective students and leaders in this field. Lastly, Vision Centre is committed to annually updating the directory.



ACKNOWLEDGEMENTS

Support received from Directory workgroups including the following members:

- Chris Mason, President and CEO, Senior Housing Managers
- David Wolf, Chair and Professor, Lynn University
- Randy Lindner, CEO, National Board for LTC Administrators
- Nancy Swanger, Dean and Professor, Washington State University
- Shay VanEyll, Student, The University of Wisconsin – Eau Claire, Vision Centre Student Intern
- Doug Olson, President and CEO, Vision Centre
- Kiki Beschorner, Associate Director of Operations, Vision Centre

The link to the digital directory can be found at:

<https://www.visioncentre.org/resources/directory/>