



Creative Approaches to Engaging Youth in Senior Living Careers

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Who are we?

LeadingAge PA

Established in 1963, LeadingAge PA is an association of quality providers of care and services for older adults. We represent approximately 380 senior services providers across the commonwealth.

Morningstar Living

Morningstar Living is a not-for-profit organization headquartered in Nazareth, PA. In 1988, the organization opened the first Continuing Care Retirement Community (now referred to as a Life Plan Community) in Northampton County, Moravian Hall Square. The community provides residential accommodations, assisted living and skilled nursing care for people aged 62+. During early 2017 Morningstar Living began construction of its second campus, Heritage Village, in Upper Nazareth Township. Heritage Village includes independent living cottages and townstones on a beautiful 51 acre campus adjacent to the Nazareth Borough Park. The first residents moved into Heritage Village during the spring of 2018. Today, the first three neighborhoods of this new community have been completed and are fully occupied and the fourth neighborhood is nearing completion. Morningstar Living also owns and operates Senior Solutions, a Home Care and Care Management business located in Easton, PA providing services to people who choose to remain in their own home. Morningstar Living employs 450+ employees.

Redstone Presbyterian Senior Care

Redstone has three campuses in Westmoreland County, south of Pittsburgh, PA. Redstone serves a mid-market through Independent Living homes and apartments, Personal Care, Dementia Care, Skilled Nursing, Home Health, Home Care and Hospice. Redstone serves 1,000 seniors annually, and employs close to 400 persons. .

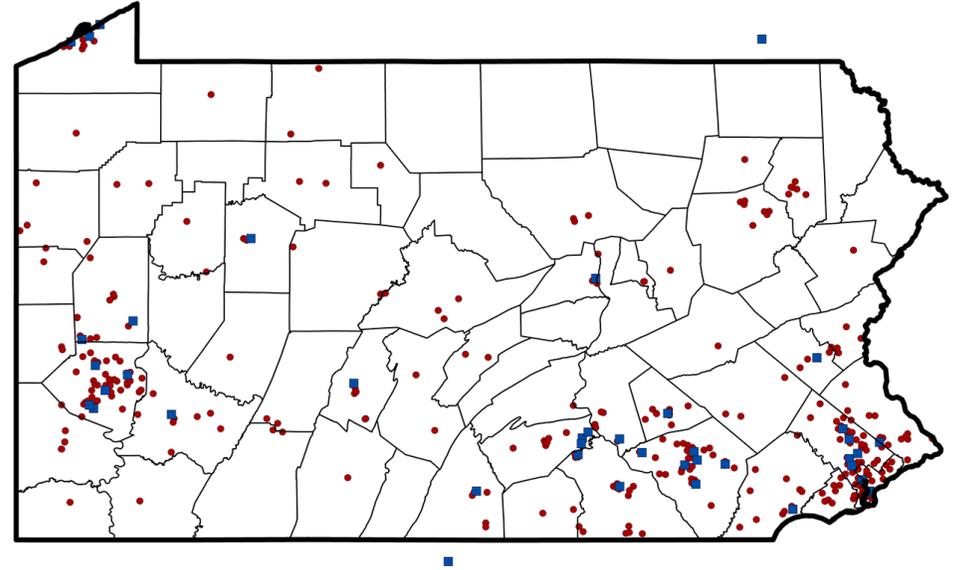




What do we mean when we say
“Senior Services”?

The Senior Services Sector

- Affordable Housing
- Independent Living
- Home Health Care
- Adult Day Services
- LIFE program
- Personal Care
- Assisted Living
- Skilled Nursing
- Continuing Care Retirement Community (CCRC)

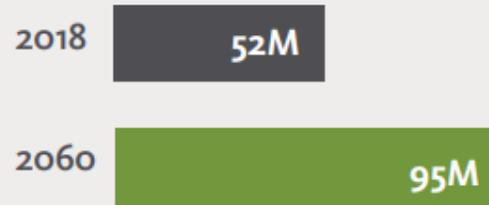


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Demographic and Workforce Trends

A Rapidly Growing Older Population

The population of adults age 65 and older will increase from 52 million in 2018 to 95 million in 2060.



A Growing Need for Assistance

Among those currently reaching retirement age, more than half (52%) will require LTSS at some point, and for an average of two years. By 2050, the number of individuals using paid LTSS in any setting will likely double from the 13 million who used services in 2000, to 27 million people.

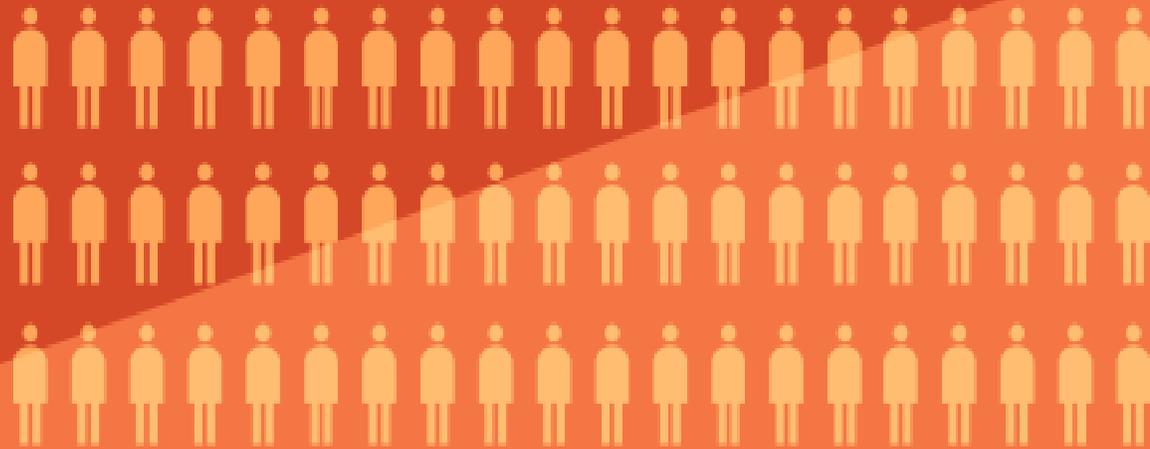


By 2035, the number of older households with a disability **will increase by 76% to reach 31.2M**

- 17M OLDER HOUSEHOLD WITH MOBILITY DISABILITY
- 12M SELF-CARE DISABILITY
- 27M ACTIVITY DISABILITY

A Growing Need for Workers

The nation will need an additional 2.5 million LTSS workers by 2030 to keep up with the growth of America's aging population.



https://leadingage.org/sites/default/files/LA_Workforce_Infographics_FULLPAGE%20%202020.pdf



What careers are available?

The projected percentage increase in the number of positions employed in long-term care between 2010 and 2030 are the following:

94%

Counselors and
social workers

93%

Community and
social service
workers

88%

Home health aides
and personal
care aides

73%

RNs

70%

LPNs

69%

Building and
ground maintenance
workers

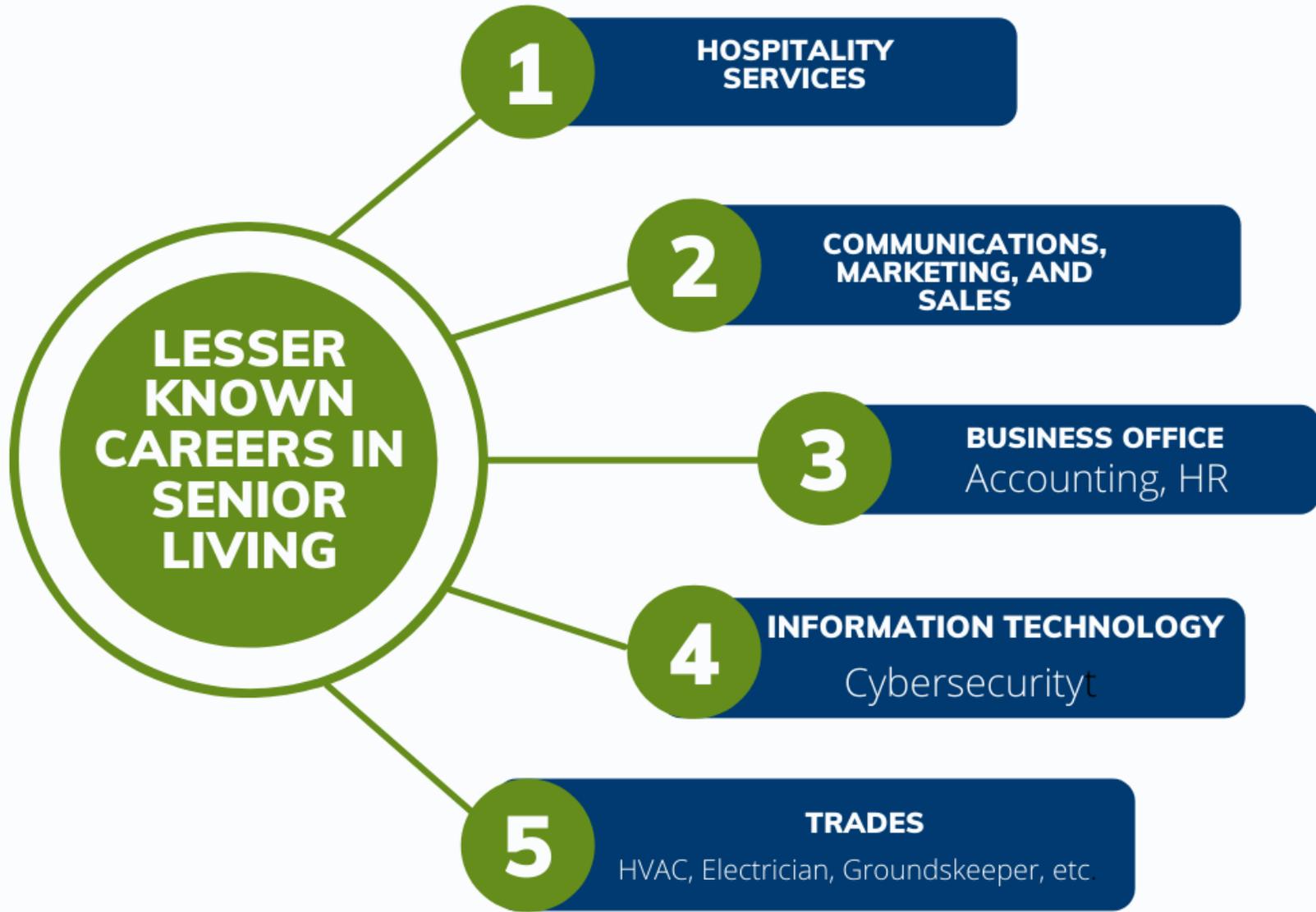
68%

Nursing
assistants

67%

Food preparation
and serving
workers

https://leadingage.org/sites/default/files/LA_Workforce_Infographics_FULLPAGE%20%2020.pdf





Why Senior Living?

Career Advancement

- Multiple career path options
- Strong culture of promoting our own
- Educational Assistance and Tuition Reimbursement
- Partnerships with Institutions of Higher Learning



NURSING CAREER LADDER

If you want to make a difference in someone's life, we want you!



- Director of Nursing**
Qualifications: Associate's or bachelor's degree of Nursing, current PA RN license, strong clinical expertise, demonstrated leadership success
- Specialized Nursing Positions
i.e. Staff Educator, Infection Control Preventionist**
Qualifications: Associate's or bachelor's degree of Nursing, current PA RN license preferred, specialized certifications
- RN Supervisor or Clinical Coordinator**
Qualifications: Associate's or bachelor's degree of Nursing, current PA RN license, experience in long-term care, demonstrated leadership success
- Registered Nurse**
Qualifications: Associate's or bachelor's degree of Nursing, current PA RN license, experience in long-term care preferred
- Licensed Practical Nurse**
Qualifications: Graduate of accredited Practical Nursing Program, Current PA LPN license
- Certified Nursing Assistant**
Qualifications: Current CNA certification, CPR and First Aide certification preferred
- Personal Care Assistant**
Qualifications: Must be at least 18 years of age, high school diploma or equivalent

Job Security

- Demographic trends show tremendous growth in coming years
- Senior Services is a 24/7/365 field
- Be a part of positive change in an ever-growing industry



Purpose and Connection

A study conducted by Zety yielded the following statistics about Gen Z:

- 95% said meaningful work was either very or somewhat important
- 71% said they would take a pay decrease for more meaningful work
- 43% said one of their long-term career goals is to make the world a better place

<https://zety.com/blog/generation-z-vs-workplace>

According to a SHRM article:

“Think of resignations as a symptom of a broader illness. The sickness?

WORK THAT LACKS MEANING.”

<https://www.shrm.org/hr-today/news/all-things-work/Pages/six-strategies-for-building-employee-loyalty.aspx>



Purpose and Connection

Senior Living employees were asked in an anonymous survey: **What's your favorite part about working for us?"**

- “The encouragement to think outside of the box, and the encouragement to spend time cultivating relationships with each other and the residents”
- “Making people’s day”
- “I feel very fortunate to be working here. I’ve become good friends with some workers and residents. I look forward to spending time with them at work”
- “I’m honored to be able to contribute my experience and passion”



Most people “fall into” senior services as a career, then fall in love. If we can give young people a positive first impression, they are more likely to consider a career in the field.

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Addressing Challenges

Challenges in Senior Services

- Regulation
 - Nursing Home sector is 2nd most highly regulated industry in the US, second only to the nuclear power industry

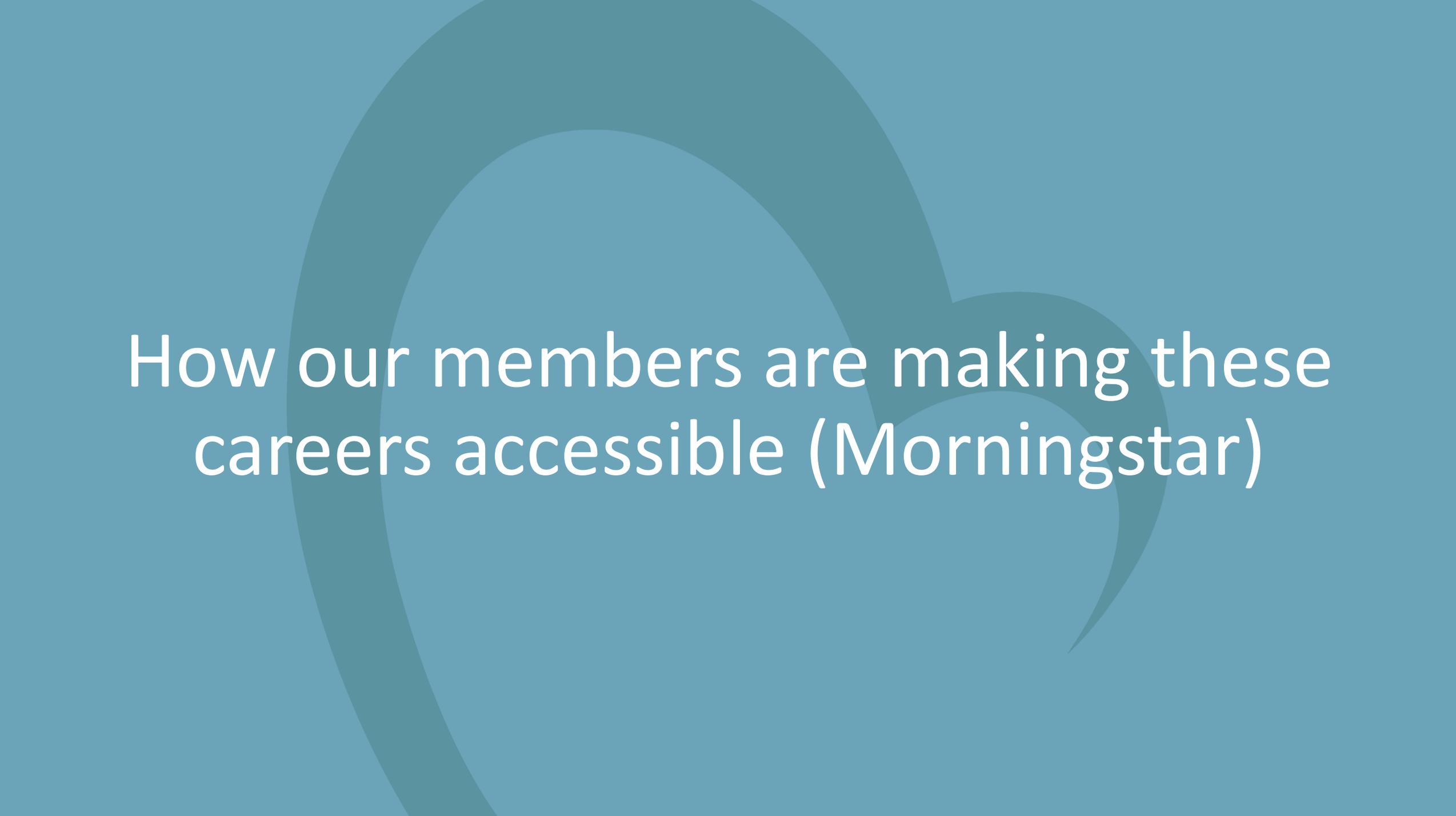
[-Senior Housing News](#)

- Funding
 - In 2019, Medicaid reimbursement was \$631 million shortfall for nursing homes in PA

[-RKL Medicaid Funding Gap Analysis](#)

- Addressing Bias and Stereotypes





How our members are making these
careers accessible (Morningstar)

School Outreach Opportunities



School Outreach Opportunities





Have you thought about getting your
Nurse Aide Certification (CNA) after high school
 to add to your credentials?

Take part in Morningstar Living's NEW...



This program provides you with the opportunity to earn your Nurse Aide Certification *while getting paid to do so!*

It includes:

- Paid CNA class and certification test
- Paid hours while attending class
- Guaranteed job placement at our 5-star Moravian Hall Square community in Nazareth, PA
- Excellent pay and benefits

If interested in learning more, scan the QR Code or contact Dana Cascioli at 610-746-1152. Explore more of our job opportunities at www.morningstarliving.org/careers.



SCAN ME

Morningstar
LIVING

School-to-Work Program for Nazareth Area High School Students

Moravian Hall Square ¹⁴ has Culinary Service positions available for students ~~15~~ years and older. Bus will pick up students immediately after school and bring them safely to work.

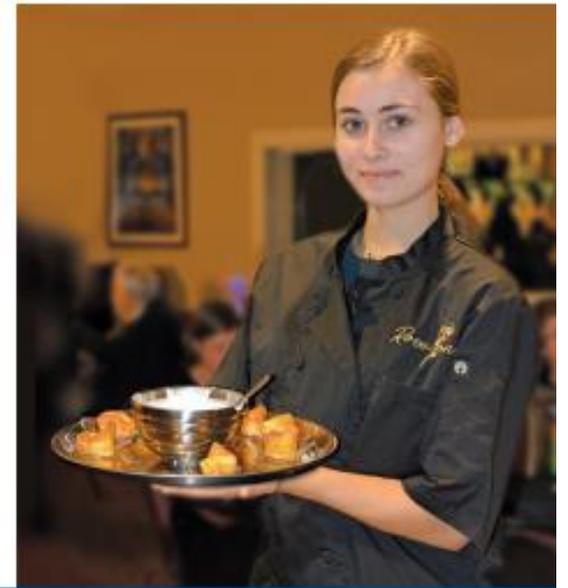
Enjoy a great meal and work 3:30pm – 7:00pm serving dinner in our elegant dining room.

- Training provided
- Valuable work experience
- Flexible schedule
- Awesome wages and benefits, including educational assistance!

Students are responsible for their own transportation home.



Learn more



College Partnerships – Clinical Rotations



Lafayette College's Aging Studies Course



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How are members are making these
careers accessible (Redstone)

Middle School Students and Career Pathways

The importance of younger audiences

- While it seems almost preposterous, the decisions being made by children in middle school have lifelong implications.
- Middle School is the time at which decisions are made about following an academic/scientific pathway, vs. a more vocationally oriented pathway.
- Middle School students are engaged and enthusiastic about exposure to vocational opportunities, but are often not exposed to the opportunities that exist in senior living organizations.
- Middle School students are more available to participate in summer programs than their high school age peers.

Middle School Students and Career Pathways

The Youth Healthcare Institute at Redstone

During the Summers of 2017, 2018, and 2019 we invited Middle School age youth from surrounding communities to participate in a weeklong immersion experience at Redstone.

The program was one week in length, from 8:30 am to 4 pm each day. Group sizes ranged from 7 in year one, to 15 in year two, to 14 in year three.

On day one we surveyed the youth and found that none had interest in pursuing a career in senior care. Most were interested in healthcare careers, which is what drew them to the program.

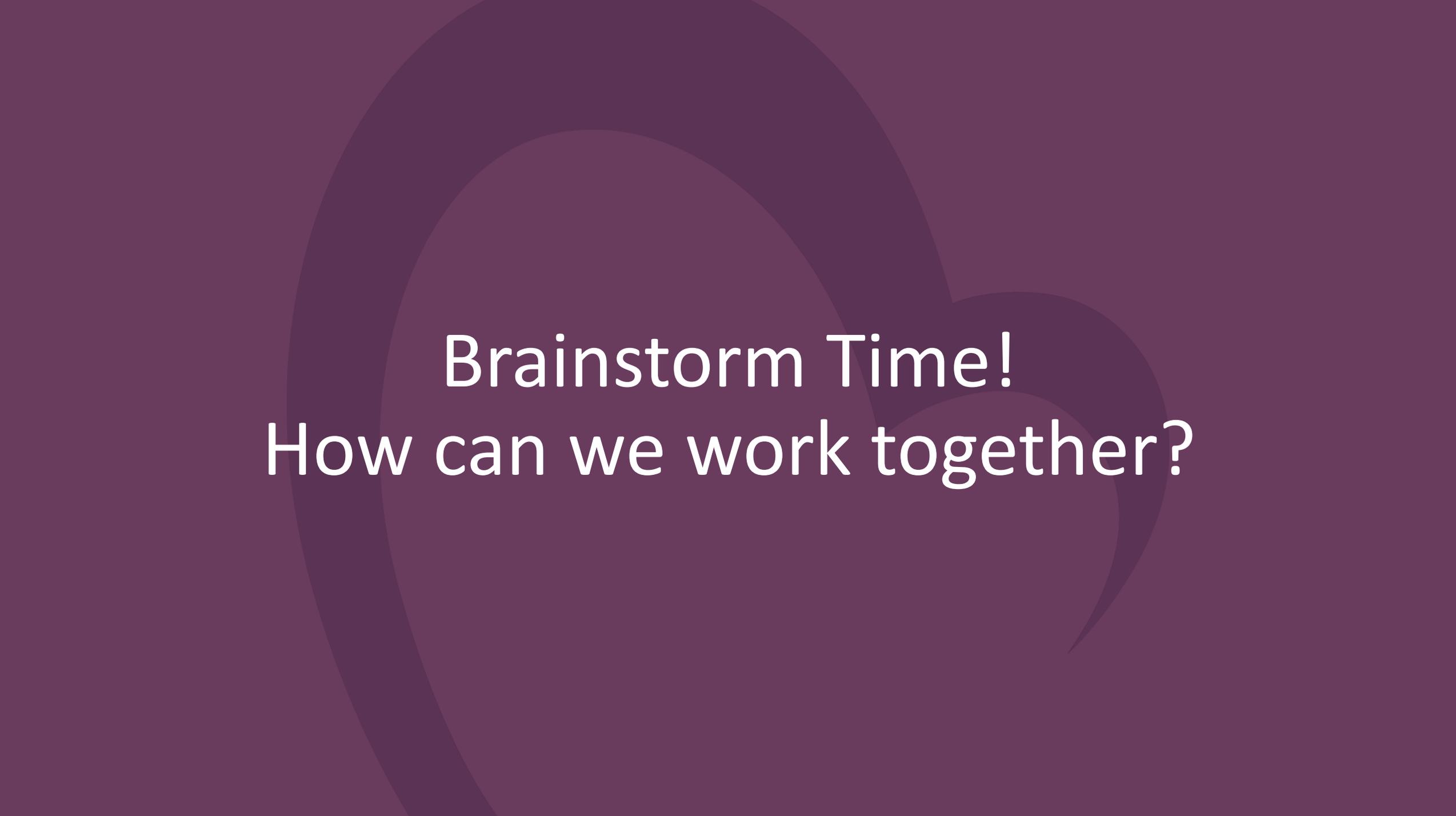
During the week youth had presentations from employees from across the organizations: nurses, maintenance techs, chefs, lifestyle associates, managers, etc. They participated in recreational activities and meals with residents, and completed a service project.

At the conclusion of the week, in every instance, 100% of the youth said that they were open to pursuing careers in senior care and some had identified pathways that were of the most interest.



Youth Healthcare Institute





Brainstorm Time!
How can we work together?

Brainstorming Opportunities for Collaboration

- Training and Education Grants?
- Job Shadow days
- Creating connections between WIBs, schools, and local communities
- What else?





THANK YOU!



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