



How To Get Involved

The demand for professionals with expertise in aging is growing rapidly as more of us are living longer and healthier lives. Careers in Aging Week (CIAW) is dedicated to bringing greater awareness and visibility to the wide-ranging career opportunities in the field of aging. CIAW is observed every year by businesses, clinics, coalitions, organizations, universities, and colleges. Here's how you can participate and spread the word during CIAW:

HOW TO PARTICIPATE: PROVIDERS/ORGANIZATIONS

- **Host a facility tour.** Open your doors to the community and host a facility tour for local students, parents, and teachers to showcase the day-to-day operations in your facility.
- **Visit your local schools and talk about careers in aging.** Informing the next generation about the opportunities in this profession is critical to meet future workforce needs.
- **Participate in job or educational fairs.** The overall goal of these events should be to spark the interest of students and give them a sense of what a career in aging is all about.
- **Plan a community celebration.** Community events can be organized by local businesses, Chambers of Commerce, economic development groups and more. Talk to your community partners about how to best organize a celebration.
- **Contribute to the conversation on social media.** Share how you're celebrating and showcasing careers in aging on social media using the hashtag **#CareersInAging**. Ask your staff, 'why do you love to work in the field of aging?' and share their story on social media!
- **Host a virtual event.** Offer an easy way for your community to engage, learn more, and ask questions about the career opportunities available in your organization.
- **Celebrate your staff.** Host a party to celebrate/thank your staff members, and invite families of staff, residents and their family members. Recognize your staff for accomplishments, like tenure or outstanding customer service.



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HOW TO PARTICIPATE: EDUCATORS

- **Organize an intergenerational discussion among older adults in the community and your institution's student body.** Invite community members to share about their perceptions of aging and the resources/careers that are needed now and in the future for successful aging.
- **Host a Careers in Aging Panel Discussion.** Feature a variety of careers to expose students to a range of opportunities in the field of aging. Provide time for Q&A. Follow the discussion with light refreshments and time for students and panelists to interact.
- **Lead a social media campaign across a variety of social media platforms to raise awareness for CIAW.** Also feature prominent aging issues, including aging and diversity, dementia, and healthy aging. Ask institutional and community partners to share through their organization's social media pages and personal accounts.
- **Invite program alumni to participate in roundtable discussions with current students.** Incorporate a "speed dating" model, in which students spend a limited time at a table then move to another one. Feature program graduates from a wide range of career opportunities, from entry level to top leadership.
- **Put on a Careers in Aging Career Fair.** Invite local employers and hold the fair in a high visible location, such as the student center. Take the opportunity to also promote your program at the Fair.

Visit www.careersinaging.com for more resources and information on how to get involved.