

## How to Engage with Students

The next generation of caregivers are in school right now. Those students are not just in nursing schools, they're in K-12 schools, community colleges, and other postsecondary institutions. It is essential for long-term care providers to connect with students today in order to educate them on the career possibilities waiting for them as Pennsylvania attempts to meet the growing demand for care.

### **Internships, Seasonal Jobs, and Career Shadowing**

Schools frequently encourage – and require – students to participate in internships or shadow professionals in various careers to garner a better understanding of jobs that exist and the skills that are needed. Welcoming interns, job shadows, volunteers, and seasonal workers into long-term care communities is a great way to introduce future employees to the critical services long-term care provides. Firsthand experiences allow students to discover a career with a rewarding purpose that is often not considered because of social stigmas.

### **Career Fairs**

Schools regularly host career fairs to help students network with employers and identify opportunities for internships and jobs. A career fair is a great opportunity for providers to introduce their long-term care community to a school and its students. When students show up at career fairs, they are in search of a career gateway through internships and entry-level jobs.

Through Care For The Aging, the Pennsylvania Health Care Association (PHCA) can support all members at career fairs, when possible, by promoting careers needed throughout the entire long-term care continuum. Providers are invited to represent Care For The Aging at their local career fairs.

Providers can also further promote careers by engaging with local schools and sharing PHCA's Care For The Aging resources.

