

WHY SHOULD GEN Z TAKE SENIOR LIVING SERIOUSLY?



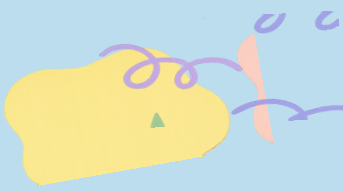
What I learned during ROAD



Cy Stock

University of California, Los Angeles

Applied Mathematics Major



THE VERSION IN MY HEAD WAS TOO SMALL.

Before ROAD, I did not really know what senior living looked like.

what I assumed

quiet hallways

only medical work

same routine every day

not much for someone my age

what I saw

residents with stories

families making hard choices

food, tours, activities, and care connected

something different happening every day



I had reduced an entire community to one stereotype.



THE WORK IS BIGGER THAN ONE JOB.

Senior living is not only one career path. It takes many kinds of people working on the same daily life.



You can care about people through food, tours, activities, maintenance, marketing, or care itself.

THE DETAILS CHANGE THE DAY.



dinner

Residents dine 3 meals a day, 7 days a week, potentially for the rest of their lives at the same restaurant. How do we keep dining fresh?



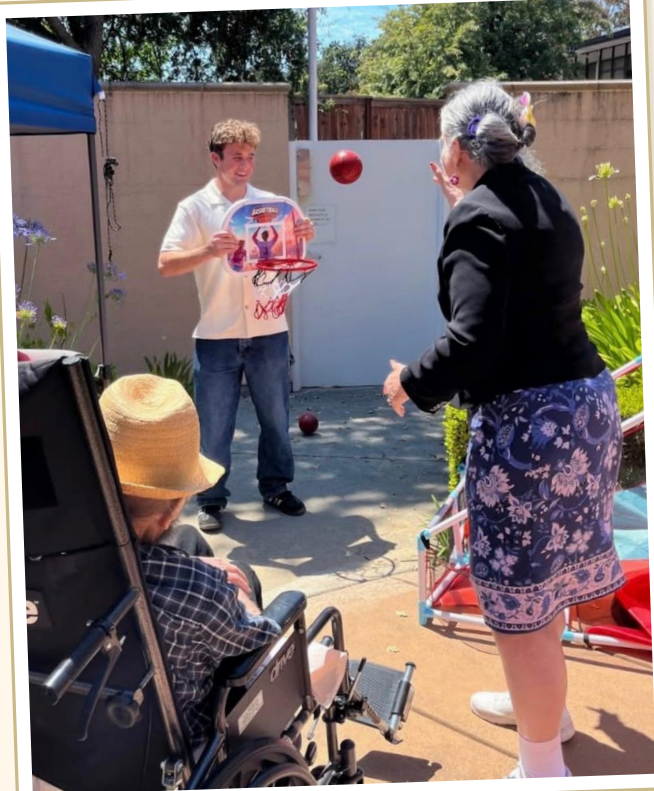
model room

A room can help a family imagine safety, privacy, and normal life.

Small details add up and affect the environment and how residents feel.



ACTIVITIES ARE NOT FILLERS.



THEY ARE INVITATIONS.

The work is not just putting something on a calendar. A good activity depends on whether residents actually feel comfortable joining it.

invite

do not just announce

notice

see who is slipping away

adjust

make the room work

An activity matters when it gives someone a reason to come out of their room.



THE HARD PARTS ARE REAL TOO.

I do not want to make the work sound simple. It asks people to stay patient when the day is not easy.

A family may be scared and come off as demanding.

A resident may want independence and need support at the same time.

Staff regularly handled problems that most people in the building never noticed.



What stood out to me was how often people kept showing up with patience when the work was not simple.

WHY GEN Z MISSES IT.

Most people my age only see one part of senior living.

what gets shown

quiet buildings
medical stereotypes
retirement as an ending

what needs showing

relationships
food and events
work that changes by the hour



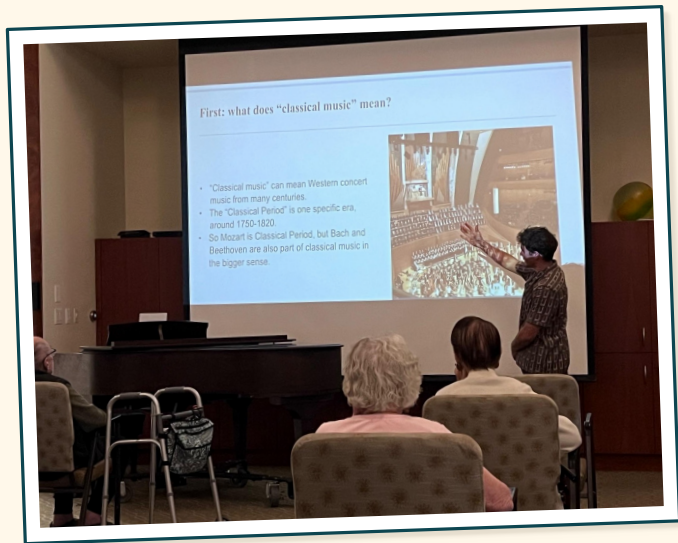
Gen Z cannot consider work they have never been shown.

WHAT GEN Z CAN BRING.

- Bringing new activity ideas
- Creating better photos and videos of everyday life
- Spending time listening and talking with residents
- More open talk about loneliness

None of that matters unless we first listen to residents and experienced staff.





A BETTER WAY TO INVITE US IN.

DON'T

“Come join a growing industry.”

DO

“Come see how one lunch, one tour, or one activity can change someone’s day.”

That only works when someone gets close enough to the day:

sit in on a tour

help with an activity

own one small project

meet residents in a normal way

My example was the piano presentation. It was not a huge project, but it made the idea real.

A TOUR OF CLASSICAL MUSIC



<https://youtu.be/3n7XnP5i1Xk>



MY PITCH IS PRETTY SIMPLE.

To Gen Z: do not write it off before you see it.

To leaders: let us see the real work, not a polished version of it.

for Gen Z

If you like people, systems, food, stories, design, or problem-solving, there may be a place for you here.

for leaders

Open the doors earlier. Give small jobs that matter. Tell the truth about the hard parts.

The hard parts are not a dealbreaker. The fake parts are.



I CAME IN WONDERING
IF THERE WAS ROOM
FOR PEOPLE LIKE ME.



I LEFT THINKING
MORE OF US SHOULD
SEE IT FOR OURSELVES.

ask questions

pay attention

learn before judging the work



Thank you.