Hartford Partnership Program for Aging Education (HPPAE)

Talking Points for Target Audiences: Field Director

Below we provide a brief, general profile and talking points matched to essential marketing messages for the HPPAE.

Profile of a Field Director

- Likely to be a social worker and a faculty member
- Dedicated to social work education and specifically to the students
- Proud of the achievements of his/her department, yet also eager to elevate its reputation and prestige, as well as the role of the field director

Key Messages

1. **The growing number of older adults in the US is leading to an increased demand for social workers who specialize in aging care. (Demand)**

   Supporting Messages:
   - As educators, you have a professional responsibility to educate and train the next generation of social workers to care for aging populations.
   - As administrators of the field education component of social work, you have considerable influence and power to encourage and train more professionals to enter the field.

2. **Developing a HPPAE at your school will establish you as a leader in the field of aging and social work. (Leadership)**

   Supporting Messages:
   - By adopting a HPPAE, your school will be a forward-looking leader in this critical field of practice.
   - Your school can help advance the entire social work field by helping to normalize the HPPAE rotational model as part of any MSW program.

3. **The HPPAE is effectively training the next generation of social workers in the aging care field. (Proven and Tested)**

   Supporting Messages
   - The HPPAE is on the forefront of a growing movement to re-envision how aging care is taught at graduate social work programs nationwide.
   - The HPPAE has a proven track record of recruiting students and faculty.

4. **The HPPAE is driven by innovative partnerships between universities and community-based agencies. (Partnership Feature)**

Supporting Messages:

- The HPPAE will strengthen your graduate field education programs in aging by updating curriculum based on real-world experiences.
- While the HPPAE has core components that make up the model, it was designed for schools to shape and adapt it for the unique needs of their school and community.
- You will not have to reinvent the wheel to start a HPPAE. Most schools build upon their existing programs. You will also have a national network of peer HPPAE leaders to draw from.
- Being part of the HPPAE will help your school forge stronger ties with the community and build new relationships with community-based organizations.

5. **At the heart of the HPPAE is a "rotational" approach to field education that places students in multiple agency settings. (Rotational Feature)**

Supporting Messages:

- The rotational model is unique among social work field education concentrations, which makes it a compelling feature for recruiting students and attracting funding. The majority of HPPAE students identified the rotations as the major draw for their decision to take part in the program.
- The rotational model can help you make the case for field education as the signature pedagogy of CSWE's accreditation standards.
- In evaluations, the rotational model has earned positive reviews from both faculty and students. Students in particular credit their rotations for transforming their preconceived notions of working with older adults and for solidifying their commitment to working with this population.