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THE GERONTOLOGIST AS AN ADMINISTRATOR



*Jeffrey A. Giordano
and Thomas A. Rich*

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For students and practitioners of gerontology, this indispensable text examines all aspects of administering services to older adults. Jeffrey A. Giordano and Thomas A. Rich, both professors of gerontology with extensive experience in administration, surveyed practicing administrators over a two-year period. The resulting integration of administrative theory and practice is evident throughout this book's 13 chapters, which address everything from leadership styles and management techniques to ethical issues and community relations. In addition, the authors thoroughly examine the most widely encountered facets of the typical gerontologist administrator's career, including communication, organizational structure, the role and function of human resources administration, motivation and productivity, supervisory responsibilities, staff development, financial management, strategic planning, program evaluation, and organizational change. Both undergraduate and graduate students of gerontology will benefit from using Giordano and Rich's book as a core text for administration courses. Professors of gerontology administration will be relieved at last to have found a work that emphasizes the unique requirements of administering older adult programs. The authors consider all three service sectors--private, public, and not-for-profit--in addressing those who are now in administration, those who aspire to be administrators, and those who will be surprised someday to be offered administrative responsibilities. Assuming a basic knowledge of gerontology, the text includes a learning experience following each chapter that allows readers to apply their knowledge of the field in a practical manner. Other special features include information on such contemporary challenges as how to use volunteers effectively, how to integrate ethics into programs for older adults, how to involve staff in administrative activities, how to make the most of public relations and fund-raising opportunities, and how to develop special projects.

"At last! A textbook for management courses in aging that is not borrowed from other disciplines. The authors, as professors, have each trained hundreds of agency and company administrators in Florida. They blend gerontology and current management theory and practice, applying them to the nuts and bolts of organizational life. If you teach management courses in a graduate gerontology program, you must see this text. It is wonderful."-Charles F. Longino, Jr., Director Reynolda Gerontology Program Wake Forest University

"The authors have provided a unique and comprehensive text for the gerontologist administrators that supplies authoritative and practical guidance on a full range of management and leadership issues and tasks. This book should be in the professional reference library of every organization serving older adults. Each chapter of this well-organized text provides comprehensive, "stand-alone," coverage of separate topics. The comprehensive coverage provides something for everyone, whether in public, not-for-profit or for-profit settings. This is the first work that provides comprehensive coverage directly relevant to the gerontologist administrator."-Richard D. Tucker Professor of Psychology and Director, Initiative on Aging and Longevity University of Central Florida

About the Author

JEFFREY A. GIORDANO was an Associate Professor and member of the Department of Gerontology at the University of South Florida. He was also an organizational improvement consultant and seminar leader. Giordano's research and teaching focused on administration, economics of aging, aging families, and mental health issue of older adults. His management consulting experiences included long-term care, hospitals, community health services, and independent living communities. He had authored 15 scholarly journal articles, numerous articles on administrative processes in trade journals, and a book chapter, *The Aged within a Family Context*, in *The Handbook of Psychology and Therapy*.

THOMAS A. RICH was formerly Professor and Chair of Gerontology at the University of South Florida at Tampa. While at USF he also served as Dean of the College of Social and Behavioral Sciences and Director of the Center for Applied Gerontology. After retiring from USF, he was Professor of Gerontology and Sociology and Director of the Gerontology Program at the University of West Georgia. His research and teaching interests include gerontology, community health, and cross-cultural studies. He is the author/editor of six other books, including *Old and Homeless* and *Double Jeopardy: An Overview of Current Practices and Policies* (1995).