



## NAAEI NOW Capital Campaign

Working with a committee of industry executives, NAAEI conducted research to identify the areas of greatest need in the multifamily industry relative to recruiting, training, leadership development, succession and retention of talent. We have now embarked on a multi-year campaign to raise \$7.5 million to meet these needs by building a set of programs and services to support the identification and recruitment of qualified applicants, provide relevant skills training at all levels of employment and build a deep stream of capable leaders now and for the future.

### \$7.5 Million Will Fund Six Major Initiatives

#### **1. Leadership Development Training Continuum**

Development and delivery of industry-specific leadership development training by world-class training organizations Gallup (targeting high-potential executives), Dale Carnegie (targeting mid-level managers), and FranklinCovey (targeting leasing and maintenance teams).

#### **2. Apartment Career Awareness and Recruitment Program**

A public relations and recruitment campaign targeting college students, transitioning military and adult learners/career changers, highlighting the strength of the industry, wealth of apartment career opportunities, training and growth potential, benefits and career stability.

#### **3. Temp-to-Hire, On-the-Job Training Program**

A workforce training and job placement program recruiting job seekers to community college apartment maintenance and leasing programs, and placing course completers in temp-to-hire maintenance and leasing positions.

#### **4. Apartment Career eHub**

An online Apartment Career eHub linking apartment companies with job seekers. All NAAEI programs will direct job seekers to the Apartment Career eHUB to locate jobs and apartment industry training programs.

#### **5. Online Maintenance, Leasing and Management Training**

NAAEI will deliver online learning that includes scenario-based e-learning, simulations, mobile learning, apps, preloaded tablets and virtual classrooms, increasing accessibility and reducing time off-property.

#### **6. Outreach Program for Apartment Industry HR and Recruitment Professionals**

NAAEI will conduct an awareness program for HR professionals, alerting them to the pipelines of talent being created through NAAEI programs. We will also deliver hiring manager training programs that tout the potential of often overlooked individuals with leasing, maintenance or management skills training but lacking in apartment industry experience.