

Tips for Participating in Apartment Careers Month

Apartment Careers Month will again be celebrated by the NAA Education Institute (NAAEI) in February to raise awareness about the many career opportunities available in the apartment industry.

NAAEI is using the 2014 Apartment Careers Month to reach out to high school and college students and hopes its affiliates and industry partners will join it in this effort as part of this annual event.

During the past year, NAAEI has launched new efforts to build awareness among high school and college students about apartment industry careers. One of these includes a partnership with DECA, which prepares emerging leaders and entrepreneurs for careers in marketing, finance, hospitality and business management in high schools and colleges around the globe (visit bit.ly/NAAEI_DECA or



page 80 of the October 2013 issue of *units* for more).

“We’re finding that many high school and college students aren’t even aware of the different types of jobs that exist in our industry,” says Sarah Levine, NAAEI Director of Apartment Career Outreach. “We want to encourage the next generation of job seekers to consider careers in our industry.”



Levine says affiliates and companies have many ways in which they can participate in Apartment Careers Month:

- They can encourage their members and employees to enter NAAEI’s Get Reel Video Challenge by Jan. 31. (Details may be found at bit.ly/194TWs8.) Winners receive one conference registration, hotel accommoda-



Myth: Members of Congress have all the power so why should I even try to advocate for the industry?

Reality: The most powerful person to influence legislative outcomes is **you**.

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In a recent survey, Congressional staff said that a constituent’s visits to Capitol Hill have “some” or “a lot” of influence on an undecided member of Congress, more than any other influence group.
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tions and airfare to the 2014 NAA Education Conference & Exposition.

- They can work with their local and state governments to obtain an official resolution/proclamation declaring February as Apartment Careers Month.

- They can use the Apartment Careers Month Toolkit to publicize apartment careers through local news and social media.

Information on these and other Apartment Careers Month activities can be found at bit.ly/AptCareerMonthTools. The site also offers sample Apartment Careers Month proclamations from previous years.

Levine also suggests affiliates and companies reach out directly to high schools, community/technical colleges and universities

in their areas to provide information on jobs in the apartment industry. She offers these tips:

There are more than 200 colleges in the DECA program.

- High Schools: Contact high school career (or guidance) counselors and provide them with brochures and flyers about careers in multifamily housing and offer to participate in a career day. Reach out to student clubs in areas relevant to the industry, such as DECA, Skills

USA or FBLA (Future Business Leaders of America). Offer to host an apartment career orientation program at a local apartment community.

- Community/Technical Colleges: NAAEI can help with introductions through its partnership with the American Association of Community Colleges. Work through the continuing education or workforce development departments to let them know about apartment jobs, as well as the industry training that is available to supplement their own courses.

For example, NAAEI's Certificate for Apartment Maintenance Technician (CAMT) courses can often easily be incorporated into existing curriculums and prepares students to work at an apartment community. Also, look for college-hosted job boards to post local openings.

- Four-Year Universities: Contact the university's career center and offer information on the apartment industry, as well as internships, community tours or job-shadow opportunities for interested students. Identify majors relevant to the apartment industry (e.g., hospitality, marketing, management, etc.) and contact faculty members and student clubs in those areas and offer to provide class speakers, career information and other assistance.

Finally, Levine says, don't forget to leverage NAAEI's partnership with DECA. DECA's membership includes 185,000 high school student members in 5,000 schools and 15,000 college student members, representing more than 200 colleges and universities.

Contact Sarah Levine at sarablevine@naabq.org for help with connecting to any of these chapters.

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