Do you have trouble recruiting high-quality candidates to work for your company? Is awareness of your career path non-existent, especially compared to sectors such as hospitality, retail, restaurant and construction?

You’re not alone.

NAAEI has heard this for years, and now the industry has a solution: The RPMcareers.org website. When it launches in early 2015, this website will start a national campaign to showcase our industry’s great career opportunities, connect qualified candidates with available jobs and prime a pipeline of talent in the years to come.

You are strongly urged to visit the site during the beta-testing period, which debuted Nov. 3. Go ahead, “kick the tires” and give us your feedback. Ask your colleagues to do the same. This website, and the entire career and industry promotion campaign it’s supporting, will succeed only if NAA members are active participants. Right now, that means visiting the site, becoming familiar with its content and functions, and telling us what you think.

For the next 90 days, access to RPMcareers.org will be limited to NAA members and supporters. Here’s how to access the site and submit your comments in three simple steps:

1. Visit www.RPMcareers.org
2. Enter the secret passcode: members
3. Send feedback to RPMcareers@naahq.org

When the site launches to the public early next year, the No. 1 way you can support this effort is by posting jobs to the NAA database. Today, the site lists fewer than 1,000 positions—a fraction of the number of jobs available in our industry. We can drive tens of thousands of qualified candidates to the website through advertising, social media and digital marketing, but without a robust database of jobs, we won’t be able to capture this demand.

We will also launch an RPM Career Development program in 2015, partnering with NAA National Supplier Council (NSC) members BG Personnel, The Liberty Group and CXC Talent Solutions. The program offers website visitors interested in exploring an RPM career the opportunity to be screened, receive training and then participate in a 10-week introduction to property management as a temp-to-hire employee.

Awareness is key as well. Our research shows that many of our target candidates—college students and recent graduates, career changers and veterans—are completely unfamiliar with the RPM industry. Our site is full of information, and ambassadors, that highlight the benefits of our industry and persuade visitors to consider an RPM career.

In 2015, we’ll ask NAA members and supporters to boost this effort by promoting the campaign on social media, using our new marketing materials, and linking to the RPMcareers.org from their own websites to increase our online footprint.

Our message is especially important—not just for the website, but for how we as an industry speak in a unified voice with the people we need to reach. Through our research, we learned a couple of important things about how we communicate with college students and recent graduates: First and foremost, the term Residential Property Management (RPM) resonates with them far more than “apartment industry,” “multifamily industry” and several others we tested. We’re consistently using the term “RPM industry” when describing the industry to our key audiences, and we ask you to do the same.

We have a golden opportunity to work together to build an outstanding RPM workforce. I hope you will visit RPMcareers.org today, tell your colleagues and become a player in this campaign throughout 2015.

Specialist in Housing Credit Management • SHCM

Cynthia Selle, SHCM Archdiocesan Housing Silverthorne CO
Leidy Medina, SHCM WinnResidential Boston MA
Maureen Cassey, SHCM Pittsburgh PA
Glória Paredes, CPO, SHCM Wedge Management San Antonio TX
Piedadra H. Robertson, SHCM Hope Communities Denver CO
Jara S. Kinsey, CPO, SHCM Wedge Management Lockhart TX
Lorena Deferrandini, CPO, SHCM Wedge Management San Antonio TX
Mireya Bueno, SHCM Wedge Management San Antonio TX
Leila G. Rodriguez, SHCM LRK Management Services Irving TX
Jesúsia Castro, CPO, SHCM Peabody Properties Braintree MA
Michel Spencer, SHCM Archdiocesan Housing Carbondale CO
Zachary Prkys, SHCM Mercy Housing Denver CO
Gina Dominguez, CPO, SHCM Wedge Management San Antonio TX
Victoria Richardson, SMRID, SHCM Gulfport MS
Katherine Gooley, SHCM First Housing Corporation Lansing MI
Jasmin Urena, CPO, FHC Coronan Manage Company Braintree MA
Amy Moore, CPO, FHL, SHCM Mercy Housing Denver CO
Hanah De La Vega, SHCM King County Housing Auth. Seattle WA

eileen Flores, SHCM Irm Management Jersey City NJ
Craig McMurtrey, SHCM Gateway Services Florence AL
Haley Johnson, SHCM Old Town Management Kansas City MO
Jamie Baker, SHCM Old Town Management Kansas City MO
Joyce Derricotte, SHCM Asset Mgm t. Consulting N. Charleston SC
Christine Murphy, FHC, SHCM, NAIRP Peabody Properties Braintree MA
Rose Amelard, SHCM HN Associates Seattle WA
Sahin Kaseem, SHCM HN Associates Auburn WA
Charlotte J. Woods, SHCM HN Associates Bellevue WA
Scott Wilson, SHCM HN Associates East W enatchee WA
Valeria Harris, SHCM HN Associates Auburn WA
Carita Schell, SHCM HN Associates Bellevue WA
Alice Priest-Jones, SHCM JRK Management Shavazzee OK
Leslie Holm, SHCM Ross Management Denver CO
Naimah McLeod, CPO, SHCM Edgewood Management Asbury Park NJ
Rurgandi A. G. McCurdy, SHCM King County Housing Auth. Seattle WA
Melissa Díaz, CPO, SHCM Wedge Management Corpus Christi TX
Lon Schufer, SHCM WauResidential Somerett PA
Kim Bandy, SHCM RMG Property Management Indianapolis IN
Sam Lien, SHCM Maloney Properties Boston MA

www.naahq.org

November 2014 UNITS 67