



Education Institute

ANNUAL UPDATE

2021

**YEAR IN
REVIEW**



NATIONAL APARTMENT ASSOCIATION EDUCATION INSTITUTE® (NAAEI) AS THE CENTER OF LEARNING FOR THE RENTAL HOUSING INDUSTRY

NAAEI's purpose is to provide education and training opportunities for those in the rental housing industry. In the past few years, the rate of change within our society and our businesses has increased because of factors beyond our control. The COVID-19 pandemic has changed the way we operate our businesses, and NAAEI worked diligently to support the NAA Affiliate network as it shifted gears to provide much needed online training and support to the membership. Prospective and current workers expect a different work environment and many employees are seeking new jobs both inside and out of the industry. It is critical that we maintain a high level of service while adapting to these trends. Investing in education and training for the workforce provides the foundation for which change and growth can occur.

NAAEI Core Services: NAAEI's key areas of focus are providing national credentials, fostering scalable workforce development programs, creating leadership and professional development opportunities and raising awareness of residential property management as a professional career path.

NAAEI serves the industry by:

- Offering **eight credentials and micro-credential options** for professionals in maintenance, leasing and community management, and those working in student housing
- Facilitating **workforce development programs** in 10 U.S. markets to connect NAA Affiliates, member companies, training providers and potential employees to jobs
- Partnering with **colleges and universities to offer degree and credential programs**
- Presenting **online education courses through Visto**, a robust online learning management system
- Creating **leadership development programs** geared toward various career stages
- Providing **webinars and resources on relevant industry topics**
- Raising awareness about careers in the industry on the **RPMCareers.org** website



Greg Cerbana
NAAEI President



NAAEI 2021 Key Accomplishments

NAAEI is grateful to the many NAA Affiliate associations throughout the nation that provide access to its education and credentialing offerings. Many of NAAEI's programs are offered via in-person, online, or both in-person and virtual hybrid. The following is an overview of NAAEI's accomplishments in 2021.

- Conducted a review by a joint **NAA and NAAEI Task Force of NAAEI's mission, goals and alignment with NAA**. The report sets the strategy for education and credentialing efforts. In 2022, a long-term, three- to five-year business plan and roadmap for NAAEI will be created.
- Achieved nationally recognized credentials, as the **Certified Apartment Manager® (CAM®) program was named by Investopedia as the "Best Overall" property management course** in 2021 and in 2022.
- Launched the **Certified Apartment Leasing Professional® (CALP®) program for leasing professionals**, transitioning from the National Apartment Leasing Professional (NALP) program. The name was changed to match the other NAAEI credentials - moving from National to Certified, as well as updates to the curriculum related to the development and analysis of market surveys.
- Raised awareness of careers in the industry with over 73,900 clicks on the job/career center on the **RPM Careers website, an 11% increase from 2020**. Additionally reaching Spanish-speaking audiences through the marketing campaigns.
- Offered nearly **60 scholarships, sponsored by The Home Depot**, for free Certificate for Apartment Maintenance Technician® (CAMT®) micro-credential courses.
- Ended the year with **Visto online education sales of over \$1,555,000**, which is similar to the previous year, even with the return of in-person learning as the COVID-19 pandemic abated.
- Launched NAA's inaugural **Diversity, Equity & Inclusion (DE&I) Awareness Week October 11-15, 2021**, with four webinars and daily challenges, reaching 1,591 registrants.
- Executed **21 webinars** covering Operations, Next Gen and DE&I topics, engaging nearly 5,000 members.
- Executed a **White Paper on Mental and Emotional Health** and three new Best Practices (employee engagement and recognition and recycling programs) for **NAA's Operation Resources Library**.
- Launched an inaugural **DE&I Benchmark Survey** and **Mental Health Survey** that resulted in 2,587 member responses.
- Rolled out **3 new DE&I Resources** (DE&I Toolkit, Steps for Writing Your Company's DE&I Statement and NAA Affiliate DE&I Pledge).
- Partnered with the **Institute of Real Estate Management (IREM) to host a virtual career fair in September 2021**, resulting in 41 virtual employer booths, 173 candidates in attendance and 479 chats or interviews.
- Expanded workforce development programs with **LA:RISE program** in Los Angeles, which includes six social enterprise programs that work with situationally homeless individuals.



Torcel Robinson from the LA:RISE program.

NAAEI Human Capital Update

In September 2021, NAAEI hired a new Vice President, **Pam Weber, CAE**, to oversee its operations. Weber brings a wealth of association experience to NAA, working as a highly respected director of credentialing, education and career development programs for nearly 20 years. Most recently, Weber served as the COO at the International Board of Lactation Consultant Examiners (IBLCE), which is a global certification program. Weber previously held similar roles at the Association of School Business Officials (ASBO) International and Yoga Alliance and is a graduate of Purdue University and George Mason University, where she earned her M.P.A.



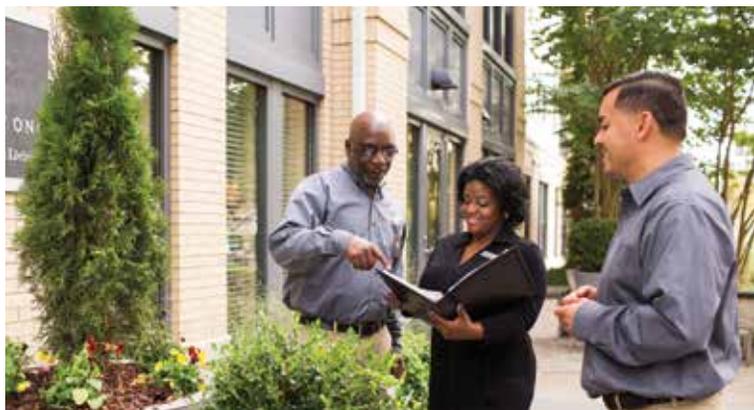
Pam Weber, CAE
NAAEI Vice President

Additionally, in 2021, **Josh Gold, CAE, CMP**, joined NAA as the new Senior Vice President, Member Education, Programs and Affiliate Engagement. Gold joins NAA with a wealth of professional association experience, most recently serving as the Executive Vice President of the Florida Apartment Association (FAA) for more than seven years, where he oversaw a multi-million-dollar budget and led staff, program and affiliate growth. He holds a Bachelor of Science in Journalism from Ohio University and, prior to his time with FAA, served in business development roles for the Institute of Financial Operations and Disney Resort Destinations. During the past few years, Gold has been recognized for his contributions to the rental housing industry, receiving two NAA Excellence Awards including the Chris Christenson Association Executive of the Year in 2020.

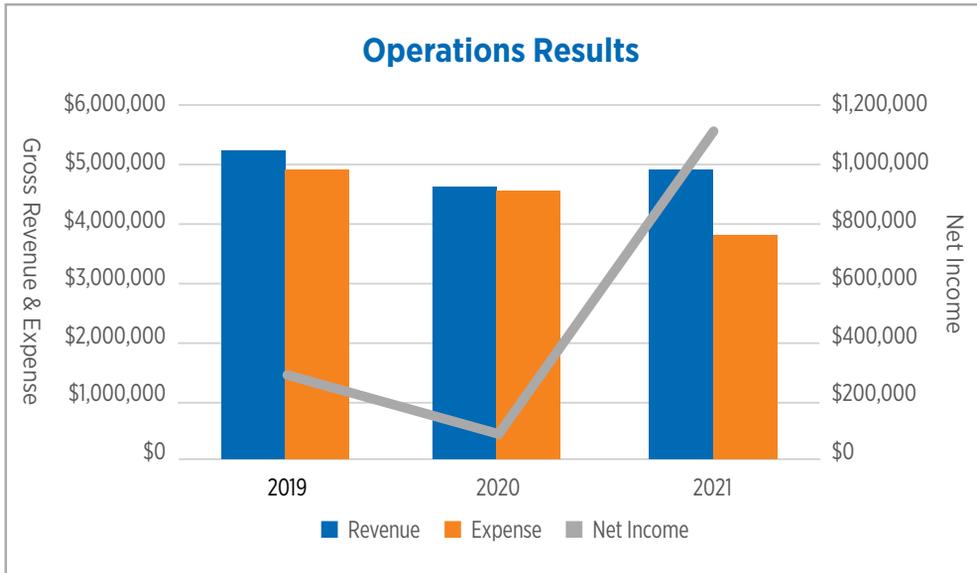


Josh Gold, CAE, CMP
Senior Vice President,
Member Education,
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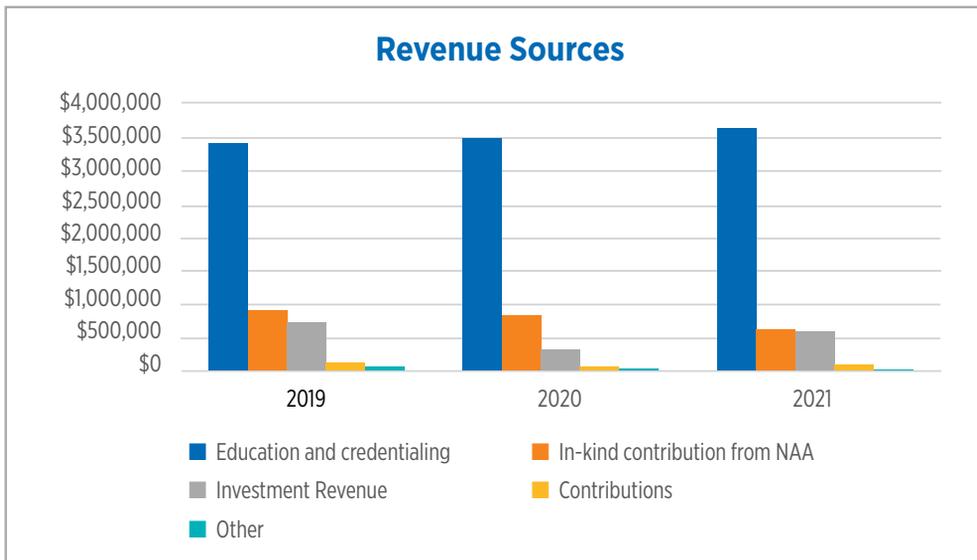
To expand the outreach of NAAEI, the NAA Member Programs team joined NAAEI to create leadership and professional development programs in alignment with NAAEI initiatives to better serve the industry. These programs include Leadership Lyceum, Diversity in Leadership, Executive Forum, awards programs, DE&I initiatives, as well as operations webinars, surveys and white papers. Adding the Member Programs team is also a clear demonstration of NAA's commitment that NAAEI is the center of learning for the industry's educational efforts.



Year-End Financial Summary



Operations results have been trending upward, with a slight decrease in 2020 due to COVID-19. In 2021, expenses were much lower due to the inability to travel and hold in-person events.

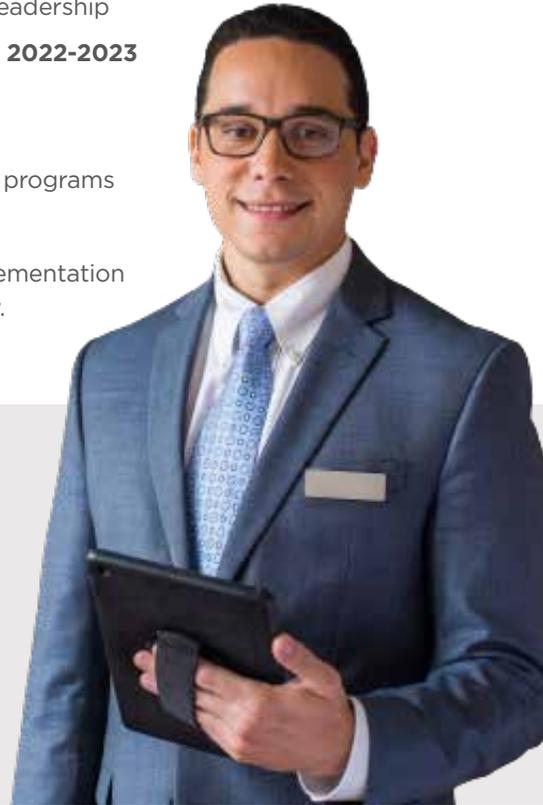


Education and credentialing revenue has been increasing despite the pandemic due to the availability of online courses and virtual training.

NAAEI 2022 Initiatives

To build on the current NAAEI offerings and with the feedback of NAAEI stakeholders, NAAEI is working toward the following in 2022:

- **Review of NAAEI Bylaws and Governance Policies to:**
 - Align with NAA, as well as streamlining and reducing potential redundancies
 - Incorporate diversity within NAAEI governance, in the Board and Committees to better reflect the rental housing industry, as well as encourage emerging leadership
- **Implement NAAEI Business Process and Technology Refresh for 2022-2023** (over \$1M allocated) with the objectives to:
 - Improve customer experience
 - Enhance affiliate reporting and data management of NAAEI programs
 - Streamline NAAEI processes
- **Develop business plan for NAAEI**, with communication and implementation plans, to position NAAEI as the center of learning for the industry.



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