



# NAA/NAAEI COMMITTEE DESCRIPTIONS

July 2018

**Standing Committees:** The NAA Chairman appoints the Chairman and Vice Chairman of the standing committees. The committee members are appointed by the Regional Vice Presidents and chosen from the names submitted of those interested in serving on a standing committee. The number of appointments made on each standing committee is based on the region size.

**Other Committees:** The NAA Chairman appoints the Chairman and Vice Chairman of NAA “other” committees. Those interested in serving on a committee should complete the NAA Committee Volunteer form. Submitted names are then presented to the Regional Vice Presidents (RVPs), who in turn recommend NAA members from their region to serve on various committees.

## NAA Standing Committees:

### Apartmentalize:

The Apartmentalize Committee's primary role and responsibility is attendee acquisition – the marketing and promotion of the conference to their members, customers, employees and prospective customers and members. The Chair(s) of Apartmentalize Committee is selected by that year's NAA Chairman of the Board.

### Budget and Finance:

The Budget and Finance Committee oversees the association's financial management, financial reporting and overall financial performance. The Budget and Finance Committee reviews and approves the association's annual budget and reviews and accepts monthly financial statements and the annual audit. In addition, the committee approves the association's accounting policies and procedures, develops and implements the association's investment and reserve policies and selects the associations outside auditing firm.

### Independent Rental Owners Committee (IROC):

The IROC shall be the advocate for all independent owners to the Board of Directors and Assembly of Delegates. NAA defines an Independent Rental Owner (IRO) as an individual or individuals who own or manage rental properties, and are actively involved, from an ownership perspective, in the management of their properties.

### Legislative:

The Legislative Committee is the focal point for deliberations on NAA's public policy agenda. Committee members, representing their respective regions and constituencies, discuss trending federal, state and local issues, recommend advocacy resources to NAA staff and propose official industry positions on important topics. The Legislative Committee is also the official liaison body for NAA to the National Multi Housing Council as well as internally to the Board of Directors, Assembly of Delegates and broader membership. The Committee considers all requests for funding through the Industry Mobilization Fund, sending all endorsed requests forward to the NAA Board of Directors for final approval.

In addition, there are two subcommittees within the Legislative Committee: Legislative Policy and Regulatory Issues, and Advocacy and Engagement.

### Membership:

The Membership Committee evaluates NAA's current membership and affiliate benefits, and advises on the development of new programs and services. The Committee evaluates and approves all affiliate charter applications after the NAA staff has provided sufficient documentation on which to make such determination. The Committee assists staff in establishing membership related strategies that support growing the NAA membership.

## **Other Committees:**

### **Affordable Housing**

The Affordable Housing Committee focuses on this specific segment of multifamily housing. The committee is engaged in educating members on all aspects of affordable housing. This includes being aware of federal, state and local initiatives impacting affordability as well as addressing best practices within the affordable industry.

### **CampusConnex:**

The CampusConnex Committee explores opportunities in the unique student housing market. It also plans and hosts an industry-wide, national student housing conference each year for this segment of the multifamily housing market. Appointments to the committee are made by the committee chair and approved by the NAA Chairman of the Board.

### **Corporate Social Responsibility**

The Corporate Social Responsibility (CSR) Committee was created in order to track and promote the charitable efforts of the rental housing industry. The CSR Committee will develop an annual survey to track industry giving, create a toolkit for members and affiliates and coordinate charitable activities at all NAA Conferences. The committee will be creating a disaster response toolkit for affiliates.

### **Global Outreach**

The Global Outreach committee focuses on the global market outreach of rental housing.

### **Lease Advisory**

The Lease Advisory committee is responsible for reviewing proposed changes to the national lease that are submitted by the endorsing state/local association; marketing and promotional activities; how to increase usage of the lease by companies who are currently using the lease; and how to involve companies that do not currently use it.

### **Marketing & Communications**

The Marketing & Communications Committee serves to provide expertise and examine current trends in marketing and communications as they apply to the apartment housing industry. They advise on promoting existing and upcoming initiatives, programs and content within NAA. The committee works to ensure the association is enriching the experience for its members, potential members, suppliers, leadership and other key NAA audiences, and presenting itself as the industry's thought leader and excellence in customer service. It will also provide an annual forum for Marketing Directors to gather and share best practices and new ideas.

### **NAA NEXT GEN**

NEXT GEN is defined as NAA members in mid- to upper-level leadership positions in their 20s to early 40s looking to become more involved and engaged in NAA through Leadership, Community Involvement, peer-to-peer socials and education. **\*By appointment only and two appointments per region.**

### **NAA PAC Ambassadors**

The PAC Ambassadors shall be nonvoting members of the NAAPAC Board of Trustees. PAC Ambassadors shall serve as an advocate for the NAAPAC by promoting the NAAPAC events at the three NAA meetings: Advocate, Apartmentalize and the Assembly of Delegates. PAC Ambassadors shall also promote fundraising for NAAPAC to the local affiliates and will be responsible for assisting their region in making their Fair Share Goal.

### **Operations**

The Operations Committee focuses on current and emerging operations issues of concern to NAA members. The committee identifies "hot button," concerns impacting the broad spectrum of entities in our industry who operate in varying markets and within different segments of rental housing, including affordable, conventional, military, and student. Based on these issues, the committee develops resources, educational materials, best practice recommendations, and other reference information to support the day-to-day business of NAA members as well as the educational efforts of NAA affiliates on operational issues. The goal of the Operations Committee is to act as a forum for discussion and a source for solutions on operational concerns.

### **Privatized Military Housing**

The Privatized Military Housing Committee focuses on the specific needs of this segment of the rental housing industry. The committee serves as a forum for members who provide privatized military housing as part of the Military Housing Privatization Initiative. With the assistance of NAA, members communicate with Congressional and military representatives on how best to serve the needs of military families and the industry.

## **Technology**

The Technology committee focuses on current and emerging technologies and issues that concern or hinder our members. The Committee will identify and prioritize high profile, high risk and high value technologies affecting all or a subset of entities in our industry. Based on this list of priorities, the group will work with NAA staff to develop documents and other tools, such as white papers, best practices, and recommendations to keep NAA affiliates' and members' informed on these issues. The Committee may also work with vendors to implement new systems or changes to existing systems to benefit NAA affiliates and members. The goal of the committee is to keep NAA affiliates and members apprised of the latest issues and trends so they can safely and effectively implement and use technology solutions.

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## **NAA Task Forces:**

### **Maximize Task Force:**

The Maximize Task Force will assist in organizing and promoting the Maximize Conference. The task force will implement a grassroots effort within the committee to increase overall full paid attendance, help attract new supplier partners and identify relevant educational program content.

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## **NAAEI Committees:** \*upon receipt of your name, separate application will be emailed from NAAEI

### **Apartment Careers:**

The Apartment Careers Committee promotes RPM careers and industry awareness by partnering with community and technical colleges, universities, career and technical high schools and community-based organizations to develop a pipeline of talent and connect them to industry members through local, state and national workforce and education initiatives.

### **Curriculum Development:**

The Curriculum Development Committee oversees the curriculum and exam development of NAAEI's credential programs: Certified Apartment Manager (CAM), Certificate for Apartment Maintenance Technicians (CAMT) National Apartment Leasing Professional (NALP), Certified Apartment Portfolio Supervisor (CAPS), Certified Apartment Supplier (CAS), and Independent Rental Owner Professional (IROP). They are also charged with the development of continuing education programs, including leadership development programs.

### **Program Administration:**

The administration of NAAEI's designation programs are the purview of this committee. It develops policies and procedures for enrollment, exams, credentials, continuing education credits and program pricing.

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