



# NAAEI NOW CAPITAL CAMPAIGN

In an environment of significant growth in the industry, and greater competition for capable staff, NAAEI asked apartment industry executives to identify the areas of greatest need relative to training and education. These leaders answered resoundingly that we need to attract deeper streams of talent, and provide training and leadership development opportunities that will best ensure the success and retention of that talent.

NAAEI has since embarked on a multiyear campaign to raise \$7.5 million to meet these needs within our ever-growing industry. Investments will fund programs and services to identify and recruit qualified applicants, provide relevant skills training at all levels of employment, and build a network of capable leaders.

## \$7.5 MILLION WILL FUND THREE MAJOR INITIATIVES

### Apartment Career Awareness & Recruitment New Online Tools and Resources

- Build an Apartment Career e-Hub. All efforts to expand the industry by raising its profile to better educate and recruit new talent will lead to and from this online meeting place that links apartment companies and job seekers, offers training and career tools, acts as a springboard for outreach and awareness campaigns, and links students to Residential Property Management programs at colleges and universities.
- Earned and paid digital advertising will drive qualified traffic to the site.

### Outreach

#### Multilevel Employment Outreach Programs

- Execute a nationwide public relations and recruitment campaign targeting college students, transitioning military, adult learners, and career changers. The campaign will highlight the strength of, opportunities within, and benefits of a career in the apartment industry.

- Conduct an awareness program for HR professionals, alerting them to the pipelines of talent being created through NAAEI programs.

### Training

#### Leadership and Career Training Programs

- Deliver three new industry-customized leadership training programs built in partnership with renowned leadership development firms Gallup, Dale Carnegie, and FranklinCovey.
- Provide online education opportunities, including scenario-based learning, simulations, mobile learning, apps, and virtual classrooms to accelerate preparation for and advancement in apartment careers.
- Create workforce training and job placement programs for career seekers interested in community college apartment maintenance and leasing training programs.
- Place those who complete maintenance and leasing training programs in temp-to-hire positions.



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