

In terms of funding the engineering initiative, AOBA staff members and task force members agree that raising member dues is not a viable option – nor is it an option to impose a special dues assessment/surcharge.

The task force suggests AOBA pursue a variety of funding sources that are likely to support the engineering initiative, including:

- **Grants**

- Community Foundation for the National Capital Region
- Utility companies
- Federal government
- State government
- Local government
- Community colleges
- Workforce development agencies

- **Partnerships**

- AOBA member companies
- Associate members

NAAEI NOW: Today's Investment, Tomorrow's Workforce Initiative

A Model for AOBA

The National Apartment Association (NAA), facing the same challenges to attract, hire, retain, and train skilled employees, created an initiative through the NAA Education Leadership Institute called **NAAEI NOW: Today's Investment, Tomorrow's Workforce**.

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 embarked in 2014 on a multi-year campaign to raise \$7.5 million to meet the needs of the multifamily industry in support of the Today's Investment, Tomorrow's Workforce program. The investment is earmarked to 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.

The NAA initiative is designed to accomplish three objectives:

- ***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 Franklin Covey.*
 - *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.*

While it might seem almost insurmountable that the NAA would be able to cobble together \$7.5 million to support this initiative, over the past three years, NAA was able to secure significant funding, including these early benefactors:

Sponsorship Level	Sponsor
\$1 million	Weidner Apartment Homes
\$650,000	Yardi
\$500,000	Equity Residential
	RealPage
\$250,000	Appliance Warehouse
	Coinmach

	Greystar
	Lowe's ProServices
\$100,000	Apartments.com
	AUM
	Lincoln Property Company
	Pinnacle
	Texas Apartment Association
	WinnResidential
<i>83 sponsors with contributions from \$1,000 to \$75,000</i>	

Based upon the success NAA has had with fundraising, there seems to be a great deal of support for an initiative like this. Hopefully, we can translate a similar level of excitement – and the significant funding that should come with it – to AOBA's engineering talent initiative.

NAA's program is fully embraced by the C-Suite as well – as can be seen from the list of the members of the Executive Committee:

Role	Name	Title	Company
Campaign Honorary Chair	David J. Neithercut	President & CEO	Equity Residential

Campaign General Chair	Rick Graf, CPM	President & CEO	Pinnacle
Leadership Gifts Chair	Susan M. Ansel	President & CEO	Gables
Board Co-Chairs	Jerry Wilkinson, CCIM	Chairman of the Board	The Wilkinson Group, Inc.
	Bill Wollinger, SHCM, CAPS	President	WinnResidential
Industry Supplier Chair	Tony Sculthorpe, CAS	Chief Sales Officer	CSC ServiceWorks
Members' Co-Chairs	Tom Beaton, CPM	Senior Vice President, Management	The Dolben Company
	Ron Shelton, CAPS	Senior Vice President	Amalgamated Management Corporation
State & Local Affiliate Chair	Jeff Lowry, CAPS	President of Operations	Madera Companies

As part of their 2016 Year in Review, NAAEI published a one-page synopsis of their successes last year in terms of their career development initiatives.

[NAA 2016 Year In Review](#)

[NAA Maintenance Technician Career Brochure](#)