



ANNUAL UPDATE
2023
YEAR IN
REVIEW



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

The rental housing industry is evolving and so is NAAEI. Your job is changing and the pressures in the industry are elevating due to increased regulatory actions and higher operations costs. NAAEI is poised to assist with your professional growth and development.

NAAEI serves the industry by:

- Offering **credentials with micro-credential options** for professionals in maintenance, leasing and community management and those working in student housing
- Facilitating **workforce development programs** 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 learning platform
- Creating **leadership development programs** geared toward various career stages
- Providing **webinars and resources on relevant industry topics**



Kim Hurd, CPO, CAPS
NAAEI President



NAAEI credential earners say that obtaining the credential provided a professional development opportunity and made a positive impact on their ability to do their job.



2023 IMPACT

by the Numbers



3,563
LEARNERS

engaged through webinars and face-to-face **education programming** for all career stages

5,101
PARTICIPANTS

individual courses taken **on Visto**

8
RECIPIENTS

of **Scholarships** and **Grants**

43
CREDENTIAL INSTRUCTORS

completed **Advanced Facilitator Training**

2,458
PROFESSIONALS

earned an **NAAEI credential**

3,416
STUDENTS

enrolled in an NAAEI credential through NAA's **Affiliate Network**

746
STUDENTS

enrolled in an online NAAEI credential through **Visto**

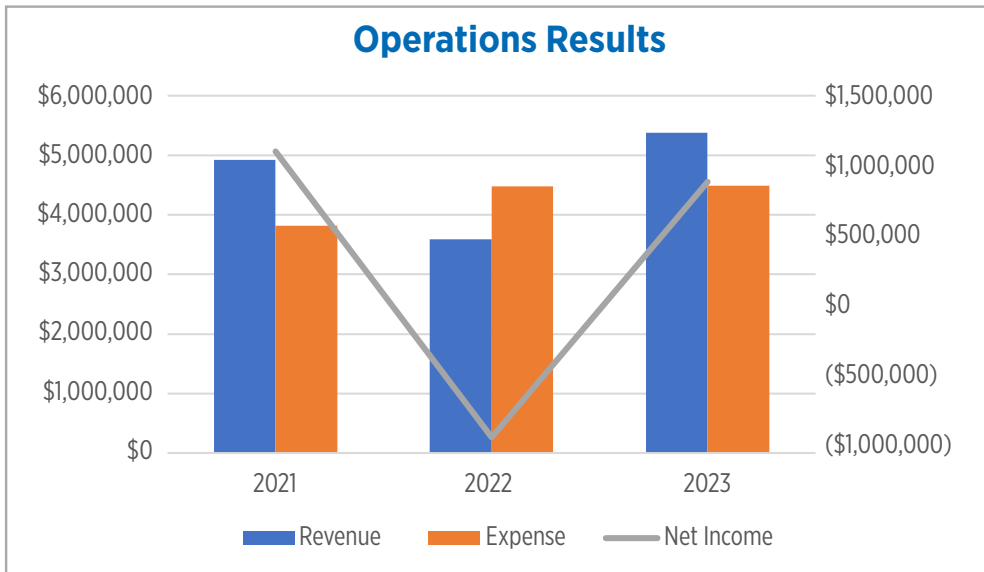
244
STUDENTS

enrolled in an NAAEI credential through **College** and **University** programs

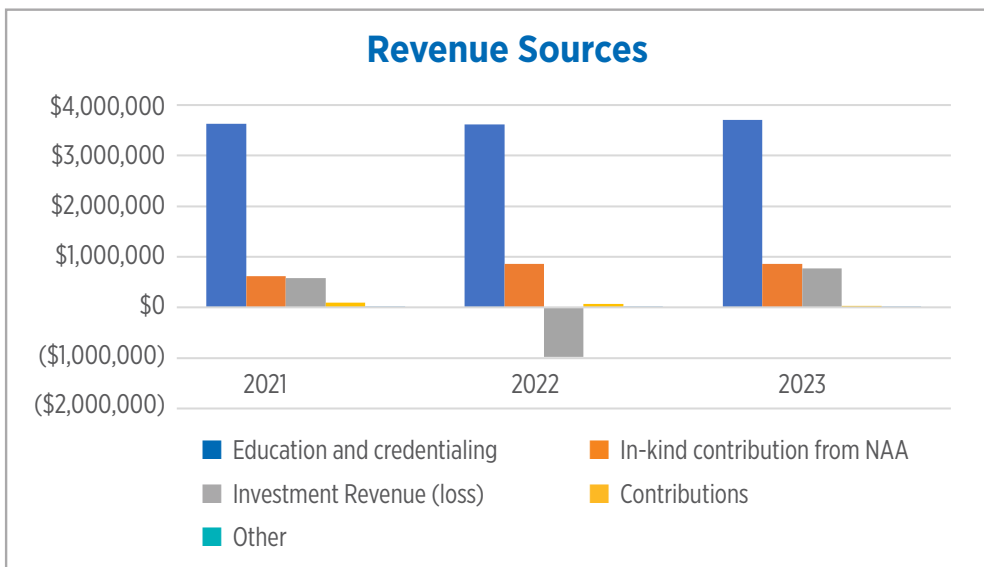
153
STUDENTS

trained through **Opportunity Pathways** workforce development programs

Year-End Financial Summary



Operations results exceeded expectations in 2023 in part due to an increased demand for in-person training, and some expenses for the new online credentialing system, PACE, occurring at the beginning of 2024.



Education and credentialing revenue increased in 2023 mainly due to textbook sales, which correlates with the demand for in-person training.

The Path Forward

NAAEI Announces the Platform for Apartment Credential Engagement (PACE)



The Platform for Apartment Credential Engagement (PACE) is the NEW way to enroll and renew a credential, update account information and store/submit CECs.

NAAEI Looks to Growth for the Future

In 2024, NAAEI is looking at growth areas outside of credentialing, possibly in industry topic areas, as well as considering how to increase the profitability of the current programs. NAAEI is a separate 501(c)3 organization from NAA, and is committed to remaining a viable and sustainable resource for the industry. Look for NAAEI updates on the NAA website, www.naahq.org.



NAA

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