

**3**  
YEAR

**NAAEI**

*Growth Plan*  
2025 - 2027

## NAAEI Stakeholders

We want to **GROW** in  
**CREDENTIALING & beyond**

LONG-TERM  
FINANCIAL  
SUSTAINABILITY

## NAAEI Core Credential Programs

**CAPS**  
Certified Apartment  
Portfolio Supervisor

**CAM**  
Certified  
Apartment  
Manager

**CAMT**  
Certificate for Apartment  
Maintenance Technicians

**CALP**  
Certified  
Apartment  
Leasing  
Professional

**NAA**  
NATIONAL APARTMENT ASSOCIATION  
Education Institute

## SURVEY RESULTS

### Preferred Education



Industry  
Professionals  
and  
L&D Professionals



NAA  
Affiliates

## Upskilling

**78%**

Skill  
advancement

**71%**

Career  
advancement

**71%**

Curiosity & desire  
for knowledge

Motivations

Barriers

Lack of Time

**35%**

Cost

**29%**

Lack of  
relevance  
to job

**24%**

## Industry Training Needs Analysis

**AFFILIATES**  
Education Staff  
& AEs

274  
distributed

55  
responses

**INDUSTRY PROS**  
Credential &  
Non-credential  
holders

-78.3K  
distributed

703  
responses

**LEARNING &  
DEVELOPMENT  
PROS**

-1.6K  
distributed

36  
responses

## Growth in Current Credentialing Programs



### Content

Structured process to update  
credentials program content



### Benefits

Clarify the benefits of  
earning credentials



### Instructors

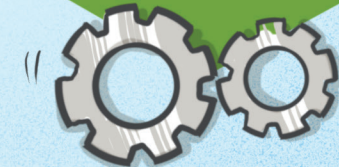
Strengthen the recruitment and  
training of credential instructors

## New Programs



**01**

Launch a series of skill-  
based professional  
development  
opportunities



**02**

Expand  
micro-credentials  
offered within the  
NAAEI portfolio

