



[Text Outline for NAAEI Growth Task Force Infographic]

[Roadmap with signs and images]

NAAEI Growth Plan – Three-Year

- NAAEI Stakeholders
 - We want to grow in credentialing and beyond
 - Long-term financial sustainability
- NAAEI Core Credential Programs
 - CAM – Certified Apartment Manager
 - CAPS – Certified Apartment Portfolio Supervisor
 - CALP – Certified Apartment Leasing Professional
 - CAMT – Certificate for Apartment Maintenance Technicians
- Survey Results
 - Preferred Education
 - Industry Professionals and Learning and Development (L&D) Professionals
 - NAA Affiliates
 - Upskilling
 - Motivations
 - 78% - Skill Advancement
 - 71% - Career Advancement
 - 71% - Curiosity and desire for knowledge
 - Barriers
 - 34% - Lack of Time
 - 29% - Cost
 - 24% - Lack of relevance to job
 - Industry Training Needs Analysis
 - Affiliates Education Staff and AEs – 274 distributed; 55 responses
 - Industry Pros Credential and Non-credential – 78.3K distributed; 703 responses
 - Learning and Development Pros – 1.6K distributed; 36 responses
- Recommendations
 - Growth in Current Credentialing Programs
 - Content – Structured process to update credentials program content
 - Instructors – Strengthen recruitment and training of credential instructors
 - Benefits – Clarify the benefits of earning credentials
 - New Programs
 - Expand micro-credentials offered within the NAAEI portfolio
 - Launch a series of skill-based professional development opportunities