



**Education Institute**

**ANNUAL UPDATE**

**2022**

**YEAR IN  
REVIEW**

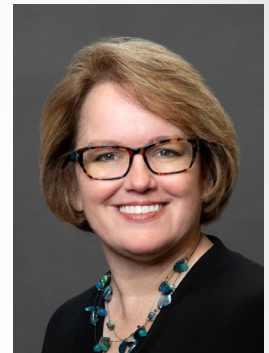


## NATIONAL APARTMENT ASSOCIATION EDUCATION INSTITUTE (NAAEI): THE CENTER OF LEARNING FOR THE RENTAL HOUSING INDUSTRY

NAAEI provides education and training opportunities for those in the rental housing industry. NAAEI offers nationally recognized credentials, scalable workforce development programs and leadership and professional development opportunities that attract, nurture and retain high-quality rental housing professionals. In addition to raising awareness of residential property management as a professional career path, NAAEI's efforts empower rental housing professionals to deliver housing experiences that exceed residents' expectations, maintain comfortable communities and apartments, comply with laws and regulations and meet the goals of property owners.

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** in ten U.S. markets 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 management system,
- Creating **leadership development programs** geared toward various career stages, and
- Providing **webinars and resources on relevant industry topics**.



**Kim Hurd**  
NAAEI President



# 2022 IMPACT

## by the Numbers



**5,700**  
**LEARNERS**

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

**5,300**  
**PARTICIPANTS**

engaged with **Recognition Programs**

**10**  
**RECIPIENTS**

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

**66**  
**CREDENTIAL INSTRUCTORS**

completed **Advanced Facilitator Training**

**2,200**  
**PROFESSIONALS**

earned an **NAAEI credential**

**3,060**  
**STUDENTS**

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

**1,027**  
**STUDENTS**

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

**235**  
**STUDENTS**

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

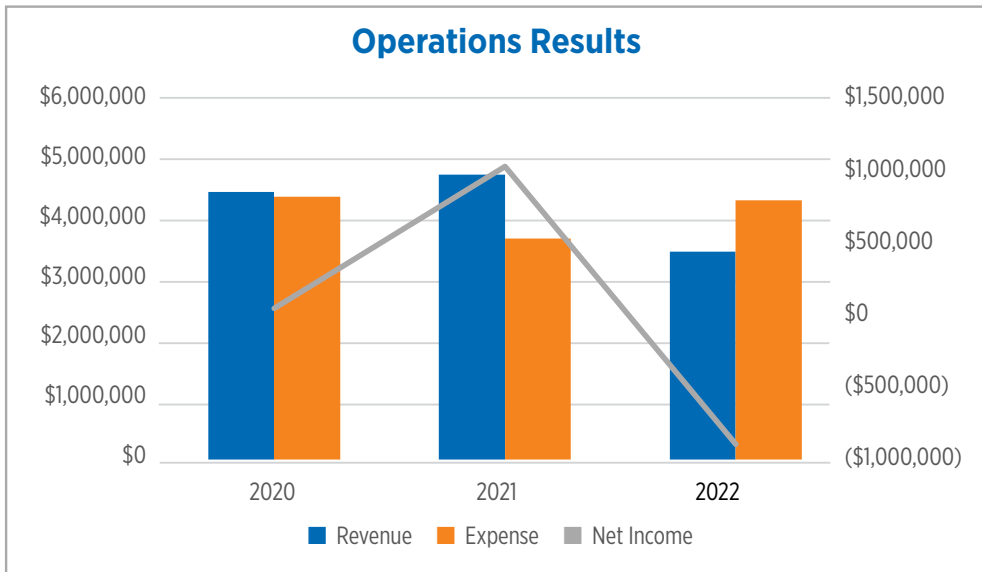
**117**  
**STUDENTS**

trained through **Opportunity Pathways** workforce development programs

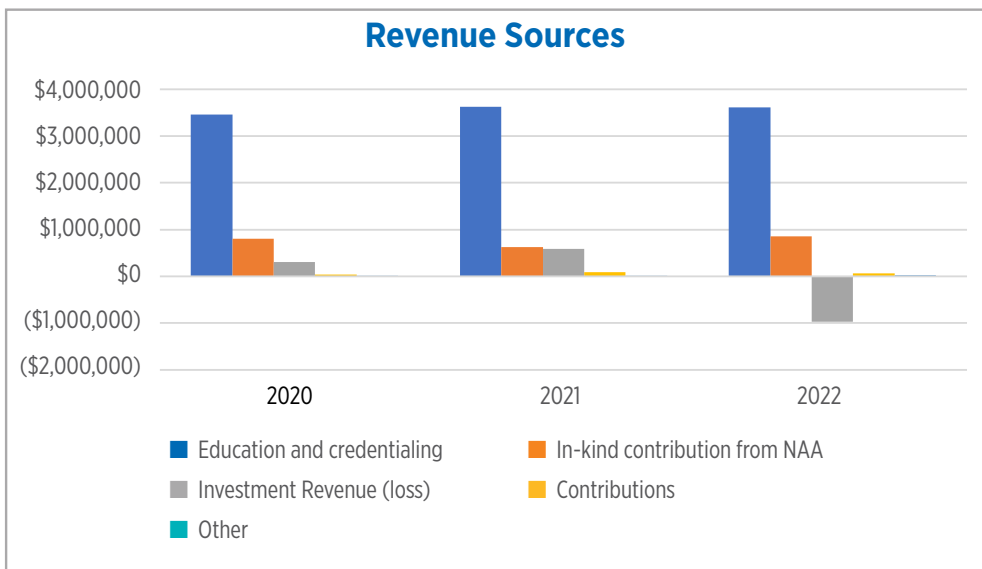




# Year-End Financial Summary



Operations results have been trending upward, mainly due to lower expenses during the pandemic. Net operating income for 2022 was \$85,281, however with the change in investment value there was an overall net loss.



Education and credentialing revenue increased in 2020 and 2021 thanks to the availability of online courses and virtual training. In 2022, there was a shift to more in-person training and revenue was similar to 2021.

# NAAEI Direction for the Future

In 2022, NAAEI created a Business Plan outlining the priorities and direction of its programs and services in the next five years. NAAEI solicited feedback from NAA and NAAEI volunteer leaders, committee volunteers, NAA Affiliate Network, NAA member companies and suppliers, as well as staff to identify NAAEI's strengths in offering its core programs and envisioning future programs. Based on the feedback collected, the following are NAAEI's priorities for the next few years:

- Relevant and impactful credentials and education
- Breadth of opportunities for job placement programs
- Focused member resources and recognition
- Continued alignment with NAA and member needs
- Enhanced support to NAA Affiliate Network to deliver NAAEI programs

*(Photo: 2023 Leadership Lyceum at Advocate, March 2023)*



## NAA

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