



COMMITTEE DESCRIPTIONS

Community Service Committee:

This group works to strengthen the rapport between multifamily industry professionals and the public by identifying areas of need in the community and planning activities which will provide appropriate service and support.

Education & Career Committee:

This group schedules a variety of programs for the SEFAA's general membership meetings with the primary goal of securing informative, engaging speakers who will present subjects that appeal to a wide range of association members. The Education & Career Committee also provides SEFAA members with timely seminars on industry-related topics that supplement the content of NAAEI designation courses. Topics have included legal issues, marketing, leasing, environmental issues, risk management, fair housing, and more.

Independent Rental Owners Council:

This committee is designed to target and support Independent Rental Owners (IROs) of all sizes with the purpose of identifying and creating member benefits that enhance the overall value the NAA provides. This group develops programs such as forums, seminars, and networking opportunities that assist IROs in developing and growing their businesses.

Legislative Affairs/PAC Committee:

The Legislative Affairs/PAC Committee monitors legislation and code issues affecting the multifamily housing industry at the local, state, and national levels. This committee works in conjunction with Florida Apartment Association (FAA) and National Apartment Association (NAA) Government Affairs departments and also oversees fundraising efforts in support of NAAPAC and APAC.

Maintenance Council:

The Maintenance Council provides a forum for maintenance technicians, takes the lead in developing education training sessions related to the maintenance team's job duties, and provides SEFAA members with timely seminars on industry-related topics that supplement the content of NAAEI designation courses.

Marketing & Social Media Committee:

The Marketing & Social Media Committee is dedicated to providing relevant and impactful content that relates to the multifamily industry, which will allow members to stay informed on current topics, industry trends and organization opportunities. We strategically break out this committee to conquer the following areas:

- **Brand Ambassadors:** Our brand ambassadors are our "boots on the ground" supporters when attending SEFAA events. This role does not require you to attend every event, but for the ones you are able to, we ask for your help educate and encourage other attendees to engage with us on social media and document their experience. Prior to each event,



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we ask that you share the event flyer, engage on social media, and utilize the official #SEFAA hashtag.

- **Content Curators:** Our content curators assist with providing updates and information for the following topics: Event Highlights, Management/Community Updates, Vendor Updates, Maintenance Updates, Tips of the Trade, Legislative/APAC Updates, and Community Service Updates. You may receive occasional emails asking for content in specific areas such as email blasts, newsletters, social media or the website. We may also utilize participants for editing and proof-reading purposes.
- **Website Auditors:** Our website auditors are mainly responsible for monitoring the website, training members how to utilize their member profiles and register for events, and submitting suggestions for new content and/or ideas. We may check in with our website auditors to gather feedback, ask for their expertise, and review published material.

Membership Committee:

This committee oversees the important tasks of obtaining new members and retaining existing members. This committee is responsible for developing and executing strategies to increase member satisfaction, engagement, and strengthening industry relationships. This group organizes annual membership drive, networking mixers, and member outreach programs.

Supplier Members Council:

The Supplier Members Council serves as a committee to increase resources and value for our supplier members by creating valuable networking opportunities, brand exposure and facilitating opportunities to engage with key decision makers in the multi-family housing arena. This committee spearheads supplier focused events such as the annual trade show, supplier success breakfast meetings and much more.

Young Professionals Council:

Young Professional Council offers the opportunity to leaders who are “young in the industry” to network and develop skills by teaming up with industry pros. This committee focuses on leadership education development, education, and a strong contribution to increasing industry awareness. Young Professionals’ volunteers organize social and educational events at which SEFAA members can network with industry peers, learn more about the Association, and explore multifamily career opportunities.

For questions on any of the above descriptions, please contact us at info@sefaahq.org