

TAAEF

TEXAS APARTMENT ASSOCIATION
EDUCATION FOUNDATION



2024 Board of Directors

TAAEF President

- Richard Whatcott

TAA Officers

- Kelley Liserio
- Renee Zahn
- Mike Rust
- Matt Jones

Past TAA Presidents

- Demetrio Jimenez
- Hugh Cobb

Past TAAEF Presidents

- Mark Hurley
- Gary Blumberg

Members-at-Large

- Sarah Turner
- Albert Gillispie
- Alvino Rosales
- Amber Franklin
- Joshua Nichols
- Jenifer Paneral

Strategic Priorities



Make the public more aware and educated about career opportunities in the Texas rental housing industry.



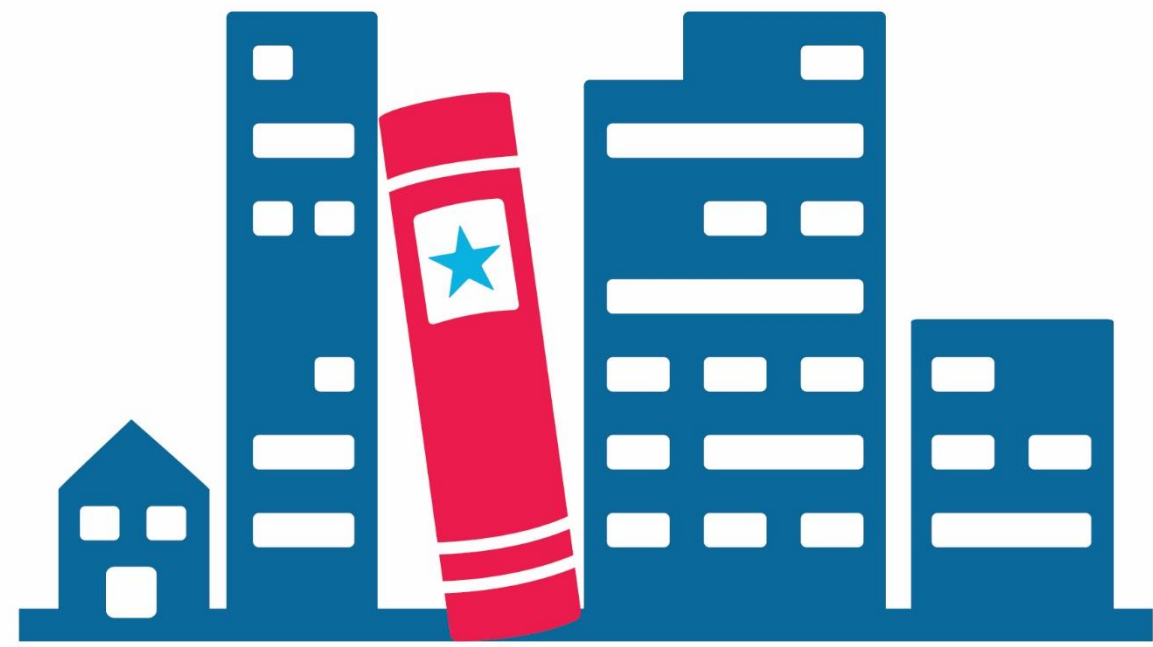
TAA members and their local associations value and utilize TAAEF's offerings.



Develop a larger pool of engaged emerging talent in the industry.



- Reach more jobseekers & potential jobseekers
- Develop new messaging for Room to Grow
- Continue to engage with local apartment associations, member companies, workforce development and educational partners in the effort to draw newcomers to the industry.



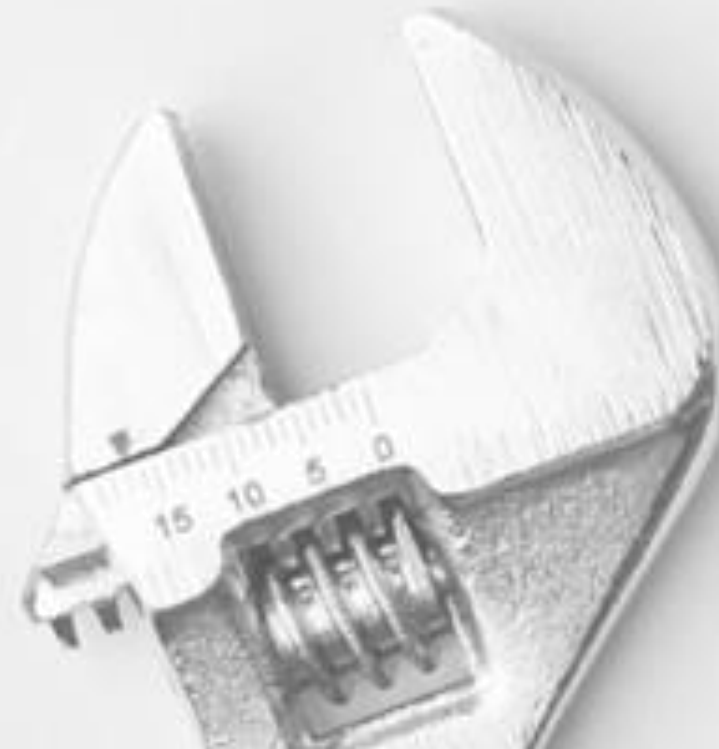
TAAEF

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- Update branding of TAAEF
- Utilize strategic planning working groups to guide resources development.
- Improve and develop new resources for the TAAEF Resource Center.
- Improve visibility/utilization of Resource Center with a digital magazine or newsletter



UPDATING & IMPROVING MAINTENANCE JOB DESCRIPTIONS



CELEBRATING 
BLACK HISTORY MONTH
A CONVERSATION WITH TAA'S FIRST BLACK PRESIDENT





- Continue the “Be the Next Ambassador” video challenge.
- Develop and launch a year-long curriculum for new emerging talent.
- Work with local associations to connect with and engage new talent from Be the Next.

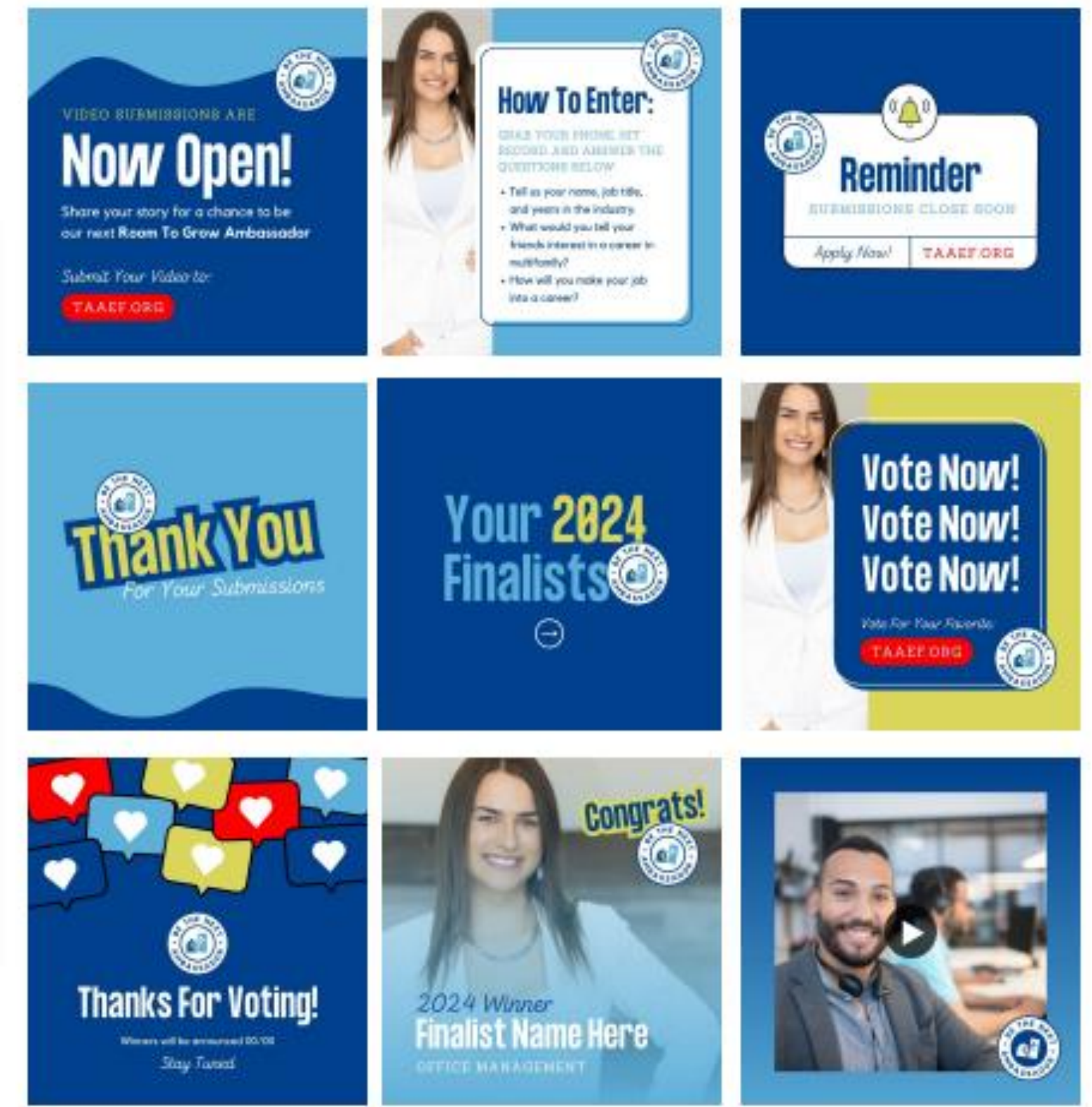


Over 20% increase in applications.

33 companies & 11 locals represented.

Voting 2/14-2/18

BE THE NEXT CAMPAIGN: OVERVIEW





- Program to engage young talent who participated in the “Be the Next Room to Grow Ambassador” video challenge.
- Year-long program
- 4 quarterly courses focusing on soft skills
- Participate in TAAEF work group
- 10-15 participants

2024 Raffle Underwriters

- ALN Apartment Data
- Be A Blake Foundation
- Century AC Supply
- FIDUS Construction Services
- Flooring Warehouse
- HD Supply
- The Liberty Group
- Reliant
- WeDoTrash

