Speaker Talking Points – Student Outreach Presentation

Welcome and Introduction

- Introduce yourself and your connection to TAA, local association and/or a member company
- Explain that you support apartment communities across Texas.
- Tell how you started in this industry — share a quick origin story: first job, unexpected path, or "I didn't plan this" moment
- Explain that you are there to show them career options you wish someone had shown you at their age

Slide 1 – Graduation is coming, but nobody told you about this.

- Acknowledge the moment the students are in — the thought of graduation is exciting and stressful.
- Set the tone: Today isn't about pressure or choosing your forever job.
- Explain the goal: Show them career options most students never hear about.
- Emphasize: This presentation is about possibility, not perfection.

Slide 2 – Everyone keeps asking what's next.

- Call out the questions students hear constantly: To go to college or not, what to major in, can I afford it?
- Normalize the uncertainty — not knowing is okay.
- Point out the gap: People ask questions, but rarely show real options.
- Transition: Today is about showing you what's actually out there.

Slide 3 – You have the skills. Find where they fit.

- Reframe everyday activities as real skills.
- Walk through some examples:
  - People Skills: Teamwork from playing sports, communication from group projects, friend and family dynamics.

Slide 3 (cont.)

- Problem Solving: Fixing things, troubleshooting tech, figuring stuff out
- Leadership: Team captain, club president, babysitting, managing your siblings.
- Organization: Managing schedules, juggling work and school, keeping track of deadlines.

- Reinforce that employers care about skills, not just resumes.
- Tease that these skills already apply to real careers.

Slide 4 - An entire career hiding in plain sight.

- Ask interactive and fun questions to introduce the Texas rental housing (apartment) industry:
  - How many of you live in an apartment or know someone who does?
  - Raise your hand if you've ever helped your family look for a place to live—like an apartment or rental house.
  - What are some things that you think make a great place to live — the people, the design, or the amenities?
- You've seen this industry your whole life — you just didn't see it as a career.
- Emphasize: Opportunity doesn't always look obvious at first.
- Set up the reveal of the Texas rental housing industry.

Slide 5 - Welcome to the Apartment Industry.

- Explain simply that the apartment industry is the people who manage, maintain, market, and operate apartment communities.
- It's much bigger than just buildings: it's about people, communities, and creating a safe home for people.
- Offers tremendous opportunities for a thriving career.
- Lots of variety: no two days look the same.
- Stress: these are real careers, not just "jobs."

Slide 6 - College isn't the only path to a six-figure career.

- Acknowledge college can be great — but it's not the only option.
- Emphasize: Many roles offer paid training, certifications, and advancement.
- Remove stigma around non-college paths.
- Key message: There is more than one path to success.

Slide 7 - This could be you.

- Be transparent — students care about money.
- Walk through career levels and salary ranges.
  - Level 1 (entry) = $38-$50K starting salary
    - Leasing = $18.54/hr.
  - Level 2 (experienced) = $50-$65K
    - Maintenance with certifications = $40-$55K
  - Level 3 (management) = $60-$80K
    - Manager's median salary = $66,700
  - Level 4 (regional) = $80-120K+
- Entry-level pay is competitive
- Growth happens fast
- Management and regional roles can reach six figures
- Emphasize: You can earn while you learn.

Slide 8

- Share short before/after stories of some of our Room to Grow Ambassadors:
  - Mallory: She jumped into a sales role with Century AC Supply right out of college and found a family with her colleagues, association friends and her clients.
  - Coby: Started as an apprentice through a program from TAA & HAA at Camden Property Trust and is currently an Assistant Maintenance Supervisor. This is his 2nd promotion in 3 years!
  - Makenna: After 3 years at Buc-ee's and finishing college, Makenna was ready for something new. She was in a temp position with Greystar and hired as a leasing consultant. She in now a Community Manager with a full-team she manages.

Slide 8 (Cont)

- Play video clips of the Ambassadors from roomtogrowtx.org/stories.
- Reinforce: These are real people, not exceptions.

Slide 9 – Texas is exploding. There is so much opportunity.

- Explain why Texas growth matters:
- More people → more apartments → more jobs
- 2.4 million apartment homes in Texas
- 36% of Texas households are renters
- Austin, Dallas & Houston are booming: Major cities and statewide opportunities
- Emphasize timing: This industry needs young talent now.

Slide 10

- Pause and engage students.
- Ask them to think about what they care about most:
  - Money? Growth? Flexibility?
  - Stability? Community? Potential?
- Reinforce: Careers should align with values, not pressure.

Slide 11

- Walk through the wide range of roles:
  - Property management (leading teams, operations)
  - Leasing & marketing (people-focused)
  - Maintenance & skilled trades (hands-on)
  - Accounting, finance & tech (drive property operations)
  - Construction & development (building the future)
  - Supplier & vendor partners (behind-the-scenes roles that drive innovation)
- Emphasize: Introverts, extroverts, builders, planners — there's room for all.
- Reinforce variety within one industry.

Slide 12

- Introduce the four archetypes:
  - The Problem Solver
  - The Connector
  - The Organizer
  - The Strategist
- Explain there's no "best" type.
- Build excitement for discovering where they fit.
- Transition to the Find Your Fit quiz.

Slide 13

- Reference handout/flyer with QR code since there are no phones in schools.
- Remove friction: Quick, easy, no pressure.
- Explain that the quiz helps match skills and interests to roles.
- Encourage participation — even just out of curiosity.
- Let them know this is a starting point, not a commitment.

Slide 14

- Invite questions — about pay, training, schedules, growth.
- Reinforce the message:
  - Room to start
  - Room to win
  - Room to grow
- Emphasize www.roomtogrowtx.org as a resource and connection to jobs.
- Close with encouragement: They belong in conversations about their future.