

TAA Education Foundation

February 12, 2026 | 1:45 pm
Lubbock, TX

Wi-Fi Access:

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Overton_Conference

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Agenda

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Open Discussion



TAAEF Mission

SHAPING CAREERS, BUILDING FUTURES

The TAA Education Foundation raises awareness about career opportunities in Texas rental housing and supports TAA members to recruit, retain, and advance their most valuable resources—their people.

Recruit, Retain, and Advance the Next Generation of Industry Leaders.



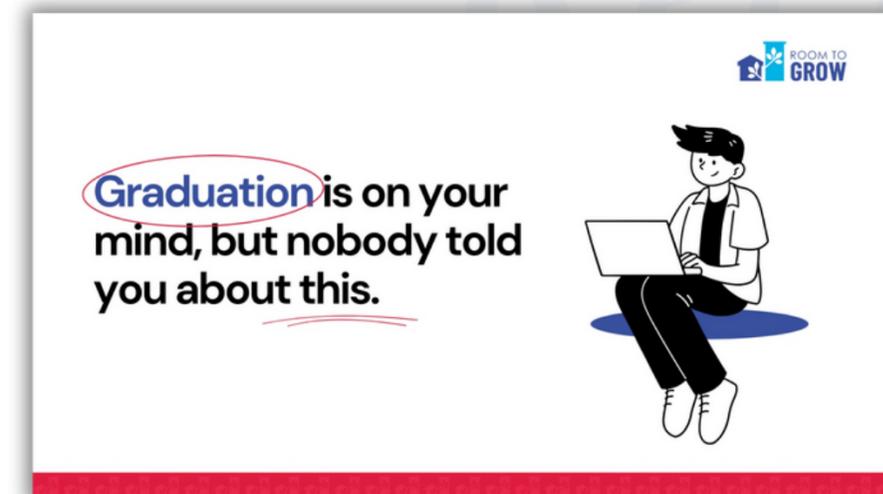
Sharing Careers with Students



Student Outreach Toolkit

- PowerPoint Presentation
 - High School
 - Technical Schools
- Speakers Guide/Talking Points
- Take-away presentation flyer
- Q&A/Tips on how to connect with schools
- Email Copy to connect with schools
- Social posts
- Postcard
- Industry infographic

taa.org/resources/student-outreach



Unlocking Doors – New Podcast

- New podcast series focused on career growth and advancement.
- Highlights real career stories, lessons learned, and practical advice from those in the Texas rental housing industry.
- Intended for jobseekers, early-career professionals and anyone exploring career opportunities.
- Hosted by Christy Rodriguez



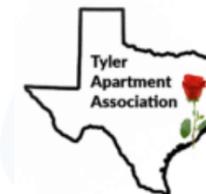
Unlocking doors to career growth & advancement in Texas rental housing.



Be the Next Ambassador: Local Edition



- Local associations submit nominations for up to three early-career professionals (with 8 years or less experience).
- One ambassador will be chosen per local association.
- Ambassadors will help create content and direction for the Room to Grow campaign, represent their locals and support the efforts of TAAEF.

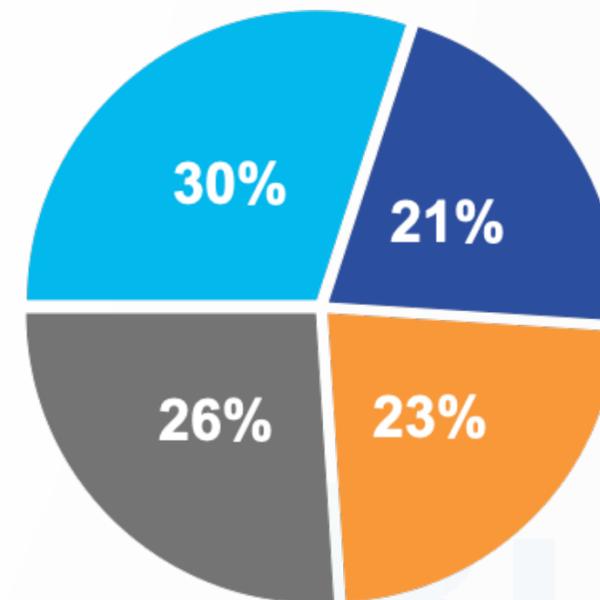


Texas Workforce Research Survey



Who & What

- 1,500 Texans residents surveyed
- 25 custom closed-ended questions, 2 open-ended questions
- Subgroups (General population, w/o college degree, Hispanic)
- Age/Generation
- Familiarity with the Apartment Community (Very familiar to Not at all Familiar)
- Interest (Very/Somewhat) in job roles
- Current Career Interest



30% GEN Z
(AGES 18-29)

21% YOUNGER
MILLENNIALS
(AGES 30-36)

23% OLDER
MILLENNIALS
(AGES 37-45)

26% GEN X
(AGES 46-58)



Key Story Elements Uncovered



Highlights

- Most Texans view the apartment industry positively and are open to careers across multiple roles
- Texans have clear expectations for recruiting, onboarding, training, and development
- Texans know exactly what makes them stay long-term—and what drives them to leave quickly
- Perceptions and expectations vary significantly by demographic group, generation, and familiarity with the industry



Main Research Discoveries: Perceptions of working in the industry



Highlights

- More than ½ of Texans have a **positive perception** of working in the apartment industry and are most interested in **Community Management**
- The expectations Texans agree with most: it requires **specialty skills**, is a **stable career**, and provides **on-the-job training**
- The biggest benefits: Strong **job security** and **discounted or free rent**
- The biggest negative: **Dealing with upset residents**
- Most likely to consider a job if it has **competitive pay, comprehensive benefits, industry stability**, and a **positive work culture**



Main Research Discoveries: Recruiting



Highlights

- Texans are most likely to search for a new job using **search engines** and **job search websites**
- Most difficult challenge: **Not hearing back from employers**
- **Workload overload, after-hours demands & safety, and emotional burnout** would prevent from accepting a job
- **Financial incentives, health & insurance benefits, and flexible scheduling** are the benefits that convince Texans to apply



Main Research Discoveries: Onboarding, Training & Development



Highlights

- **Hands-on training** within the first 30 days would make Texans feel the most welcomed
- After accepting a job, Texans want **on-the-job learning, in-person hands-on training and job shadowing**
- After 12 months in the industry, Texans want a wide range of **talent development programs**



Main Research Discoveries: Retention & Career Development



Highlights

- **Free or discounted housing** convince Texans to stay in a new job
- **Toxic or disrepectful team culture** convince them to leave
- Over $\frac{2}{3}$ of Texans expect to receive **bonus opportunities** and their **first pay increase** after 6 months
- **Performance bonuses, discounted or free housing, clear advancement pathways and flexible scheduling** are the workplace perks that influence Texans to stay long-term



Texas Workforce Research Survey: **WOW** Stats!

71%

Think **apartment communities fill a huge housing gap** in the U.S.

75%

Think working in the apt. industry teaches them **skills they can use for the rest of their lives**

72%

Believe **digital tools** make frontline roles more appealing for younger workers

67%

Avoided applying for a job because they **didn't have the "right" degree** or certification

44%

Have considered a career in the apartment industry

35%

Would hesitate to work in an apt. community for **fear of dealing with unhappy residents**

72%

Would consider working in an apartment community if it meant **free or discounted rent**

70%

Would be more likely to stay in an apartment industry job long-term that **pays for continuing education**

71%

Would be to surprised to learn **apartment careers can outpay entry-level tech roles**



Texas Workforce Research Survey

This research isn't just about hiring.

It is a **data-driven roadmap for the Texas apartment industry**, shifting the conversation from talent shortages to talent strategy, and from reactive hiring to intentional workforce development grounded in evidence, transparency, and long-term growth.



you could WIN A 2026 FORD BRONCO

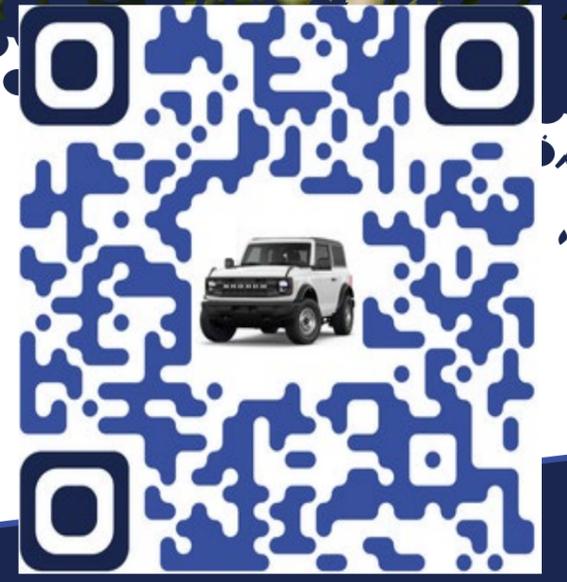


TICKETS
\$25 EACH
*or purchase
5 for \$100*

Purchase your tickets today!

Every ticket purchased fuels the mission of the Texas Apartment Association Education Foundation (TAAEF)—raising awareness about careers and opportunities in the Texas rental housing industry.

Special Thanks to Our 2026 Underwriters:



taaef.ourraffle.org