



TAAEF

TEXAS APARTMENT ASSOCIATION
EDUCATION FOUNDATION

2024 Goals



Tactics

- Google Paid Search (Grant)
- Paid Social (Facebook & Instagram)
Leasing Interest & Maintenance Interest
Career Focus
- Display Retargeting
- The Conversion Cloud (Lead Gen Software)



Google Grant Spends

By
month



Campaign Insights

2/2-6/24



12,716

Clicks to the
Website



1,994

Campaign Website Visits
From Non-Clickers



555

Campaign Conversions
(Goal Completions)



84

The Conversion Cloud
Leads

The Results

141

Job Applications
Submitted



248

Sign Ups for "Open
Position" Alerts



AUSTIN

MAINTENANCE APPRENTICESHIP PROGRAM



COMING SOON



TAAEF RESOURCE CENTER



Recruit Resources

Customizable materials to help you find your next great hire.



Retain Resources

Retain your employees and make your company a great place to work.



Advance Resources

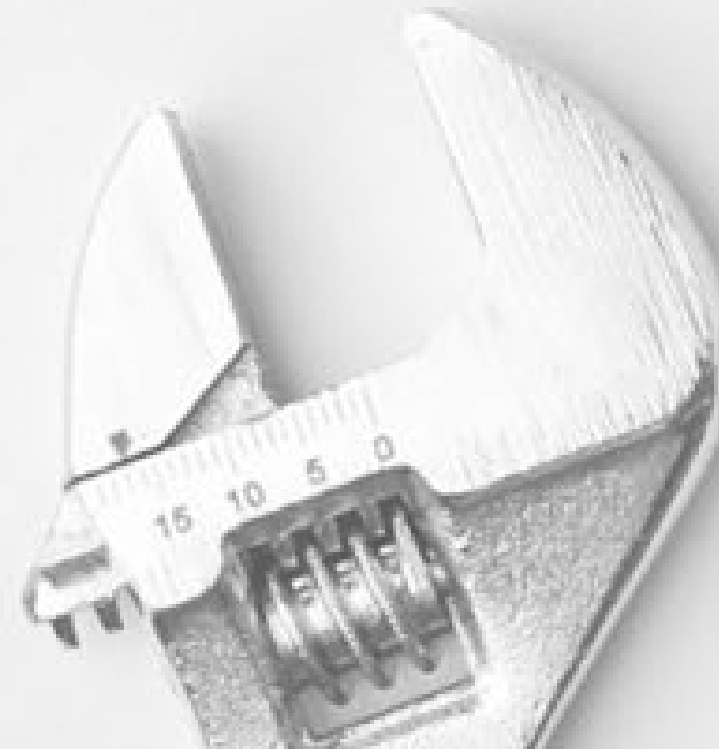
Help your employees advance their skills with training resources, webinars, and more.

- **TAAEF Resource Center rebuild part of TAA Website overhaul**
- **Increased ease of use and visibility**
- **Developing additional dissemination vehicle for resources and awareness.**



UPDATING & IMPROVING

MAINTENANCE JOB DESCRIPTIONS





RESOURCES &
TOOLS FOR
SUCCESSFUL

ONBOARDING

By the numbers

- Increase #: applications by 50%
2024: 27.5% increase
- Increase engagement for voting & participation companies/locals:
2023: 23 companies & 8 locals
2024: 33 companies & 11 locals

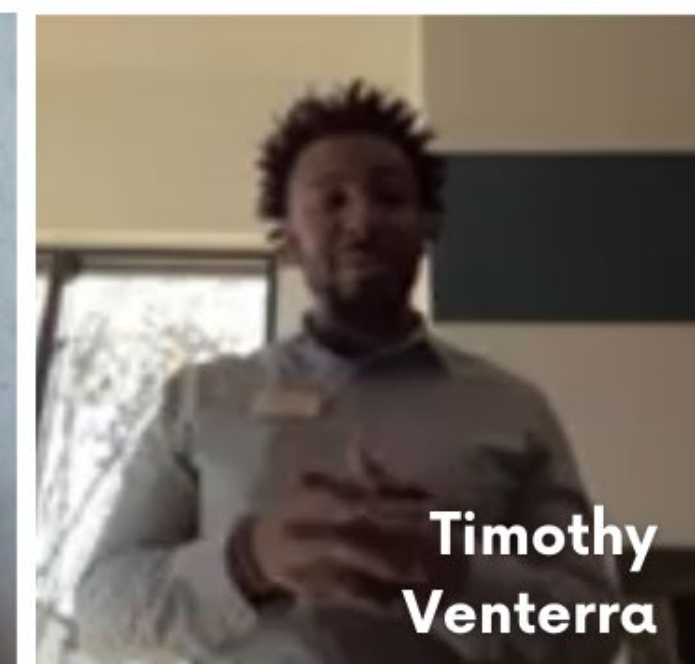
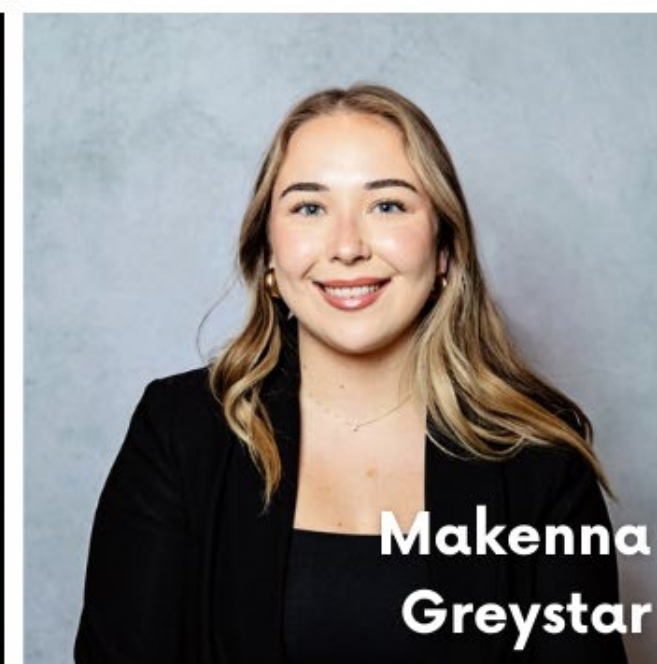
New timeline

- October: Promotion & Submission period
- November: Voting/Announce winner
- January: Start as Ambassador/s





- Helping young leaders learn, lead and make a difference – quickly.
- Selected from Be the Next submissions
- Year-long program/4 quarterly courses on professional skills
- Participate in TAAEF work groups
- 1st class was 5/31



2024 Goals



Work with a ~~communications firm~~ digital agency to ~~develop new messaging~~ increase traffic to RTG campaign. ✓

Utilize strategic planning working groups to guide resources development. ✓

Run the Be the Next Ambassador challenge for 2024. ✓

Work with at least one local to make training programs available ⌚

Improve and develop the TAAEF Resource Center ✓

Work with steering committee to develop young leader curriculum. ✓

Improve visibility/utilization of Resource Center. ⌚

Launch 1st class of young leader curriculum ✓

Release 2 new resources per year. ⌚