

 Wi-Fi Network: Downright Conference

 Password: downright25

TAA Education Foundation

 Downright Austin

 February 6, 2025



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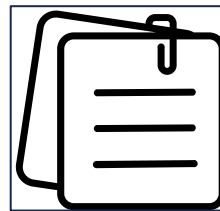
Mission

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





Consent Agenda



Meeting Minutes

January 27, 2025



Financial Reports

January 31, 2025



Jason Dorsey

Special Guest Speaker

The Center for Generational Kinetics
President & Co-Founder



Awareness Raising



Marketing Report

EOY Performance and Assessment



Report Outline

Insights and highlights for:



Paid Advertising



Website



Social Media



Email Marketing

Tactics

- Google Paid Search (Grant)
- Paid Social (Facebook)
- Display Retargeting
- The Conversion Cloud (Lead Gen Software)



TAAEF Strategic Priorities & Campaign Goals

01

Raise Awareness

Bring awareness to career opportunities in rental housing and move job seekers to application.

02

Member Benefit

Provide value to local associations and employers by offering a statewide job board, customer support, and streamlined marketing efforts.

03

Emerging Talent

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

Google Grant Spends

| | | | |
|-----------------------------|----------------------------|----------------------------|----------------------------|
| \$399 <i>January</i> | \$1,593 <i>February</i> | \$9,371 <i>March</i> | \$8,749 <i>April</i> |
| \$9,573 <i>May</i> | \$4,004 <i>June</i> | \$9,106 <i>July</i> | \$9,068 <i>August</i> |
| \$8,788 <i>September</i> | \$8,631 <i>October</i> | \$3,777 <i>November</i> | \$3,022 <i>December</i> |



Campaign Insights



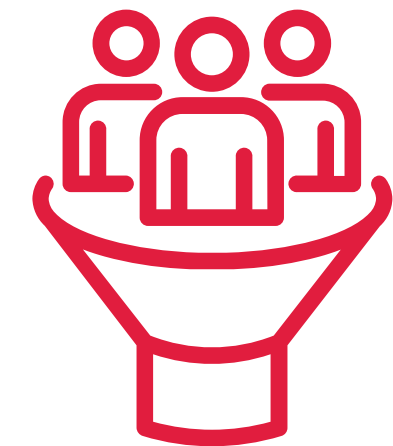
15,000

Website Sessions the Google Grant campaign accounted for



23,000

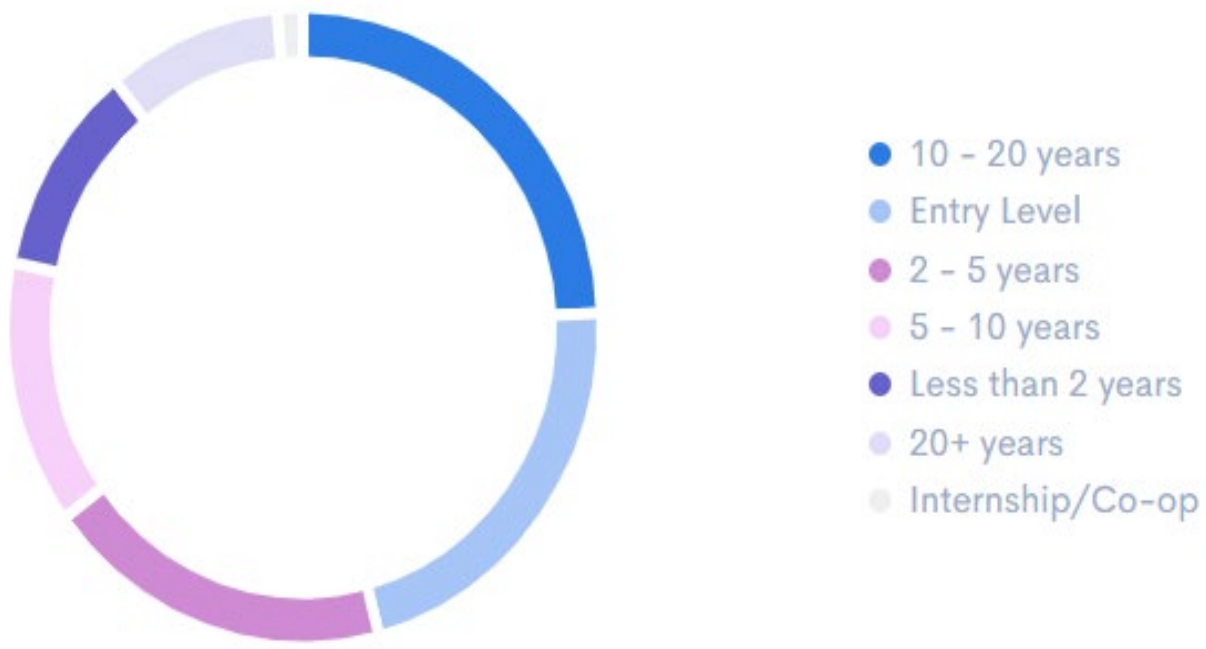
Total session driven by the Google Ads campaigns (grant + display)



\$85,659

Spent on Google's bill in 2024 through the Google Grant campaign

Web Scribble Career Board Overview



01

Job Seeker Experience Level



02

Open Position Experience Levels

| # | KEYWORDS | COUNT |
|---|-----------------------------------|--------|
| 1 | property management professionals | 10,099 |
| 2 | Property Manager | 3,678 |
| 3 | manager | 2,061 |
| 4 | maintenance | 1,750 |
| 5 | Leasing | 1,578 |
| 6 | Assistant Manager | 918 |
| 7 | leasing agent | 892 |

03

Job Seeker Most Searched Job Keywords

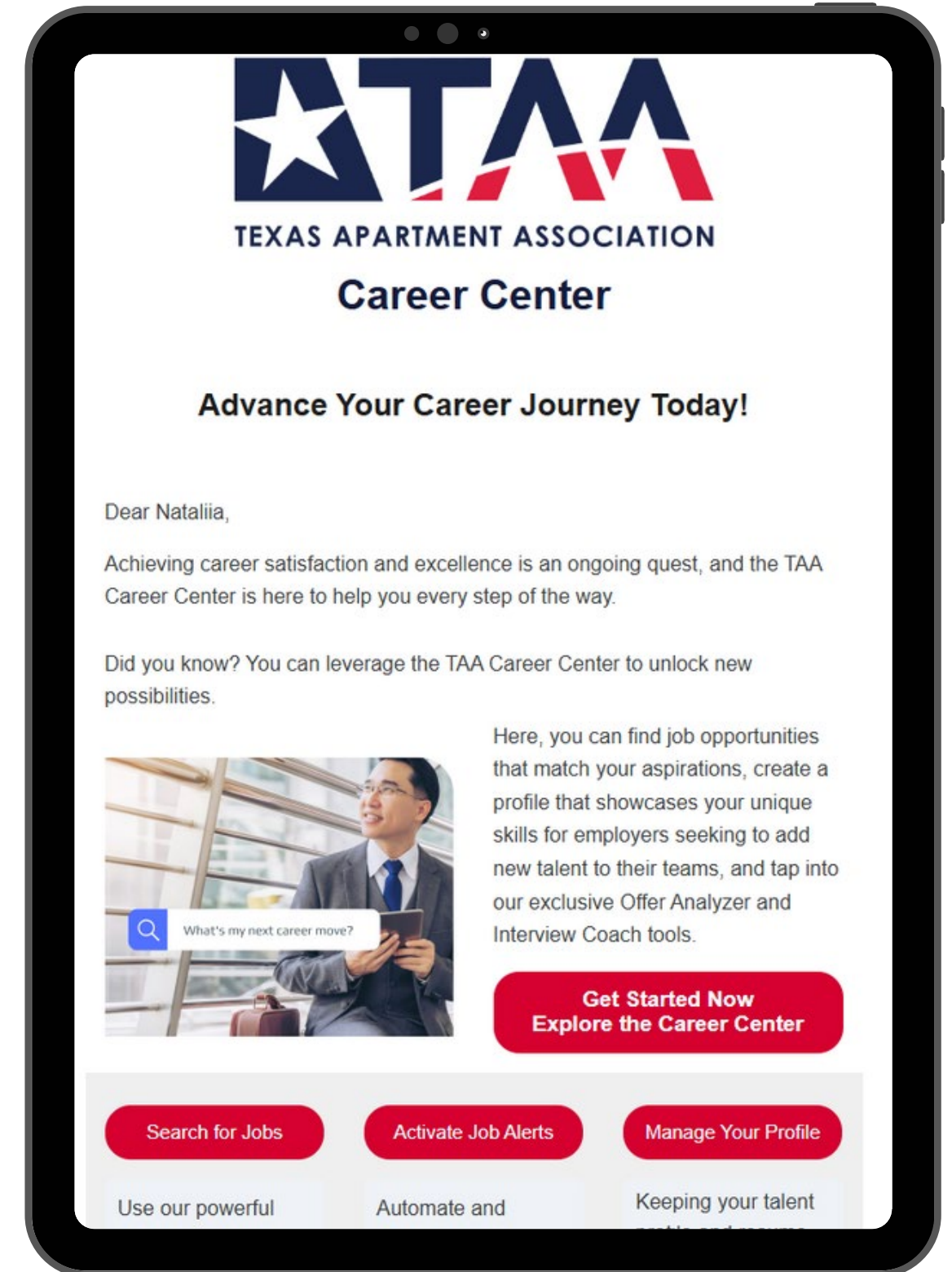
Job Seeker Lead Capture & Email Drip Campaign

TCC- Website widget

269 Job Seeker Leads
Collected in 2024

Web Scribble Email Drips

10 Emails in the Drip Series
to Job Seeker Leads



Job Seeker Registrations

705 Job Seekers Registered 2024

151 Job Seekers w/ Resumes 2024

520 Jobs Posted – # of Applicants 2024

300 Job Seekers Registered 2023

131 Job Seekers w/ Resumes 2023

306 Jobs Posted – # of Applicants 2023

Job Seeker Engagement Dashboard

Job Seeker Engagement Employer Engagement Revenue

Registration Data

LAST YEAR YEAR TO DATE
705 **28** ▲ 65%



Employer Open Positions

57 Employers
Registered 2024

329 Jobs Posted
2024

494 Total Applies
2024

59 Employers
Registered 2023

456 Jobs Posted
2023

345 Total Applies
2023



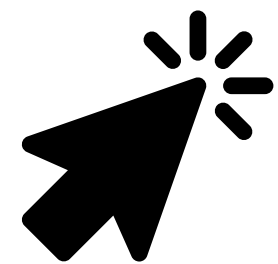
Website



The Room to Grow website saw a **734% increase in new user traffic in 2024** vs. 2023.



Paid ads and display are #1 and #2 sources of traffic, driving over 23,000 of the 35,000 total sessions (65% of website traffic).



Event Count increased by 422% YOY.

Events include: "Apply Now", "Create job seeker profile", "Sign-up for job alerts", taking the "Find Your Fit" quiz, "Start Your Search", "Learn" about the industry, Explore "Jobs", "Hear our Stories".

Google Analytics - 2023

Top 5 Traffic Sources to Website

| First user prim...Channel Group) ▾ + | ↓ Total users | New users | Returning users | Average engagement time per active user | Engaged sessions per active user | Event count All events ▾ |
|--------------------------------------|-------------------------------|------------------------|----------------------|---|----------------------------------|--------------------------|
| Total | 3,592 100% of total | 3,597 100% of total | 352 100% of total | 42s Avg 0% | 0.65 Avg 0% | 30,036 100% of total |
| 1 Direct | 1,707 | 1,721 | 157 | 39s | 0.57 | 13,827 |
| 2 Referral | 923 | 919 | 124 | 1m 11s | 0.96 | 10,501 |
| 3 Email | 431 | 436 | 32 | 24s | 0.50 | 2,704 |
| 4 Organic Search | 286 | 286 | 29 | 19s | 0.52 | 1,774 |
| 5 Organic Social | 221 | 211 | 9 | 10s | 0.52 | 1,107 |

Google Analytics - 2024

Top 5 Traffic Sources to Website

| First user prim...Channel Group) ▾ + | ↓ Total users | New users | Returning users | Average engagement time per active user | Engaged sessions per active user | Event count All events ▾ |
|--------------------------------------|-------------------------|-------------------------|------------------------|---|----------------------------------|--------------------------|
| Total | 30,276 100% of total | 29,992 100% of total | 1,133 100% of total | 15s Avg 0% | 0.40 Avg 0% | 157,085 100% of total |
| 1 Paid Search | 14,397 | 14,336 | 690 | 20s | 0.56 | 86,511 |
| 2 Display | 7,351 | 7,349 | 136 | 1s | 0.07 | 24,858 |
| 3 Direct | 4,317 | 4,012 | 121 | 16s | 0.33 | 20,731 |
| 4 Referral | 3,364 | 3,337 | 134 | 19s | 0.47 | 19,503 |
| 5 Organic Search | 717 | 714 | 45 | 20s | 0.47 | 4,272 |
| 6 Organic Social | 197 | 197 | 2 | 6s | 0.52 | 916 |
| 7 Email | 49 | 45 | 5 | 22s | 0.60 | 284 |

Austin

Maintenance Apprenticeship Program



April 2025





Resources for TAA Members



Onboarding Essentials

FOR PROPERTY MANAGEMENT LEADERS & HR TEAMS

to the industry

new



Your First Steps in Apartment Management

The Essential Guide for New Professionals in Multifamily Housing

to the industry

new



Starting Strong as a Supplier Partner

Building Successful Partnerships in the Multifamily Industry

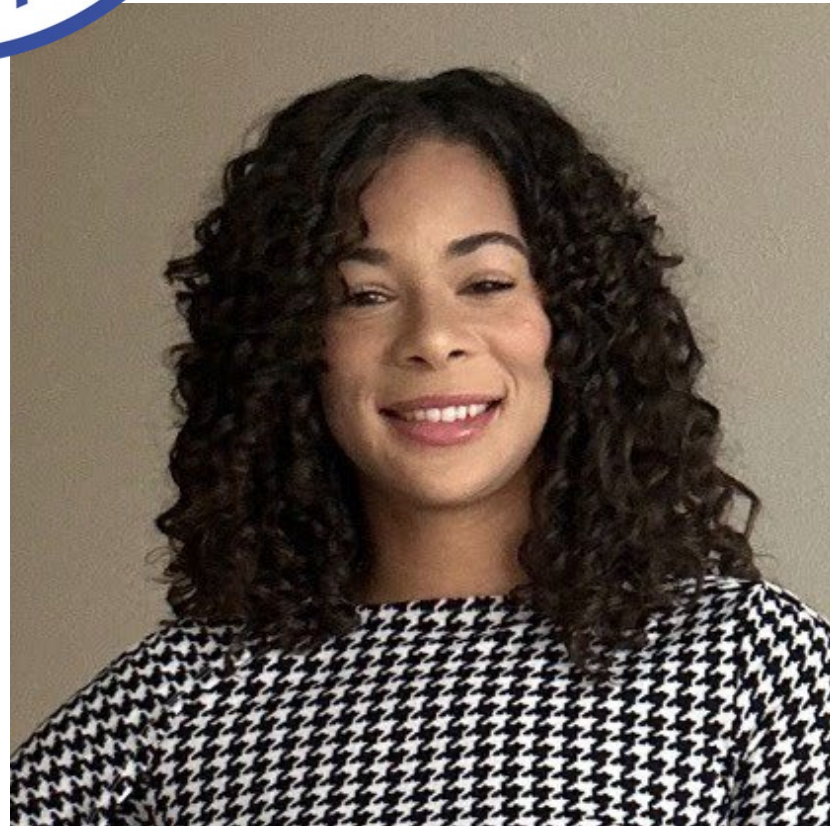


Emerging Leaders





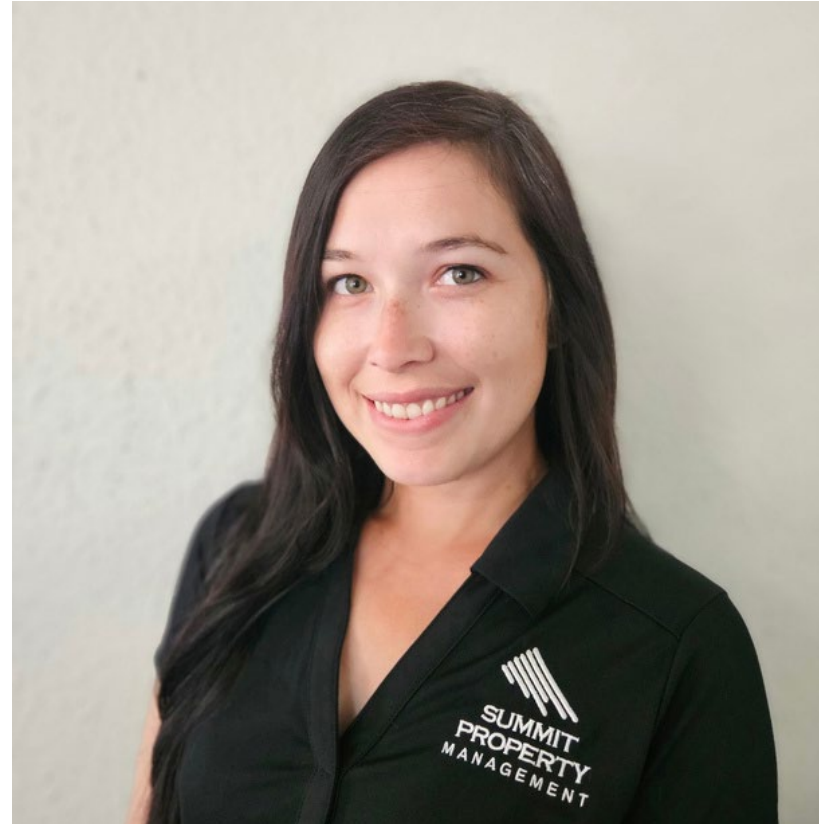
2025 Room to Grow Ambassadors



Chelsie Simpson

Onsite/Corporate

Q10 Property Advisors



Mystri Nestell

Maintenance

Summit Property
Management



Preston Duff

Supplier Partner

Precision Appliance Leasing



- Rebranded from Lead the Next
- Professional skills that everyone needs but aren't taught
- Also, includes health & wellness components
- Participants from those who submitted for Be the Next
- Chair, Sarah Turner



- Leadership development curriculum
- 4 sessions
- Participants can be past Be the Next participants
- Chair, Joshua Nichols