



# RECRUIT. TRAIN. RETAIN.

Engaging Young Adults in the Community Management Profession



#WeAreCAI



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Bringing young professionals into the community association management industry has two major benefits: It infuses **fresh ideas into communities** and **strengthens the future of the profession**.

For board members and management companies, attracting applicants to the field involves presenting the profession in an appealing manner and demonstrating its value and impact on the community.

You can spark interest and attract enthusiastic candidates by highlighting the excitement, growth potential, satisfaction, and meaningful connections associated with community management. Be sure to promote your company culture positively and prioritize diversity and inclusion.

## Here are steps and ideas to help attract and hire young professionals as community managers.

### JOB REQUIREMENTS

Define the job requirements: Define the roles, responsibilities, specific skills, and experiences you seek in young professionals. **Focus on potential rather than experience.** Highlight how community management offers an ever-changing, challenging, and growing career.

 [See what a typical manager's day is like.](#)

### INTERNSHIPS/MENTORING

Offer structured internships and apprenticeships specifically designed for young professionals in community management. Provide hands-on experience and learning opportunities designed to develop skills.

**Engage directly with students.** Attend local high schools and college career fairs. Keep a list of local area high school and colleges. Connect with school career counselors. Offer to participate in career fairs and other opportunities to meet with students. Ensure you have staff to attend these busy career fairs.

**Host guest speakers to raise awareness** of the profession, your company, and the industry. Have a management company, business partner, or board member attend with you so they can share their professional experiences and job opportunities. Distribute information about your company and collect resumes. Follow up. Emphasize that a college degree is unnecessary for community management and highlight training and credentialing programs.

**Collaborate with universities, colleges, and trade schools** to offer programs related to community/property management. Establish partnerships to promote internships, co-op programs, or entry-level positions. Offer free one-year CAI student membership to everyone who takes the course ([see Laura Mason Imason@caionline.org](mailto:Laura.Mason@caionline.org)

**for DISCOUNT CODE).** Distribute information about CAI membership and resources to students.

**Explore federal and state workforce grants** available to assist in hiring young professionals and veterans. Contact your local state workforce agency for grant opportunities. Grant applications can be intimidating but we can guide you through the process. Each state's workforce agency can help, too.

 [Click here for more information.](#)

**Tax Credit Programs.** A federal tax credit is available to employers for hiring individuals from groups that may face significant barriers to employment. Discuss this with your local workforce agency.

 [Click here for more information.](#)



## RECRUITMENT STRATEGIES

**Utilize digital recruitment strategies** by using online job boards, professional networking sites, and social media platforms to promote internships, apprenticeships, and current job openings. Additional resources may be found in CAI's Career Center. [www.caionline.org/CareerCenter](http://www.caionline.org/CareerCenter).

**Consider offering flexible work arrangements** to appeal to young professionals who value work-life balance and flexibility; this is important.

**Craft engaging job descriptions** highlighting the benefits of working in the industry and the growth potential within your organization. Utilize hiring platforms like Handshake, Pathrise, and LinkedIn to post positions and internships and connect with students and recent graduates.

**Create an appealing company culture and benefits.** Emphasize your company's values, commitment to employee development, and opportunities for learning and career advancement within the industry.

**Establish mentorship programs** pairing young professionals with experienced managers who can provide guidance and support.

**By implementing these steps, you can effectively attract and hire young professionals in community management. Their fresh perspectives and enthusiasm will contribute to the success and growth of your organization. Embrace the opportunity to nurture the next generation of community managers and create a dynamic and thriving workforce.**

## ADDITIONAL RESOURCES

CAI offers several resources that will give recent graduates and career changers the opportunity to learn about and break into the community association industry.

- **CAI's Community Management Training and Certification Program** contains a unique graduate program package that includes registration for the M-100 online course and discounted CAI membership for the first year. The M-100 course provides an overview of the industry and sets professionals up to take the certified manager of community associations exam and earn the valuable CMCA credential. Learn more about the program and purchase the recent graduate program at [www.caionline.org/CollegeGradProgram](http://www.caionline.org/CollegeGradProgram).
- **Opportunities Knock and Attracting Talent** highlight available openings within the community association profession and the importance of attracting top-notch talent. Both CAI publications are available at [www.caionline.org/CAIcareercenter](http://www.caionline.org/CAIcareercenter).
- **The 2022 Community Association Manager Compensation and Salary Survey – Digital Book** provides a snapshot of the community association management field and enhances understanding of a growing profession. Conducted by the Foundation for Community Association Research, the survey represents compensation data for the community association industry. Purchase the survey at [www.caionline.org/shop](http://www.caionline.org/shop).



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