

THE FUTURE OF MULTIFAMILY EDUCATION 2021 AND BEYOND



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WHAT DOES THE FUTURE OF EDUCATION LOOK LIKE TO YOU?

To say 2020 has been a year like no other seems like an understatement. In times like these, many people choose to stay in the darkness instead of seeking light. However, we are fortunate to represent an industry of individuals who seek the light in everything they do. They are committed to doing their best and continuously go the extra mile. Their passion, dedication, and drive are what motivates them to seek that light. These attributes also push them to excel in their professional development and seek opportunities of growth by expanding their education foundation. The future of education remains bright!.

Looking ahead, in 2021, although education programming may look a little different, education itself will continue to be a critical component for positions throughout the multifamily industry. Education does not just simply check a box, it begets innovation. Whether it is learning new techniques like leasing in a virtual environment or conducting virtual interviews, education has managed to remain a key pillar of our industry's adaptability during a global health crisis. At the beginning of the pandemic, AAGO quickly adapted to fulfill educational needs, partnering with the Bay Area Apartment Association (BAAA) to offer members free virtual learning and engagement opportunities. All class offerings were via webinar which gave our members an opportunity to continue their education and stay up to date on Covid-19 related matters.

Looking ahead, I believe education programs will need to be offered in both a virtual and in-person setting. Flexibility is key. We need to ensure that individuals have a choice they are comfortable with when seeking professional development opportunities. Whether it be virtually or in-person, we must ensure the well-being of our attendees while striving to provide a warm, welcoming, and engaging learning environment. It will be mission critical to teach with empathy and lead with a servant's heart. Our members remain on the front lines of this crisis and need our support and encouragement now more than ever. Our industry has proven we do not need easy, we just need possible

Always remember, education is the path to your future!

