

Attracting Talent to Community Association Management: A Presentation of the Foundation for Community Association Research

2022 Management Executive Retreat
September 21, 2022

Event Sponsor: Community Association Institute Keystone Chapter

As Immediate Past President of the Foundation for Community Association Research (FCAR), **Caroline Record** presented this session at CAI Keystone's inaugural Management Executive Retreat. In 2020, FCAR identified a potential crisis in the community association housing model—a shortage of candidates to fill community association manager job opportunities. Through the work of Foundation and Community Associations Institute (CAI) volunteer leadership, the Foundation embarked upon research to better understand the extent of the crisis and to create tools to help management companies and communities increase the pipeline of community association managers today and tomorrow.

This session presented the research foundation's key findings on the following:

- The scope and extent of the need to increase the pipeline of community association managers, and to help inform efforts to find, recruit, mentor, and position community managers for success in their careers.
- Insights on recruitment appeals, key benefits, work motivations, and potential obstacles to job satisfaction
- Preparing those responsible for hiring qualified candidates to offer a rewarding, meaningful, and competitive profession that also benefits the community associations they serve.

Attorneys

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