



Local Association Edition

Frequently Asked Questions (FAQs)
Submission Rules and Guidelines
2026

What is the “Be the Next Room to Grow Ambassador” program?

The Be the Next Room to Grow Ambassador program is a call to Texas apartment industry employees with 8 years of experience or less to tell their career story, share why they love their apartment career and help shape social media for the Room to Grow campaign.

What is a Room to Grow ambassador?

A Room to Grow ambassador is a Texas apartment industry professional (including supplier partners) who is selected because they display a commitment to their job, local association, professional growth, and enthusiasm about their career journey.

What is the Room to Grow campaign?

The Room to Grow campaign is an external recruitment initiative to raise awareness about the diverse, quality career opportunities in the Texas apartment industry. The campaign highlights the stories of our industry’s most valuable assets, its people! Visit www.roomtogrowtx.com to learn more.

Who can enter?

All part-time and/or full-time employees in the Texas Apartment industry, including supplier partner professionals with 8 years or less experience in the industry. Applicants must be 18 years of age or older.

What are the important dates to know?

- *Local Associations can submit nomination:* December 1, 2025 – January 30, 2026
- *Winner announced:* February 18, 2026.

How do I enter?

This year, local associations will submit up to three nominations. The nomination form is available at taaef.taa.org/ambassadors. To be considered as a nominee, contact your local association.

How will the winners be chosen?

We will have 1 winner from each local association that submits. An independent selection committee comprised of industry professionals from a cross-section of backgrounds will review all submissions and pick winners.

What opportunities will the winners have?

- The prestige of being named a TAAEF Room to Grow ambassador and having your story told via social media with the help of a professional videographer.

- Peer recognition as a winner of the Be the Next Room to Grow Ambassador Challenge.
- A feature story and the opportunity to write and be featured in TAA's blog series.
- Serve as part of TAAEF's new social media council and help direct the content and direction of the Room to Grow campaign's social channels.
- Recognition for the company for which you work and local association.

What will be expected of the winners?

Selected ambassadors will serve as local champions and statewide storytellers for the Room to Grow campaign. They'll engage in activities such as:

Social Media Representative

- Create at least one "Day in the Life" video or reel
- Participate in TAAEF's social media working group (TikTok, YouTube, IG, etc.)

Storyteller

- Write short blog posts or participate in spotlight interviews
- Optional: Contribute to the *Room to Grow Voices* series

Local Champion

- Speak at local events, career fairs, or student outreach events
- Serve as a TAAEF liaison to their local association

What does my employer need to know?

- Expect 2–3 hours per month with a flexible schedule for content creation and outreach.
- 1 hour per quarter as a member of the social media council.
- The name of your company and property (if appropriate) will be shared and can be a promotional platform for your company and or property.

How will content developed featuring the winners be used?

All videos are the property of the Texas Apartment Association Education Foundation with the only intent to create educational and awareness raising materials about career opportunities in the Texas multifamily housing industry.

For more information, please visit the contest website or reach out to taaef@taa.org and we will promptly respond to your inquiry.