

Property Management Series: Resident Retention

Target Audience: Leasing professionals and office managers for Cradlewood Community, as well as their supervisors.

Learning Objectives:

1. List steps for the application and screening process.
2. Integrate positive interaction techniques into resident scenarios.
3. Determine the most appropriate response to lease renewal situations based on best-practice.

Seat Time: 20 minute elearning course followed by 30 minute instructor-led activity. 50 Minutes total.

Outline:

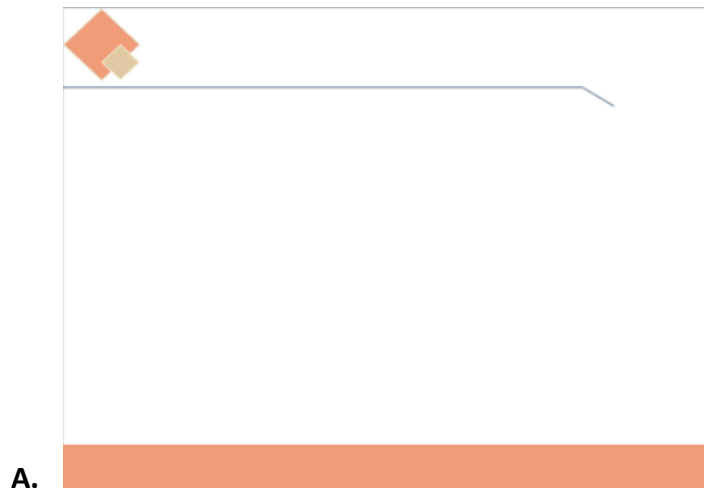
- Course Intro / Navigation / Objectives
- 4 Application Process Slides
 - Scenario
 - Application and Screening Tabs
 - Screening Process Order
 - Knowledge Check
- 4 Building Relationships Slides
 - Scenario/Demonstration
 - Importance of Building Relationships
 - Do's and Do Not's
 - Knowledge Check
- 4 Lease Renewal Slides
 - Resident Retention
 - Resident Feedback
 - Steps to Renewal (by day)
 - Knowledge Check
- Quiz
- Summary
- Congratulations

Directions: Please provide feedback through tracked in-line edits. Please leave feedback that is actionable on my part i.e. “It should sound like...” rather than “It doesn’t sound right.” Bolded sections that begin and end with asterisks are clarification notes for the reviewer. Images and visuals provided are available for use. Other images, icons, and visuals described must be sourced. On quiz questions and knowledge checks, correct answers are highlighted in yellow. One quiz question and one knowledge check slide are about ordering so those answers are ordered correctly for your review but are not highlighted in yellow because there isn’t one answer choice. On this review cycle, please pay emphasis to the script to ensure accuracy of shared information.

Visual Guides:

Color Palette 

Two main master slides are as follows. Slide A will be the most common and slide B will primarily be used for knowledge checks and quiz questions.



Font for **Slide A.** will be Corbel Light (body) approximately size 36 for titles and headings. Approximately size 14-16 for body text.

Fonts for **Slide B.** will be Fjalla One (Headings) approximately size 20 for titles and headings. Calibri approximately size 14-16 for body text.

Slide [1.1]/ Menu Title: Welcome			Objective: [#]
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
Image displayed as the background reflecting property management work. Text box displayed towards the top of the slide with the course title. The text box is a color from the color palette and is approximately 22% transparent. There is a color bar at the bottom of the slide with custom rounded buttons for “ Begin Course ” and “ Navigation Menu. ” Color bar and buttons reflect colors from the color palette.	Title: Property Management Series: Resident Retention	Narrator: Proper property management techniques can increase resident satisfaction by 67%. This course is for property managers and leasing professionals for the Cradlewood Community Apartments. If you’re ready to begin, please press Begin Course. If you would like some navigation instructions, please click on Navigation menu.	The buttons at the bottom of the slide will fade in on audio cues when telling the learner how to navigate to the following slide. The Navigation Menu button will lead the learner to slide 1.2. The Begin Course button will lead the learner to slide 1.3.
Notes: The slide display is different from the rest of the slides because it does not display the title bar at the top.			

Slide [1.2]/ Menu Title: Navigation Menu			Objective: [#]
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
Slide A format Background image positioned under the title bar but above the navigation bar at the bottom. The image shows a person using a computer and thinking. A semi transparent white layer overlays the image in order to mute excessive imagery in the background and	Title: Navigation Menu Menu Accessibility Play/Pause Volume Replay	Narrator: You will need to know how to navigate through the course in order to revisit information and follow along at your own pace. You can adjust accessibility by clicking the button that looks like a gear indicated below. Use the volume to adjust the sound to your comfort level. To move ahead to the next page, click next. To go to the last page, click the Previous button. You can drag the seekbar forward or backward to listen	A magnifying glass icon fades in within the first sentence of audio script. Pop-ups for Menu, Accessibility, Play/Pause, Volume, Replay, and Seekbar fade in when the audio references each one.

focus the learners attention on animation pop-ups. Each pop-up has a line or arrow pointing to the corresponding player button. Navigation bar at the bottom of the slide displays buttons for “Next” and “Previous” using the same format used for the Begin Course and Navigation Menu buttons on slide 1.1	Seekbar	to the audio again. Click the replay button to hear the information from the page again. Click pause to stop the sound. Click play to start again. And finally, the menu is located on the left. You can click through the course freely.	**Previous and Next buttons displayed below in the navigation bar will fade in with the audio as well but will not use a pop-up.** The magnifying glass follows motion paths cued with the audio in order to place the magnifying glass over each pop-up (drawing the learner’s attention to each one during the audio cues). Next and Previous buttons will be visible once they fade in, but will not be operational until the end of the timeline.
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Slide [1.3]/ Menu Title: Course Goals			Objective: [#]
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
Slide A format Three hexagonal shapes will appear displaying the 3 learning objectives. They will each have the same background color from the color palette.	Title: Course Goals List steps for the application and screening process. Integrate positive interaction	Narrator: Property managers or employees in the leasing office will need be knowledgeable about resident retention and satisfaction in the Cradlewood Community Apartments. By the end of this course, you will be able to: List steps of the application process.	As the audio begins reading each learning objective, the hexagon with the learning objective will zoom in with the zoom animation. This animation will be tied to each learning objective respectively.

	techniques into resident scenarios. Determine the most appropriate response to lease renewal situations based on best-practice.	Integrate positive interaction techniques into resident scenarios. And choose appropriate responses for resident renewal scenarios.	Next and Previous buttons will be visible but not operational until the end of the timeline.
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Slide [2.1]		Objective: [1]	
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
Slide A format On the right side of the title bar, an icon reflecting applications will be displayed. This same icon will be on the right side of each title bar for Slide 2.1, 2.2, and 2.3 A tidy, casual, leasing office background is on the slide underneath the title bar but above the navigation bar at the bottom. In the office, we have the Mitchell avatar as “Joe” and the Christine avatar as “Megan.”	Title: Resident Introduction **Icon**	Joe: Welcome to the Cradlewood Community! Megan: Hi there, I have a friend who lives in one of the the apartments upstairs and I was wondering if you’re taking any new tenants? Joe: Absolutely! You can begin by filling out an application. The information you provide will be verified to see if you qualify. Is that alright? Megan: Sure. Joe: Excellent, then please sign below and we can get started.	Joe is standing in the office on his own facing the right side of the screen. Megan walks into the leasing office after about .5 seconds into the timeline using the Fly In animation from the right side of the screen. She is in a talking position and facing Joe. At the audio cue, “You can begin by...” Joe changes position using the fade animation so that he is looking down to fill out some paperwork.

			The slide automatically transitions to slide 2.2 at the end of the timeline.
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Slide [2.2]/ Menu Title: Application and Screening			Objective: [1]
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
Slide A format Similar to slides 1.2 and 2.1, there is an image set as the background between the title bar and the navigation bar. The image reflects people talking to a leasing professional. As before, the image has a semi-transparent (about 39%) white layer over it to mute any distracting image displays. There are two trapezoidal shapes at the top of the slide, under the title bar. One trapezoid says “Screening” and the other trapezoid says “Application.” Each one is a different color selected from the color palette. Slightly above the navigation bar on the left side of the screen is a small white rectangle displaying the	Title: Application and Screening **Icon** (Two tabs at the top. One says Application. The other says Screening. A small text box towards the bottom contains the interaction directions.) <u>Click on each tab above before clicking next.</u>	Narrator: As the first point of contact for future residents, Joe does a great job exhibiting a friendly professional attitude. Future residents may inquire regarding apartment availability and the application process. Instruct applicants to take their time and fill out their information accurately. Please take a moment to click on the Application and Screening tabs above. When you’re done, click Next.	Interaction directions in the white rectangle will fade in when the audio says “Please take a moment to click...” The Previous button will be visible throughout. The Next button will be hidden at the beginning of the timeline and will only become visible when the learner has clicked on both trapezoid tabs.

italicized interaction directions for the learner.			
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Slide [2.2b]			Objective: [1]
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
Base layer 2.2 is visible. A rectangle with the same color as the Application trapezoid is visible just underneath it. It appears to be all one shape with no separation. The rectangle takes up almost the entire slide underneath the trapezoid, coving the image beneath.	Title, tabs, and interaction directions from the base layer are still visible on this layer. <u>Application Layer:</u> Explain that application information is used to qualify. Follow your company's protocol regarding only one application for each resident. Check the applicant's government-issued ID to verify his or her identity. **Blinking icon to signify an important message below. When the learner clicks on it, the following message appears:**	Narrator: Never fill in missing information or sign for an applicant. Explain that application information is used to qualify. Follow your company's protocol regarding only one application for each resident. Check the applicant's government-issued ID to verify his or her identity.	A rectangle that has the same color as the Application trapezoid tab will follow a motion path down until it sits just above the navigation bar, but behind the interaction directions. It should appear to be coming down from the two trapezoids at the top and not come down over them. When the animation for the rectangle is complete, the three bullet points will appear timed individually as the audio reads them. Each bullet point will fade in and the text will fly in from the left side of the screen with the audio cue. The bullet point text should appear to fly in from the bullet point itself, and should not be visible until they slide past the bullet point.

	Never fill in missing information or sign for an applicant.		Under the bullet points, an icon of an exclamation point will flash yellow on and off, indicating for the learner to click it. When the learner clicks the icon, a text box will fade in with the important text information "Never fill in missing..."
Slide [2.2c]			Objective: [1]
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
Base layer 2.2 is visible. A rectangle with the same color as the Screening trapezoid is visible just underneath it. It appears to be all one shape with no separation. The rectangle takes up almost the entire slide underneath the trapezoid, covering the image beneath.	Title, tabs, and interaction directions from the base layer are still visible on this layer. <u>Screening Layer:</u> Must be consistent for all incoming applicants. Must obtain written authorization to check references, credit history, employment, etc. Must follow all laws governing the screening process. **Blinking icon to signify an important message below. When the learner clicks on it,	Narrator: Screening policies cannot be discriminatory. You must be consistent for all incoming applicants. You'll have to obtain written authorization to check references, credit history, employment, and other personal information provided. You'll be expected to follow all laws governing the screening process.	A rectangle that has the same color as the Screening trapezoid tab will follow a motion path down until it sits just above the navigation bar, but behind the interaction directions. It should appear to be coming down from the two trapezoids at the top and not come down over them. When the animation for the rectangle is complete, the three bullet points will appear timed individually as the audio reads them. Each bullet point will fade in and the text will fly in from the left side of the screen with the audio cue. The bullet point text should appear to fly in from the bullet

	the following message appears:** Screening policies cannot be discriminatory.		point itself, and should not be visible until they slide past the bullet point. Under the bullet points, an icon of an exclamation point will flash yellow on and off, indicating for the learner to click it. When the learner clicks the icon, a text box will fade in with the important text information “Screening policies cannot...”
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Slide [2.3]/ Menu Title: Screening Process			Objective: [1]
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
Slide A format There is a large arrow pointing to the right side of the screen to signify which direction to pull the slider interaction. The arrow is one of the colors from the color palette. Sitting on the arrow at the first position for the slider is a text box with the first line of information “A Screening Service or...” The text box will also use a color from the color palette. Underneath the arrow with the text box sits the interaction directions with the same format as slide 2.2.	Title: Screening Process **Icon** **Directions for the interaction are towards the bottom of the screen and read as follows:** Move the slider below to see each step of the screening process. **A text box on the sliders first position reads:**	Narrator: The screening process removes unqualified applicants who may be less likely to follow the terms of the lease or have insufficient income or capacity to pay the rent. The initial screening and investigation will be performed by either a Screening service or leasing professional.	The first text box on the arrow slider will not appear until an audio cue says “The initial screening and investigation...” At that point it will fade in. Interaction directions will fade in during the last two seconds of the timeline. The Previous button will be visible throughout. The Next button will remain hidden until the learner has completed seeing all the layers. Then it will become visible.

However, it will not need a white text box as the background should already be white, allowing the lettering to stand out. Underneath the interaction directions will sit the actual slider interaction with three lines behind it (like on a number line) signifying the three positions for slider movement. One line at the beginning, one at the middle, and one at the end.	A Screening Service or Leasing Professional: 1. Screens Application. 2. Investigates info on the application.		
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Slide [2.3b]		Objective: [1]	
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
The base layer is visible. At the line signifying the middle position of the slider, a text box appears with the same size, shape, and style as the first.	The base layer is still visible, including the text box on the first position of the slider interaction. **A text box on the sliders second position reads:** The CAM: 3.Reviews application for compliance with all selection criteria.	Narrator: The CAM, or Community Association Manager, will check the application against approved selection criteria.	**The base layer is still visible, including the text box with from the first position of the slider** A second text box will fade in at the beginning of the timeline, sitting at the middle position of the slider.

Slide [2.3c]	Objective: [1]
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Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
The base layer is visible. At the line signifying the final position of the slider, a text box appears with the same size, shape, and style as the first.	The base layer is still visible, including the text box on the first and middle positions of the slider interaction. **A text box on the sliders third position reads:** The Leasing Professional: 4. Notifies the applicant of approval or denial.	Narrator: Finally, the Leasing Professional will notify the applicant. It is imperative that applicants are informed of either approval, or denial.	**The text boxes from the other two layers are still visible so that the learner can see all information side-by-side** A third text box will fade in at the beginning of the timeline, sitting at the end position of the slider.

Slide [2.4]		Objective: [1]	
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
First Knowledge Check Slide B format The title is formatted to be a pink color. The question should appear underneath it, a little darker and prominent, still using one of the colors from the color palette but maybe a shade darker. Underneath the question is where the text boxes that need to be sorted will appear. All the text boxes should be white, and the same size	Title: Drag and Drop List the steps for the application and screening process in order. **Answer boxes layered on top of each other in a MIXED order so that only one answer is visible at a time and the learner must sort them into order. However, the	Narrator: Let's see how well you remember what you've learned! Place the answer choices below in order from 1st to last steps in the screening process. Once you've placed the answer choice, another one will appear. When you're done, click submit.	After approximately 2 seconds from the beginning of the timeline, the boxes labeled 1 through 4 that represent where the answer choices will be placed will appear float in from the bottom, one after the other. Starting with 1 at the top and ending with 4 at the bottom. After the numbered boxes have floated in, the text boxes for sorting will fade in all at the

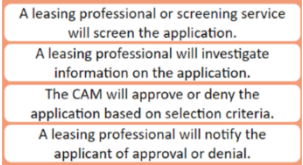
and shape so that they can be overlapping with no visibility. The only text box that should be visible is the first one so that the others appear only after the one on top has been moved. Underneath the sorting text boxes will be a large pink box that displays a smiling, casual position of Joe on the right side of the pink box. On the left side of the pink box will be 4 white boxes stacked vertically. The white box on top will be labeled with a 1. The second box with a 2. And the last boxes labeled with 3 and 4 respectively. Those white boxes will be with the same size, color, and shape as the sorting text boxes indicating to the learner that that is where each answer choice will be placed. At the bottom left corner of the pink box, or maybe slightly under it, will be 2 buttons. The Previous and Submit button.	correct order is as follows:** A leasing professional or screening service will screen the application. A leasing professional will investigate information on the application. The CAM will approve or deny the application based on selection criteria. A leasing professional will notify the applicant of approval or denial.		same time. It will appear as though only one text box has faded in, but as the text boxes are moved and sorted into place, the other behind it will become visible. This will continue until all four text boxes are sorted. **This drag and drop interaction will have a snapping feature so that answer texts can only be placed where the numbered answer boxes are. If they are placed anywhere else, they will automatically snap back to their original spot near the top of the page. If they are placed close enough to a number box, they will automatically snap into place over that numbered box.** The Submit button will fade in with the audio directions "When you're done..."
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Slide [2.4b]			Objective: [1]
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
A text box near the top will be visible along with the base layer	Title: Correct	Narrator:	

underneath. The learner will be able to see their answer, but the question will be covered by the text box on the layer. A check mark will be displayed on the left side of the text box. Inside the text box will be the indicated text. At the bottom of the text box or slightly below it, will be the Continue button.	That's right! You've got it! 	That's right! You've got it! Please press continue.	The Correct layer will have a Continue button. The Continue button will lead the learner to slide 3.1
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Slide [2.4c]			Objective: [1]
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
A text box near the top will be visible along with the base layer underneath. The learner will be able to see their answer, but the question will be covered by the text box on the layer. An X icon will be displayed on the left side of the text box. Inside the text box will be the indicated text. At the bottom of the text box or slightly below it, will be the Try Again button.	Title: Incorrect That is incorrect. Please try again.	Narrator: That was incorrect. Try another response.	The Try Again layer will have a Try Again button. The Try Again button will reset the knowledge check back to the initial state and give the learner a chance to redo the question.

Slide [2.4d]			Objective: [1]
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
A text box near the top will be visible along with the base layer underneath. The learner will NOT be able to see their answer or the question. An X icon will be displayed on the left side of the text box.	Title: Incorrect That is incorrect.	Narrator: That was incorrect.	The Incorrect layer will have a Continue button. The Continue buttons will lead the learner to slide 3.1

Inside the text box will be the indicated text and picture. At the bottom of the text box or slightly below it, will be the Continue button.	**Below the text is a picture of the correct answer order** 		
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Slide [3.1]/ Menu Title: Positive Interactions			Objective: [2]
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
Slide A format On the right side of the title bar, an icon reflecting relationship or partnership will be displayed. This same icon will be on the right side of each title bar for Slide 3.1, 3.2, and 3.3 The scene looks like the same office scene from 2.1. Joe is towards the middle of the screen. On the left side of the office screen is a text box with the words “Creating rapport...” at the top. Joe begins by looking busy and working.	Title: Positive Interactions **Icon** **Text box with the following text:** Creating rapport is key to building relationships ● Express a genuine interest. ● Be open and friendly. ● Create physical rapport. ● Be an active listener. ● Seek agreement.	Narrator: You want to build relationships with residents in the community in order to help them feel respected and heard. That can be accomplished through positive interactions that consist of: ○ Expressing a genuine interest in them and their families. ○ Being open and friendly. ○ Creating physical rapport, in a professional capacity. ○ Being an active listener to all concerns and comments they wish to share. ○ And seeking agreement or a middle ground whenever possible.	As the audio starts reading out each bullet point, it will fade in underneath the title in the text box. It will continue until all the bullet points are complete. As the audio reads “...to create a positive interaction.” Megan will fly in slowly from the right side of the screen and face Joe to begin their interaction. Megan begins in a position to greet Joe with a smile as the audio reads “Hi Joe.” Joe fades into a position to be smiling back at her.

		Watch the following interaction and take note of what Joe does to create a positive interaction. Megan: Hi Joe. Joe: Hi Megan! Did you hear back about your application? Megan: Yes, I'll be moving in next week. Joe: That's great! Megan: But I am concerned about the pet deposit. Is that really necessary up front? Joe: I understand. Let's get you settled in and then we can discuss a deposit extension for you. Will that be alright? Megan: Yeah, I think that'll work. Costs just add up when your moving, you know? I appreciate it.	As the audio reads "But I am concerned..." Megan fades into a concerned or unhappy position. Joe fades into a listening position one second later. As the audio reads "I understand..." Joe fades into a friendly smiling position. As the audio reads "Yeah, I think that'll..." Megan fades into a speaking neutral position. The Next button is hidden at the beginning of the timeline and becomes visible at the end of the timeline.
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Slide [3.2]/ Menu Title: Building Relationships with Residents			Objective: [2]
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
Slide A format. The slide looks very similar to 1.3 with the three hexagonal shapes taking up the majority of the slide.	Title: Building Relationships **Icon** **Interaction directions listed in the same format as slide 2.3	Narrator: Why take the time to build relationships through positive interactions? To find the answers, click on each photo. When you're done, click next.	The hexagons will appear one at a time at the beginning of the timeline with the zoom animation just like in slide 1.3.

The first hexagonal shape has a photo of data reports as the background. The second hexagon has a photo of a professional as the background. The last hexagon has a photo of a happy community as the background. Towards the bottom of the slide but still above the navigation bar are the interaction directions. They follow the same format as slides 2.1 and 2.3.	towards the bottom of the page as follows:** Click on each picture to read more. **As the learner clicks on each of the 3 geometrical pictures, the following text appears:** Relationships are directly related to occupancy rates. People do business with people who are knowledgeable, professional, enthusiastic, and genuinely care. Residents who feel connected to the community are less likely to move.		The interaction directions will fade in when the audio reads “To find the answers...” As the learner clicks on the first hexagon with the picture of data reports, the first text item reading “Relationships are directly related...” will appear. As the learner clicks on the second hexagon, the next text item reading “People do business...” will appear. As the learner clicks the last hexagon, the final text item reading “Resident who feel...” will appear. The Next button is hidden at the beginning of the timeline. Once all hexagons have been clicked, the Next button will be visible.
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Slide [3.3]/ Menu Title: Do's and Do Not's			Objective: [#]
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
Slide A format	Title: Do's and Do Not's **Icon**	Narrator: In a multicultural marketplace with varying attitudes and ideas, you	

Under the title bar near the top of the slide, there will be a banner made up of different photos. The photos should reflect people interacting of various age groups, races, and family status. Underneath the banner will be two columns. At the top of the left side column will be a title text box with the title “Do’s.” The same style title text box will appear at the top of the second column and it will read “Do Not’s.”	**Two columns. One titled “Do’s” contains the following text:** ● Look for signs of understanding. ● Choose vocabulary carefully. ● Acknowledge anxiety. ● Communicate clearly. ● Explain slowly. **The other column is labeled “Do Not’s” and contains the following text:** ● Do not stereotype. ● Do not use negative phrasing.	need to be able to interact professionally with each resident. Please DO: ○ Look for signs of understanding when you’re interacting with someone. ○ Choose vocabulary carefully so as not to offend or come off too harsh. ○ Acknowledge anxiety when someone is uncomfortable. ○ Communicate clearly and explain slowly. Fast speech can be confusing as people try to understand your words clearly. Some other behaviors would be considered Don’ts as they shut the door on positive communication. Such as: ○ Stereotyping. Do not assume anything about our residents based on appearance, age, race, or gender. ○ And do not use negative phrasing. Focusing on words like “can’t” or “don’t” can create a very negative tone to a conversation.	Each bullet point under the Do’s Column will fade in with the corresponding audio cue along with an icon of a checkmark. For example, when the audio reads “Look for signs...” the bullet point with that text will fade into view and at the end of the bullet point (on the right side) will be a green checkmark icon that fades in at the same time. This animation will continue for each bullet point within the Do’s column until all 5 are visible. Each bullet point under the Do Not’s column will follow the same animation pattern, but instead of a green checkmark, a red icon of a “no symbol” will fade in at the right side of each bullet point at the same time. The Next button will be hidden at the beginning of the timeline, but it will become visible at the end of the timeline.
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Slide [3.4]		Objective: [2]	
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:

Second Knowledge Check Slide B format. The slide will reflect the same visuals as slide 2.4 with only a few differences stated below. Underneath the question will be a large pink box that displays the same smiling, casual position of Joe on the right side of the pink box. On the left side of the pink box will be 3 white boxes stacked vertically. The white box on top will be have the first answer choice. The second box with have the second answer choice. And the last box will have the third answer choice. At the bottom left corner of the pink box at the same position as slide 2.4 will be the Previous button. There will be no Submit button. Underneath the answer choices will be the directions for the learner to choose an answer.	Title: Decide What Happens Next Imagine a resident enters the leasing office with questions about an upcoming rent increase. She claims she was not notified. Keeping in mind best practice for building relationships with residents, what would be an appropriate response? **Answer choices** Shrugging and telling her that you sent out the letters weeks ago. Apologizing but telling her that there is nothing you can do for her now. Apologizing, listening to her questions, and explaining the situation calmly. **Directions for the slide mimic the format from slides 2.3 and 3.2. They sit towards the	Narrator: Let's apply what you learned on the previous slides. Imagine a resident enters the leasing office with questions about an upcoming rent increase. She claims she was not notified. Keeping in mind best practice for building relationships with residents, what would be an appropriate response? Click on the answer choice to choose Joe's reaction.	Just as with slide 2.4, the answer choices will float in, one at a time, from the bottom after about 3 seconds from the beginning of the timeline. The interaction directions will fade in when the audio reads "Click on the answer..."
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	bottom of the slide as follows:** Click on the most appropriate response.		
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Slide [3.4b]			Objective: [2]
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
Follows the same format as the Correct layer from slide 2.4.	Title: Correct That's right! You selected the correct response.	Narrator: That's right! You've got it! Please press continue.	The Correct layer will have a Continue button. The Continue button will lead the learner to slide 4.1

Slide [3.4c]			Objective: [2]
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
Follows the same format as the Try Again Layer from slide 2.4	Title: Incorrect That is incorrect. Please try again.	Narrator: That was incorrect. Try another response.	The Try Again layer will have a Try Again button. The Try Again button will reset the knowledge check back to the initial state and give the learner a chance to redo the question.

Slide [3.4d]			Objective: [2]
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
	Title: Incorrect	Narrator:	

Follows the same format as the Incorrect Layer from slide 2.4 EXCEPT it will not include a picture of the correct answer choice. Instead it will only have the text for the layer placed inside the text box and underneath the Incorrect title.	That was incorrect. Try to remember the 5 keys to building rapport in relationships. Go back to the Menu and click “Positive Interactions” if you’d like to review.	That was incorrect. Try to remember the 5 keys to building rapport in relationships. Go back to the Menu and click “Positive Interactions” if you’d like to go back and review them anytime throughout the course. If not, please continue.	The Incorrect layer will have a Continue button. The Continue button will lead the learner to slide 4.1
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Slide [3.5]		Objective: [2]	
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
Slide A format. Slide shows the same office background with Joe in the middle of the screen but facing the right side of the screen. The text box with the bullet points from slide 3.1 is displayed on the left side of the screen. Joe is smiling and getting ready to greet Megan as she walks through the door.	Title: Negative Interactions **Icon** **Scene picks up where the interaction from slide 3.1 left off. The text on screen is the same text box as slide 3.1**	Joe: Hi Megan! What can I do for you? Megan: I just found out that there’s going to be a rent increase this month. I wasn’t notified of this in advance. Why is the rent going up? There’s no way I can make that happen, especially this short notice. Joe: Well I know I sent out the notifications weeks ago. I don’t know why you didn’t receive it. Megan: I don’t know either, but that doesn’t change my situation. I wasn’t given proper notice! Joe: I’m sorry Megan but there isn’t anything I can do now. The rent is going up for everyone this month and everyone was sent a letter.	Megan completes a fly in animation from the right side of the screen and faces Joe. She appears to have the same concerned or unhappy position as her interaction with Joe before. As she speaks “I just found out...” Joe fades into a listening position. As Joe begins “Well I know...” he fades into a crossed-arm position and looks unhappy. Megan fades into a speaking position and looks upset. As Joe begins “I’m sorry Megan...” he fades into an exasperated position. As Megan begins “Phone calls...” she fades back into the

		Megan: I wasn't! Phone calls, a note on the door, an email, any of those would have worked!	unhappy talking position she was in earlier. As the interaction between Joe and Megan plays out, "no symbols" (the same as slide 3.3) begin to fade in on the right side of the bullet list in the text box. As Joe transitions to his listening serious position, a "no symbol" fades in to the right of the "Be an active listener" bullet. As Joe switches to his crossed-arm position, a "no symbol" fades in to the right side of the "Be open and friendly" bullet. As Joe transitions to the exasperated position, "no symbols" appear next to the "Create physical rapport" "Express a genuine interest" and "Seek agreement" bullet points in that order with about 1-2 seconds between each "no symbol" fading in. **The Next button will be hidden until the end of the timeline when it will be visible again. The Next button will lead back to slide 3.4 and the Try Again layer if that is their first incorrect response to the
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			knowledge check. The Next button will lead back to slide 3.4 and Incorrect layer if it is the learner's second incorrect response to the knowledge check.**
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Slide [3.6]		Objective: [2]	
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
Slide A format. Slide shows the same office background with Joe in the middle of the screen but facing the right side of the screen. The text box with the bullet points from slide 3.1 is displayed on the left side of the screen. Joe is smiling and getting ready to greet Megan as she walks through the door.	Title: Positive Interactions **Icon** **Scene picks up where the interaction from slide 3.1 left off. The text on screen is the same text box as slide 3.1**	Joe: Hi Megan! What can I do for you? Megan: I just found out that there's going to be a rent increase this month. I wasn't notified of this in advance. Why is the rent going up? There's no way I can make that happen, especially this short notice. Joe: I'm so sorry to hear that Megan. I thought that all residents had already been notified. Our rates have gone up due to the new pool we've added in our community 3 months ago to benefit everyone with a little rest and relaxation close to home. The maintenance costs of the pool and rec center are what is causing the increase. Megan: Oh, I see... But that doesn't change my situation. Joe: I am sorry again. I'll make a note in your file about the lack of notice and see if there's anything we can do to help you	Megan completes a fly in animation from the right side of the screen and faces Joe. She appears to have the same concerned or unhappy position as her interaction with Joe before. As she speaks "I just found out..." Joe fades into a listening position. As Joe begins "I'm so sorry..." he fades into a neutral speaking position. Megan fades into a listening position after Joe delivers his apology. As Megan begins "Oh, I see..." she fades into a neutral speaking position. Joe fades back into the listening position from before.

		through this month. I'll be sure to let you know tomorrow.	As Joe begins "I am sorry again..." he fades back into the neutral speaking position from before. Megan fades back into her listening position from before. As the interaction between Joe and Megan plays out, green checkmark symbols (the same as slide 3.3) begin to fade in on the right side of the bullet list in the text box. As Joe greets Megan with a smile, a checkmark fades in to the right side of the "Be open and friendly" bullet. As Joe transitions to his listening position, a checkmark fades in to the right of the "Be an active listener" bullet. As Joe apologizes to Megan the first time and addresses her concern, a checkmark fades in to the right side of the "Express a genuine interest" bullet. As Joe apologizes the second time and attempts to give a solution, a checkmark fades in to the right of the "Seek agreement" bullet. **The Next button will be hidden until the end of the
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			timeline when it will be visible again. The Next button will lead back to slide 3.4 and the Correct layer.**
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Slide [4.1]/ Menu Title: Resident Retention			Objective: [3]
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
Slide A Format On the right side of the title bar, an icon reflecting renewal will be displayed. This same icon will be on the right side of each title bar for Slide 4.1, 4.2, and 4.3 Instructions for the interaction will follow the same format that has been used on other slides displaying instructions. Below the instructions will be a plain background from the color palette. On the right side of the screen is a pie chart displaying percentages of 29%, 22%, 12%, 12%, 14%, and 11%. The pie chart will also be made of a color from the color palette that stands out from the background. On the left side of the screen, the question “What can YOU...” will be displayed in large letters.	Title: Resident Retention **Icon** What can YOU control that would lead to customer satisfaction and lease renewals? **Directions for the interaction are using the same format as slides 2.3, 3.2, and 3.4. But the directions may need to be near the top due to the large pie chart on the slide. If it fits, it can also be placed near the bottom as follows:** Click on each section of the chart to reveal resident responses to satisfaction surveys.	Narrator: Once residents are settled in and you’ve worked hard to build a professional relationship with them, how can you keep residents happy so that they want to stay and renew another lease? What can you control that would lead to customer satisfaction? The chart below represents responses from our resident satisfaction surveys. Click on each piece to find out the greatest driving factors for lease renewal and overall satisfaction.	As the learner clicks on each piece of the pie chart, the category that received that percentage will pop out in a text box. This will be the selected state of each pie piece. The interaction instructions fade in when the audio reads “Click on each...” The Next button will be hidden at the beginning of the timeline, but will become visible when the learner has clicked on each pie chart piece.

	Each piece of the pie chart will display the factor being represented when clicked. The following will be written on the pie chart when clicked: 29%- Staff Performance 22%- Maintenance work quality 14%- Maintenance response time 12%- Office staff work quality 12%- Appearance of community, common areas, and grounds 11%- Office responsiveness		
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Slide [4.2]/ Menu Title: Resident Feedback			Objective: [3]
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
Slide A format A picture is set as the background under the title bar and above the navigation bar. The picture	Title: Resident Feedback **Icon** **Text box displays the following text:**	Narrator: Getting feedback from residents creates a very insightful picture of how we can improve our communities, and how you can help them feel right at home. As you seek resident feedback you will:	As the audio reads each bullet point, the text for that bullet will float in from the bottom.

represents people talking, offering feedback, or working together. Over the picture, there is a large neutral-colored rectangle overlay that covers the picture to mute any distracting details. The rectangle has about 35% transparency. Another shape overlay will sit over most of the picture but it serves as a text box for the text on the slide. It will be a brighter color from the color palette and have a transparency of 35% as well. Inside this text box is the subtitle, “Soliciting Resident Feedback” and the bullet points. A black rectangular banner is sitting towards the bottom of the slide, but above the navigation bar, and connects to the right side of the screen so that the right border of the text box shares its border with the slide. The banner is black for emphasis, but it has a transparency of 55% with white text on top reading “Soliciting feedback...”	Soliciting Resident Feedback ● Ask for resident’s unique perspective. ● Keep an open pathway of communication. ● Provide continuous communication throughout residence. ● Conduct periodic surveys. **Separate text box (for emphasis) with the following text:** Soliciting feedback is key to retaining and renewing residents.	○ Ask for the resident’s unique perspective. ○ Keep an open pathway of communication. ○ Provide continuous communication throughout residence. ○ Conduct periodic surveys. This is the key to retaining and renewing resident leases.	When the audio reads the last emphasized text, the text box will fly in from the right side of the screen so that it appears as though the box is sliding out from the side of the screen. The Next button will be hidden at the beginning of the timeline and will become visible at the end of the timeline.
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Slide [4.3]/ Menu Title: Steps to Renewal			Objective: [3]
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
Slide A format	Title: Steps to Renewal **Icon**	Narrator: The majority of our residents demonstrate their satisfaction through	

Large vertical accordion tabs take up almost the whole slide between the title bar and the navigation bar. Each tab is a different color from the color palette. Beside the last tab on the front of the accordion is an image that reflects a leasing professional going over paperwork with residents. Over the image is a white overlay with a transparency of 10% in order to allow for text to be easily legible on top. Text will appear on top of the white overlay as described in the animation section.	**Vertical Accordion tabs with the following topics:** 65 Days Prior 30-60 Days Prior 30 Days Prior 5 Days Prior **On the first layer on top of the first accordion page:** TIPS •Review renewals 90 days in advance •Send written notification of rent increases •Follow-up within 5 days •Consider a lease renewal party •Visit residents at home	lease renewal. A satisfied resident won't want to leave the community. Lease renewal should be treated like a process. You may want to consider several helpful tips: ○ Review renewals at least 90 days in advance of the end of the lease. ○ Send written notification if there is a rent increase. ○ Follow-up within 5 days and be prepared to build relationships, be prepared for objections, and solving problems. ○ Consider having a lease renewal party and community event. ○ And finally, visiting residents at their home to discuss renewal can be a good insight into why they may or may not be ready to sign a new lease. What can you do if residents have not renewed yet? Click on each tab to learn more about what you need to do 65 days prior, 30-60 days prior, 30 days prior, and 5 days prior to lease termination date. When you're done, click Next.	The "TIPS" label will be centered on the white overlay and fade in when the audio reads "You may want to..." Each bullet point will then complete a float in animation when the audio reads that individual bullet. The text atop the white overlay will then fade out along with the white overlay to reveal the full image beneath when the audio reads "What can you do..." The 65 day accordion tab will glow when the audio reads "...to do 65 days prior..." After the audio moves on to the next accordion tab, that tab will stop glowing and the next tab will begin to glow. Each tab will glow once individually with the audio cue to show the learner where to click. The Next button will be hidden at the beginning of the timeline on the slide. When the learner has visited all the accordion tabs, the Next button will become visible.
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Slide [4.3b]			Objective: [3]
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
The base layer will still be visible underneath including the title and icon of the base layer The accordion layer will slide away to reveal a text box (the same color as the vertical tab) with an image reflecting mail or letters on the right side of the text box. The vertical accordion tab will still be visible further to the right on the screen. On the left side of the image, will be the information reading “Send a renewal...” At the top of the text box, will be the title for that layer in bold print but no capitals.	**The title of the base layer will still be at the top of the slide. The title mentioned below will be at the top of the revealed text box on the layer** Title: 65 days prior to lease expiration Send a renewal letter that outlines rate and term options.	Narrator: 65 Days Prior to lease expiration, if you have not heard from a resident regarding their plans, you can send a letter outlining rate and term options.	The image and the 65 Days Prior tab will move to the right using a motion path. The accordion tab will still be visible on the right side of the screen. If the learner clicks the vertical tab again, it will close again following a motion path, and show the base layer.

Slide [4.3c]			Objective: [3]
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
The base layer will still be visible underneath including the title and icon of the base layer The accordion layer will slide away to reveal a text box (the same color as the vertical tab) with an image reflecting a call on the right side of the text box. Both vertical accordion tabs will still be visible further to the right on the screen. On the left side	**The title of the base layer will still be at the top of the slide. The title mentioned below will be at the top of the revealed text box on the layer** Title: 30-60 days prior to lease expiration <u>Call the resident.</u>	Narrator: 30-60 Days prior to the lease’s end, Call the resident. A phone call may be easier for the resident to explain the situation and ask difficult questions.	This layer will follow the animation and interaction motion paths, but when the layer is revealed, both the 65 Day and 30-60 Day vertical accordion tabs will be visible on the right hand side of the screen. Once again, if the learner clicks the vertical tab again, it will

of the image, will be the information reading “Call the resident.” At the top of the text box, will be the title for that layer in bold print but no capitals.			close again following a motion path, and show the base layer.
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Slide [4.3d]			Objective: [3]
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
The base layer will still be visible underneath including the title and icon of the base layer The accordion layer will slide away to reveal a text box (the same color as the vertical tab) with an image reflecting a call and an email on the right side of the text box. Three vertical accordion tabs will still be visible further to the right on the screen. On the left side of the image, will be the bulleted information reading “Send a new lease...” At the top of the text box, will be the title for that layer in bold print but no capitals.	**The title of the base layer will still be at the top of the slide. The title mentioned below will be at the top of the revealed text box on the layer** Title: 30 days prior to lease expiration • Send a new lease agreement. • Call the resident to confirm renewal or notice to move.	Narrator: 30 Days Prior to lease termination, send a new lease agreement and follow-up with a phone call. Confirm whether your will be renewing the agreement or moving out.	This layer will follow the animation and interaction motion paths, but when the layer is revealed, the 65 Day, 30-60 Day, and 30 Day vertical accordion tabs will be visible on the right hand side of the screen. Once again, if the learner clicks the vertical tab again, it will close again following a motion path, and show the base layer.

Slide [4.3e]			Objective: [3]
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
	**The title of the base layer will still be at the top of the slide. The title	Narrator: 5 Days Prior, send a month-to-month renewal letter to the resident.	This layer will follow the animation and interaction

The base layer will still be visible underneath including the title and icon of the base layer The accordion layer will slide away to reveal a text box (the same color as the vertical tab) with a new image reflecting mail or the postal service on the right side of the text box. All vertical accordion tabs will still be visible further to the right on the screen. On the left side of the image, will be the bulleted information reading “Send a month-to-month...” At the top of the text box, will be the title for that layer in bold print but no capitals.	mentioned below will be at the top of the revealed text box on the layer** Title: 5 days prior to lease expiration Send a month-to-month renewal letter to resident.		motion paths, but when the layer is revealed, the 65 Day, 30-60 Day, 30 Day, and 5 Day vertical accordion tabs will be visible on the right hand side of the screen. Once again, if the learner clicks the vertical tab again, it will close again following a motion path, and show the base layer.
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Slide [4.4]			Objective: [3]
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
Third Knowledge Check Slide B format The look and style of this slide will mimic slide 3.4 and 2.4. The only differences will be that the slide directions are located at the bottom of the answer choices as they were in 3.4.	Title: Multiple Choice Question Scenario: A resident has been sent a lease renewal letter and been notified of a rent increase 90 days in advance of his/her expiring lease. 65 days prior to its expiration, you sent a letter	Narrator: Let’s check your understanding to make sure you’re on the right track. Imagine this scenario: A resident has been sent a lease renewal letter and been notified of a rent increase 90 days in advance of his/her expiring lease. 65 days prior to its expiration, you sent a letter outlining rates and term options for a new lease. You have still not heard back from this resident regarding his/her intention to stay or to leave. What is the	Because this question is based as a scenario, the Joe avatar that is positioned on the right side of the answer choice text box is going to change positions. He will start with his casual, smiling position that was used in previous knowledge checks. When the audio reads “Imagine this scenario...” Joe will fade into a

The answer choices will not be in white text boxes but just displayed within the answer choice box as multiple-choice question items. However, the Submit button will be visible and positioned in the same position as it was in slide 2.4. The Previous button will be the left of the Submit button as it was in slide 2.4	outlining rates and term options for a new lease. You have still not heard back from this resident regarding his/her intention to stay or to leave. What is the most appropriate response for the situation? **Answer choices** Send a passive aggressive reminder in the mail. Send a month-to-month renewal letter. Call or make a home visit to reinforce the relationship and be prepared to resolve problems or conflicts. Call the resident to confirm renewal or notice to move. **Directions for the slide mimic the format from slides 2.3, 3.2, and 3.4. They sit towards the	most appropriate response for the situation? Click on the best response and click submit.	contemplative position. When the audio reads “Click on the...” Joe will fade back into his casual, smiling position from before. When the audio reads “Click on the...” the Submit button will fade into visibility. During the last second of the timeline, the instructions will fade in underneath the answer choices in the same format that it did in Slide 3.4
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	bottom of the slide as follows:** Click on the most appropriate response.		
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Slide [4.4b]			Objective: [3]
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
The layers for Correct, Incorrect, and Try Again will follow the same format, visually, as slide 2.4 and 3.4	Title: Correct That's right! You've got it!	Narrator: That's right! You've got it!	The Correct layer will have a Continue button. The Continue button will lead the learner to slide 5.1

Slide [4.4c]			Objective: [3]
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
The layers for Correct, Incorrect, and Try Again will follow the same format, visually, as slide 2.4 and 3.4	Title: Incorrect That is incorrect. Please try again.	Narrator: That is incorrect. Please try again by clicking the button labeled Try again.	The Try Again layer will have a Try Again button. The Try Again button will reset the knowledge check back to the initial state and give the learner a chance to redo the question.

Slide [4.4d]			Objective: [3]
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:

The layers for Correct, Incorrect, and Try Again will follow the same format, visually, as slide 2.4 and 3.4	Title: Incorrect You did not select the correct response. Seeing a familiar face and resolving concerns will help residents feel invested in the community. The right answer is C.	Narrator: That is incorrect. Seeing a familiar face and resolving concerns will help residents feel invested in the community. Please click Continue.	The Incorrect layer will have a Continue button. The Continue button will lead the learner to slide 5.1
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Slide [5.1]/ Menu Title: Quiz Introduction			Objective: [#]
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
Slide A format No title is displayed in the title bar. However just like slides 1.1, 1.3, and 2.1, there is a background image between the title bar and the navigation bar that is covered by a neutral overlay. The overlay has a transparency of about 12% to take away from any distracting aspects of the imagery. The picture used represents a professional discussing some documents with residents. At the top of the background image, on top of the overlay, is a large heading in Roboto Condensed (heading) font at about size 36. The heading is in a color from the color	[No Title] Let's take a quiz! • There will be 5 questions. • You must receive a score of 80% to pass this course. • Good luck!	Narrator: Let's see how much you've learned about the application process, resident retention, and resident renewal. The following quiz contains 5 questions. You must answer 4 out of the 5 questions correctly to pass or get a passing grade of 80%. When you're ready, click Begin Quiz.	The three bullet points will fade in at the same time after about 1 second of the timeline. The Begin Quiz button will be hidden at the beginning of the timeline. At the end of the timeline, the Begin Quiz button will become visible.

palette that compliments the slide and sits at the top, slightly to the left.			
Underneath that sits the 3 bullet points in Calibri light font just as before.			
Notes: Learners will have as many attempts as necessary to pass the quiz.			

Slide [5.2]			Objective: [1]
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
Quiz Question One Slide B format The quiz slides will all follow the same visual format as the knowledge checks. However, the avatar for Joe will not be displayed on these slides. The other visuals will remain the same. The title is formatted to be a pink color. The question should appear underneath it, a little darker and prominent, still using one of the colors from the color palette but maybe a shade darker. Underneath the question will be a large pink text box that displays the	Title: Multiple Choice Question Which of the following duties must be performed after the CAM has reviewed an application? **Answer choices** A screening service must screen the application. The leasing professional must notify the applicant of approval or denial. The leasing professional or screening service must	Narrator: Which of the following duties must be performed after the CAM has reviewed an application?	The Submit button will fade in at the beginning of the timeline.

answer choices in multiple-choice format (no white text boxes). At the bottom left corner of the pink box at the same position as the Submit button on the knowledge checks will also be a Submit button for the quiz question. There will be no Previous button. **All the quiz question slides will follow the visual format described above** The Next button will have the same color and image as all the other slides, but the navigation bar will not be visible. Only the Next button will appear in the same position as usual.	investigate information on the application. The CAM must review once more before approving or denying residency.		
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Slide [5.2b]		Objective: [1]	
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
Review Layer A white text box with a black border will sit at the bottom of the slide with the base layer visible underneath. The answer choices and question will be visible because	**The main layer is visible through the review layer. A text box is added near the bottom of the slide so that the learner can still see the question and	No audio.	No animations.

the box will sit below them. Text will be small Calibri (body) size 14.	answer choices. The text box reads:** The CAM is the last step in the screening and review process. After that, the applicant must be notified about the decision.		
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Slide [5.3]		Objective: [2]	
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
Quiz Question Two Same visual format as described previously for all quiz slides.	Title: Multiple Choice Question You've noticed that several new residents have moved in on the same floor. You've heard several complaints throughout the last week about leaving trash bags in the hallway, hearing a barking dog at night, etc. What might you do to help residents feel more comfortable? **Answer choices ** Move the new residents to new floors away from	Narrator: Imagine the following scenario: You've noticed that several new residents have moved in on the same floor. You've heard several complaints throughout the last week about leaving trash bags in the hallway, hearing a barking dog at night, etc. What might you do to help residents feel more comfortable?	The Submit button will fade in at the beginning of the timeline.

	each other once lease renewals come up again. Plan a community event that would allow the residents to socialize and get to know their neighbors so that they can feel more comfortable talking to them about these small disturbances. Wait for the next resident to complain and empathize, telling them that their neighbors usually cause problems. Go to each resident on the floor and tell them about the general complaints you've received and ask them to be more neighborly.		
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Slide [5.3b]			Objective: [2]
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
Review Layer Same visual format as described previously for the Review layer. However, there will also be a Previous button in the same design	**The main layer is visible through the review layer. A text box is added near the	No audio.	No animations.

and position relative to the Next button as in other slides. As mentioned, there is no navigation bar, just the buttons.	bottom of the slide so that the learner can still see the question and answer choices. The text box reads:** Helping to build a sense of community with their neighbors can help residents to feel more connected and friendly. Doing so will help them feel more comfortable addressing small issues with them directly, if need be.		
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Slide [5.4]			Objective: [1]
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
Quiz Question Three Same visual format as described previously for all quiz slides.	Title: Click and Drag Each Answer Choice What is the correct order of events in the application process? Order the steps below. **Answer Choices** **The answer choices are listed in the correct order below, but will need to be mixed for	Narrator: What is the correct order of events in the application process? Order the steps below.	The Submit button will fade in at the beginning of the timeline.

	the quiz question to be challenging** Leasing professional screens the application. Leasing professional investigates information provided on the application. The CAM approves or denies application based on a review of the selection criteria. Leasing professional notifies the applicant of either an approval or a denial.		
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Slide [5.4b]		Objective: [1]	
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
Review Layer Same visual format as described previously for the Review layer. However, there will also be a Previous button in the same design and position relative to the Next button as in other slides. As mentioned, there is no navigation bar, just the buttons.	**The main layer is visible through the review layer. A text box is added near the bottom of the slide so that the learner can still see the question and answer choices. The text box reads:**	No audio.	No animations.

	The leasing professional is first in charge of collecting the application and doing the initial screen as well as a soft investigation into the information provided. That way the CAM can more thoroughly review serious residential candidates. The leasing professional must then notify the applicant of the results.		
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Slide [5.5]		Objective: [3]	
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
Quiz Question Four Same visual format as described previously for all quiz slides.	Title: Multiple Choice Question Scenario: You have already sent a lease renewal letter to a resident, followed-up with a phone call, and tried to address any concerns the resident might have in a friendly manner. The resident has not mentioned a desire to move out. It is now less than a week	Narrator: Imagine a scenario: You have already sent a lease renewal letter to a resident, followed-up with a phone call, and tried to address any concerns the resident might have in a friendly manner. The resident has not mentioned a desire to move out. It is now less than a week until his or her lease expires. What is the most appropriate next response?	The Submit button will fade in at the beginning of the timeline.

	until his/her lease expires. What is the most appropriate next response? **Answer choices ** Send a letter outlining month-to-month renewal. Call the police if it appears that he/she won't leave. Host another leasing party and ask the resident to attend. Visit each day to inquire about his/her plans for renewal.		
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Slide [5.5b]		Objective: [3]	
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
Review Layer Same visual format as described previously for the Review layer. However, there will also be a Previous button in the same design and position relative to the Next	**The main layer is visible through the review layer. A text box is added near the bottom of the slide so that the learner can still see the question and	No audio.	No animations.

button as in other slides. As mentioned, there is no navigation bar, just the buttons.	answer choices. The text box reads:** Less than a week from lease expiration, the resident should either be making plans to move-out or pay a month-to-month rent agreement until they can find other living arrangements.		
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Slide [5.6]		Objective: [2]	
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
Quiz Question Five Same visual format as described previously for all quiz slides.	Title: Multiple Choice Question Scenario: A resident enters the leasing office to recommend his friend as a new tenant. You know that all apartments have been filled. How might you respond to help the resident feel like you handled the situation in a helpful but professional manner? **Answer choices**	Narrator: Imagine you find yourself in the following scenario: A resident enters the leasing office to recommend his friend as a new tenant. You know that all apartments have been filled. How might you respond to help the resident feel like you handled the situation in a helpful but professional manner?	The Submit button will fade in at the beginning of the timeline.

	Be honest and simply tell him that there are no more apartments are available. Promise him a spot for his new friend and hope that another resident will be moving away soon. Tell him that there currently are no spots available, but that you will gladly add his friend to a waitlist. Offer the advice that if his friend is pre-approved for a lease through the application process, then that would help expedite the process as well. Tell him that there are no apartments available but suggest that he move into his friend's apartment complex.		
Notes:			

Slide [5.6b]		Objective: [2]	
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:

Review Layer Same visual format as described previously for the Review layer. However, there will also be a Previous button in the same design and position relative to the Next button as in other slides. As mentioned, there is no navigation bar, just the buttons.	**The main layer is visible through the review layer. A text box is added near the bottom of the slide so that the learner can still see the question and answer choices. The text box reads:** When trying to help residents feel comfortable and lay the foundation for a long-lasting housing partnership, seek words and behavior that will build trust in the relationship.	No audio.	No animations.
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Slide [5.7]			Objective: [#]
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
Slide A format The title is centered within the title bar. At the center of the slide is the “Your Score” default score box for Storyline.	Title: Quiz Results Your Score **The learners score is displayed underneath “Your Score” within the score box default that is	**Base Layer has no Audio**	No animations or interactions other than the buttons mentioned in the Visual/Display column.

No Previous or Next buttons are displayed on the base layer.	displayed in Storyline results slides.** <u>Passing Score 80%</u>		
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Slide [5.7b]		Objective: [#]	
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
Success Layer The score number variable is centered in the “Your Score” text box with the percentage symbol. Above the Score box is the display text for this layer “Nice job...” in large font. To the left of the Score box is a large green checkmark icon. In the navigation bar below are rectangular buttons (different from previous slides) that read CONTINUE and REVIEW QUIZ. These buttons are placed on opposing sides of the navigation bar with the CONTINUE button on the right side and the REVIEW QUIZ button on the left side.	**Text is displayed above the score display box** <u>Nice job, you passed!</u>	Narrator: You passed! You may review your quiz or press the continue button to go on.	No animations or interactions other than the buttons mentioned in the Visual/Display column.

Slide [5.7c]			Objective: [#]
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
Failure Layer The score number variable is centered in the “Your Score” text box with the percentage symbol. Above the Score box is the display text for this layer “Sorry, you...” in small font. To the left of the Score box is a large red X icon. In the navigation bar below are rectangular buttons (different from previous slides) that read RETRY QUIZ and REVIEW QUIZ. These buttons are placed on opposing sides of the navigation bar with the RETRY QUIZ button on the right side and the REVIEW QUIZ button on the left side.	**Text is displayed above the score display box** Sorry, you didn’t pass.	Narrator: Sorry, you did not pass. You can review the quiz below or retry for a passing grade.	No animations or interactions other than the buttons mentioned in the Visual/Display column.

Slide [6.1]/ Menu Title: Course Summary			Objective: [#]
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
Slide A format	Title: Course Summary **Directions for the interaction are using the	Narrator: We’ve covered many points on the application and screening process, building relationships with residents, and resident renewal. Please take a moment	The icons for each image will fade in at the beginning of the timeline. The interaction

The title is displayed in the title bar with no special icon as in slides 2.1-2.3, 3.1-3.3, and 4.1-4.3. Three images from each of the 3 topics (application and screening, building relationships, and lease renewal) will be displayed in an image bar at the top of the slide like in slide 3.3. The image bar will run from the left side of the slide all way to the right side of the slide. Each image will have about 65% transparency. Centered on the far left image will be the application and screening icon from slides 2.1-2.3. Centered on the middle image will be the building relationships icon from slides 3.1-3.3. Centered on the far right image will be the lease renewal icon from slides 4.1-4.3. Directions for the interaction will be above the image bar but below the title bar. They will be formatted to look the same as previous slides but will need to sit near the top of the slide in order to accommodate the review interaction.	same format as slides 2.3, 3.2, and 3.4. But the directions will need to be near the top in order to accommodate the summary below.** Click on each image below to read each topic summary.	to click on each image and see how much you've learned.	directions will fly in from the left of the screen when the audio reads "Please take a moment..." **All text boxes for each layer will fly in from the bottom of the screen at the beginning of the timeline for that layer.** The Next button will appear once all three image/icon groupings have been selected. Previous button is in the regular placement throughout the slide.
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Slide [6.1b]		Objective: [#]	
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:

The base layer is visible. A text box (with a color from the color palette) will come down from the image/icon grouping on the far left with the text specified for the application process layer.	List steps for the application and screening process.	Narrator: The 4 steps of the application process include: Screening, investigating the information, reviewing the application through the CAM, and notifying the applicant of the final decision.	**All text boxes for each layer will fly in from the bottom of the screen at the beginning of the timeline for that layer.**
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Slide [6.1c]			Objective: [#]
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
The base layer is visible. A text box (with the same color as the previous text box) will come down from the image/icon grouping at the center with the text specified for the building relationships layer. **The text from the Application Process layer will still be visible on this layer as well**	Integrate positive interaction techniques into resident scenarios.	Narrator: Residents who have relationships and feel connected to others in the community will have increased satisfaction and be more likely to stay.	**All text boxes for each layer will fly in from the bottom of the screen at the beginning of the timeline for that layer.**

Slide [6.1d]			Objective: [#]
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
The base layer is visible. A text box (with the same color as the previous text boxes) will come down from the image/icon grouping	Determine the most appropriate response to lease renewal situations based on best-practice.	Narrator: As residents get ready for renewal, notify them of changes to the lease, send reminders, and talk to residents about their concerns.	**All text boxes for each layer will fly in from the bottom of the screen at the beginning of the timeline for that layer.**

on the far right with the text specified for the resident renewal layer. **The text from the other layers will still be visible on this layer as well**			
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Slide [6.2]/ Menu Title: Congratulations			Objective: [#]
Visual / Display:	Slide Text:	Narration / Voiceover:	Animation / Interaction:
Slide A format The title is centered in the title bar with no icons on the right. A background image sits below the title bar but a few pixels above the navigation bar (leaving room for interaction directions). The image reflects the idea of graduation day. It is set to a transparency of about 84%. The slide text is sitting at the top of the image. "You have completed the" is slightly formatted to the left of the screen. "Resident Retention for Managers Course" is bolded and centered to draw the eye.	Title: Congratulations! You have completed the Resident Retention for Managers Course. **Directions for the interaction are using the same format as slides 2.3, 3.2, and 3.4. Directions are near the bottom of the slide.** Click the END button below to record your results.	Narrator: Congratulations! You have completed the Resident Application and Retention for Managers Course. You may now begin building relationships with residents through positive, knowledgeable interactions right away. This will increase resident renewal and satisfaction for your communities. Click the END button to record results and close the course.	The interaction directions will fly in from the left of the screen when the audio reads "Click the END..." The END button will fade into view at the beginning of the timeline.

The slide directions side underneath the image but above the navigation bar, in the white space. Inside the navigation bar, there is only an END button position where the Next button used to be.			
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