

Page: Entry Information

Chapter

Minnesota

Chapter Size

Large (511-760)

Category

Leadership

Program Name

Industry Education Outreach

Each question is worth 20 points and will be scored using the following rubric:

(1-5) Poor Didn't effectively answer the question

(6-1) Fair Answered the question

(11-15) Good Answered the question with more detail

(16-20) Excellent Went above and beyond with proven results and visible data

Describe the program and why it fits the category. (20pts)

In 2021, the Minnesota Chapter made a strategic push to pursue educational outreach opportunities within the greater real estate community in an effort to promote awareness for CAI and further establish the organization and the Minnesota Chapter as a leader within the real estate industry. This was accomplished through several partnership events:

- In January 2021, CAI hosted a joint education program with the Michigan Chapter of CAI. Across state lines, more than 100 people attended the virtual program which addressed intergenerational issues experienced in today's communities. This joint event came to fruition based on the professional relationship the two CEDs have formed and it presented an opportunity to increase exposure for members within the greater CAI organization.

- In April 2021, CAI-MN partnered with the Minnesota Realtors® to host an education program addressing the resale disclosure process. The event featured CAI-MN member and attorney Matt Greenstein as well as Minnesota licensed Realtor® Deb Newell, who engaged in the legal and practical implications of the resale disclosure requirement as well as best practices to ensure timely and accurate documentation. Due to COVID, this was a virtual event which drew more than 150 attendees consisting of both CAI-MN Community Manager members and Minnesota licensed realtors.

- In October 2021, CAI-MN entered into a new partnership with the Minnesota Real Estate Journal in its 10th Annual Condo & Townhome Summit, which was sponsored by CAI member FirstService Residential. CED Tim Broms facilitated the approval of four hours of continuing education credits through CAI as a first-time offering with the Journal. The course also offered four hours of continuing ed through the Minnesota Department of Commerce for licensed realtors. CED Tim Broms staffed an exhibit booth before and after the event to promote CAI with the Journal's 250+ member audience that included local multifamily/condo developers and other industry-related professionals outside the Chapter's typical reach.

- CED Tim Broms and Chapter President Josh Reams also met with representatives of CIC Midwest, a division of the Minnesota Multi-Housing Association (MHA), which targets members engaged in the development, management and maintenance of rental and owner-occupied multi-housing. While CIC Midwest has been losing members in recent years, CIC and CAI-MN do share a number of mutual members and CAI-MN wanted to explore potential opportunities for collaboration between the two organizations as well as the possibility of attracting CIC Midwest members to CAI.

These educational outreach programs all served to promote growth and awareness within CAI-MN's member base as well as the real estate industry.

How did this program meet the mission and vision of the chapters and CAI as a whole? (20pts)

The educational outreach partnerships were pursued for the purpose of building awareness for the CAI organization within the Minnesota real estate industry. Minnesota Realtors® serves over 21,000 members statewide and the Minnesota Real Estate Journal has a readership of more than 14,000 – both audiences that CAI-MN would not have normally reached. Secondly, the partnerships offered additional education opportunities for CAI-MN members with the opportunity for earning continuing education credits.

What was the impact on the chapter and its members after completing the program? (Growth of membership, financially, public awareness, membership value, better chapter/member relationship, chapter operations, etc.) (20pts)

Both the Minnesota REALTORS® and the Real Estate Journal partnership garnered considerable additional exposure for CAI-MN. This increased exposure has boosted the credibility and professional image of CAI both with existing and prospective members and has further established CAI as the go-to resource for all things pertaining to association management.

While CAI-MN does not currently have a tracking mechanism in place to identify the originating source of new members, it is anticipated that increased membership will be a byproduct of this educational outreach program.

Please provide quantifiable data supporting the rationale for success. (20pts)

All three of the educational partnerships garnered participation from CAI-MN members, which yielded additional education revenue for the Chapter. CAI also received advertising exposure from the Minnesota Real Estate Journal on a trade basis, with a value of approximately \$1,700.00 providing exposure to a much larger audience of 14,000+ readers. CAI-MN also received trade booth exposure at the annual Condo & Townhome Summit event, which would typically cost approximately \$500.00 for similar event exposure.

Based on the results, will the program be a regular part of the chapter's programs in the future and why?

CAI-MN will continue to pursue educational outreach partnership opportunities in 2022 and beyond. There is ongoing dialog with the Minnesota Realtors® regarding the possibility of collaborating on an annual basis to provide a joint education program with subject matter relevant to both organizations. Additionally, CAI-MN is looking to expand its role in the Real Estate Journal's annual Condo & Townhouse Summit event with the intent of having CAI members participate on speaker panels at the event.

Supporting documents including flyers, postcards, pictures, videos etc. can be uploaded below. While they aren't required for your submission we certainly encourage it.

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