Application: 10069

Ellwood, Summer

Started at: 2/16/2024 03:08 PM - Finalized at: 2/16/2024 08:13 PM

Page: Entry Information

Submitted By

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Chapter

NGCC

Chapter Size

Medium (261-510)

Category

Out of the Box

Program Name

Coffee with the Director - Link at bottom will only work until April 14 - moving to a new CRM

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)

Our chapter is more than 250 miles wide and includes three major cities, separated by a long expanse of 2-lane highway. Getting between these three cities can be excessively difficult and time consuming especially between March and October. For this reason, it's like we have three chapters in one. We are a medium sized chapter with one employee, the executive director, and even getting our chapter board together in person requires someone to drive 3 hours. For these reasons, we have to approach our outreach differently and Coffee with the Director has been more successful than we expected and has saved us through a very difficult year.

I am the 5th executive director in 5 years and the transition from the last one to me was more difficult because she only had 6 months in the job. Our membership was losing confidence, so we created Coffee with the Director as a type of road show where we could bring the director to them and win them back one at a time. Originally, we thought we would meet at a coffee shop and see who would show up, but as months passed we were continually reinventing the program until our business partners were getting in line to host these coffee events faster than we could do them. These events could give them a chance to show off a new location they had just built, or we had new connections made at coffee events and then when the new partners showed up at other events, they were great friends.
Happy Hours and socials can be great but people still get nervous and still can hang with the people they know. Having a coffee event first thing in the AM with light snacks in a business type atmosphere but off site in a new location, it seems to be just what North Gulf Coast Chapter needed and it will be a program we keep in place moving forward.

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

The Coffee with Director program embodies CAI's mission to foster community engagement, empower individuals, and facilitate meaningful connections. At the heart of our organization is the commitment to supporting and uplifting community professionals and the businesses that serve them through innovative initiatives that promote collaboration and inclusivity. This program serves as a pivotal platform for achieving these objectives by providing a space for open dialogue, collaboration, and support.
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The Coffee with Director program exemplifies CAI's vision by advancing excellence, fostering collaborative exchange of knowledge, and inspiring effective leadership and responsible citizenship within community associations. (objectives as listed at caionline.org)

Advancing Excellence: The Coffee with Director program contributes to advancing excellence within community associations by providing a forum for professional development and education. Through open dialogue in smaller and more casual settings, all participants have the opportunity to enhance their knowledge and skills in community management and governance. By allowing BP's to host at their locations and share insights and best practices, the program has facilitated additional exposure for them, curiosity from other members and new connections made. It seems to be the most reflexive program we have ever had. In other words, we thought it might help morale and bring new members but it's turned out to make those that really like us love us so much more, and it's connected BP's that didn't think they had so much in common to approach new ventures together. It has also created a new benefit for our BP's.

Collaborative Exchange of Knowledge: The Coffee with Director program serves as a trusted forum for the collaborative exchange of knowledge and information among industry professionals and volunteers within community associations. By fostering open dialogues and discussions between members and leadership, the program facilitates the sharing of diverse perspectives, experiences, and innovative ideas. This collaborative exchange of knowledge contributes to the enrichment of community association management practices and promotes a culture of continuous improvement and innovation. It has strengthened connection among our members just in type for some big competition that just rolled into town from south Florida.

Inspiring Effective Leadership and Responsible Citizenship: The Coffee with Director program inspires effective leadership and responsible citizenship within community associations by providing a platform for leadership development and mentorship in small one on one's or small groups. Through mentorship opportunities and direct interactions with the chapter director or other leading business partners, participants are inspired to be better, take initiative, and actively contribute to the betterment of their associations. By fostering a culture of professionalism, education, and responsible citizenship, the program aligns with CAI's vision of associations being preferred places to call home.

Through its contributions to professional growth, membership enjoyment, knowledge sharing, and leadership development, the Coffee with Director program embodies CAI's vision of promoting professionalism, effective leadership, and responsible citizenship within community associations.
(I'm more excited about the program after focusing on it so much to explain it here!)

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.) (20 pts)

The chapter seems almost saved by the program. It gave people a place to voice concerns, ask questions, make suggestions, all while connecting with the new director, in a time where some were wondering what next and not in a good way.

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It helped me, the new director, get to know people faster and it inspired our members tired from executive director turnover.

Advancing Excellence: The Coffee with Director program contributes to advancing excellence within community associations by providing a forum for professional development and education. Through open dialogue in smaller and more casual settings, all participants have the opportunity to enhance their knowledge and skills in community management and governance. By allowing BP's to host at their locations (that changed as the program developed) and share insights and best practices, the Coffee with Director program has facilitated additional exposure for them, curiosity from other members and new connections made. It seems to be the most reflexive program we have ever had. In other words, we thought it might help morale and bring new members but it's turned out to make those that really like us love us so much more, and it's connected BP's that didn't think they had so much in common to approach new ventures together. It has also created a new benefit for our BP's.

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

The phone is ringing a lot more with new member inquiries. Our basic number is not growing much yet, but I can see it coming, as evidenced by new 2024 chapter investors - many people that never dipped a toe in the water are showing up virtually out of know where, looking to get involved. We are almost ready for a membership coordinator.

Our members are more proud.
Our BP's are in line to host.
People who attend coffees are deciding to join committee.
We've helped more members peek behind the curtain and realize more about our offerings.
Members are utilizing more membership benefits and telling their friends about us too.

How can you improve this program going forward? (20 pts)

While the Coffee with Director program has been successful in achieving its objectives and even unexpected ones, we are committed to continuously enhancing the program to better serve the evolving needs of our community through out-of-the-box thinking. To this end, we have identified several areas for improvement:
• Increased Accessibility: In order to make the program more accessible to all members, we plan to expand the format of the Coffee with Director sessions to include virtual meetings in addition to in-person gatherings. This will accommodate members who may have scheduling constraints or prefer remote interactions, ensuring that everyone has an opportunity to participate. (Many of our Florida board members are all over north America, right?)
• Diverse Locations: To cater to the different membership types and needs of our members, we intend to diversify the locations and businesses featured in the Coffee with Director sessions through innovative programming. By incorporating all membership types, we can ensure that the program remains engaging and relevant to all members, maybe we do one for board members in a neighborhood clubhouse.
• Feedback Mechanism: Implementing a structured feedback mechanism will enable us to continuously assess the effectiveness of the program and gather input from members on areas for improvement through innovative feedback processes. By soliciting feedback from participants following each session, we can gain valuable insights into their experiences and preferences, allowing us to make data-driven decisions and refine the program accordingly.
In conclusion, the Coffee with Director program exemplifies CAI's commitment to fostering community engagement, empowerment, and collaboration through innovative thinking and out-of-the-box solutions. Its profound impact on our members and potential for further enhancement make it a deserving candidate for the Out of the Box award.

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

Would you like to upload additional documents?

Yes

fileUpload2

Download File (https://caiawards.secure-platform.com/file/17007/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoxNzAwNywiYWxsb3d3Ob3RaWduZWRVcmwiOiGYWxzZSIsImlnbm99 Copy%20of%20Copy%20of%20Cream%20Modern%20Ice%20Cream%20Brand%20Poster.jpg)

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Would you like to share a link?

https://caingcc.memberclicks.net/coffee#!/ (https://caingcc.memberclicks.net/coffee#!/)

Thank you for your submission! We encourage you to submit another program in a different category.