

East Metro Board of REALTORS®

Strategic Plan

Administration & Finance

ADMINISTRATION AND FINANCE PURPOSE: Duty to manage funds on behalf of the membership and develop, implement, and consistently maintain governing documents.

- Ensure you have competent oversight of the Associations financial processes
- Ensure state and national compliance with governing documents
- Explore non-dues revenue opportunities
- Provide clarity to the membership of the roles and responsibilities of the Leadership

Communications & Member/Public Relations

COMMUNICATIONS AND PUBLIC RELATIONS PURPOSE: Duty to inform the public and membership of the value of the REALTOR® brand to ensure consistent multi-media communication.

- Increase member involvement in the community to increase brand awareness and educate the consumer on the value of using a REALTOR®
- Utilize various multi-media platforms to communicate consistently and effectively
- Establish one-on-one communications with Brokers to convey the value proposition of the board/State/National associations
- Demonstrate consistent member support to enhance member relations
- Collaborate as an ally to advocate for Diversity, Equity and Inclusion in Real Estate

Governmental Affairs

GOVERNMENTAL AFFAIRS PURPOSE: Duty to provide the membership & the consumer with awareness of issues impacting the real estate industry

- Vote, Act, Invest Education

Professional Development

PROFESSIONAL DEVELOPMENT PURPOSE: Duty to encourage professionalism and provide educational opportunities to further enhance and advance the growth and development of our membership and their business

- YouTube CE Classes for members to review (Updated 11.2016)
- Ensure a standard of excellence for the Leadership
- Ensure relevant & diverse course content

East Metro Board of REALTORS®

Strategic Plan and Operational Objectives

Administration & Finance

ADMINISTRATION AND FINANCE PURPOSE: Duty to manage funds on behalf of the membership and develop, implement, and consistently maintain governing documents.

- Ensure you have competent oversight of the Associations financial processes
- Ensure state and national compliance with governing documents
- Explore non-dues revenue opportunities
- Provide clarity to the membership of the roles and responsibilities of the Leadership
 1. Define, present, and promote the Board of Directors (**UPDATED 7.2016**)
 - Group Photo will be posed each year on the website under the Leadership with names of members as they are in photo
 - VP's will be given time to speak at Membership Meetings if they have a Committee that is involved with something.
 2. Develop value statement

Communications & Member/ Public Relations

COMMUNICATIONS AND PUBLIC RELATIONS PURPOSE: Duty to inform the public and membership of the value of the REALTOR® brand to ensure consistent multi-media communication.

- Increase member involvement in the community to increase brand awareness and educate the consumer on the value of using a REALTOR®
 1. Look for the R Campaign/That's Who We R (Broker driven to encourage agents to have the R on signs) (**UPDATED 11.2016**)
- Utilize various multi-media platforms to communicate consistently and effectively
 1. Task the VP Communications & PR with a plan for multi-media platforms (text, tweet, phone tree, snip-its, photos, you tube, app) (**UPDATED 7.2016, 11.2016**)
- Establish one-on-one communications with Brokers to convey the value proposition of the board/State/National Associations
 1. Office Visits
 2. Focus on Brokers that were members and are not now
 3. Evening events for Brokers

- Demonstrate consistent member support to enhance member relations
 1. Host a member appreciation day
 2. Explore ways to make membership functions more fun/engaging
 3. Host a ‘Come Back’ party
- Collaborate as an ally to advocate for Diversity, Equity and Inclusion in Real Estate
 1. Create a DEI or Equal Opportunity Task Force/Committee or Group
 2. Craft a formal DEI statement and ensure existing position statements are aligned with DEI
 3. Establish periodic measurements of demographic data (community and membership)
 4. Conduct a public relations campaign to educate consumers about diversity and fair housing challenges in local real estate, and what REALTORS® are doing to help
 5. Create a social media campaign to promote awareness and understanding related to marginalized groups

Governmental Affairs

GOVERNMENTAL AFFAIRS PURPOSE: Duty to provide the membership & the consumer with awareness of issues impacting the real estate industry (UPDATED 11.2016)

- **VOTE**
 - Voter Registration
 - Membership email with voting areas in each county
- **ACT**
 - Legislative Day for GAR
 - Broker Involvement Program (Yearly)
 - “On Common Ground” Magazine to Public Officials
 - Promote & Encourage members to sign up for the REALTOR® Party Mobile Alerts
- **INVEST**
 - Host an RPAC Phone Bank
 - Create & Distribute an online or print RPAC newsletter
 - “FUN”draiser Event
 - Postcards on “What RPAC has done for you”

Professional Development

PROFESSIONAL DEVELOPMENT PURPOSE: Duty to encourage professionalism and provide educational opportunities to further enhance and advance the growth and development of our membership and their business

- Training on the EMBOR website (YouTube classes)
- Ensure a standard of excellence for the Leadership
 1. Training in the essence of Leadership
- Ensure relevant & diverse course content
 1. Explore NAR Grants for courses
 2. Promote designations to membership

Update Approved 4.14.2021