

Valley Board of REALTORS® Strategic Plan 2016

Strategic Goals	Strategies	Responsible Party	Start Date	End Date
Maintain Integrity of the Governance Structure	Review & update Personnel Manual	President & AE	1-Feb	31-Dec
	Review & update Procedure Manual	Board Review	1-Feb	31-Dec
	Review & update Bylaws	Bylaws Committee	1-Feb	30-Sep
	Adopt and maintain corporate documents and timely filings	AE/Board	1-Jan	31-Dec
	Annual review and adoption of Strategic Plan including Advocacy Component	Board	1-Jan	31-Dec
	Maintain access to legal counsel	AE/Board	1-Jan	31-Dec
Secure the Financial Future of the Valley Board	Review & approve Fiscal Policy	Finance Committee/Board	1-Jan	Annually by mid Jan
	Annually review investment policy & CD	Finance Committee	1-Jan	Annually by mid March
	Promote rental of our classroom facility	AE Ways & Means Committee	1-Jan	On-going
	Develop new sources of non-dues revenue	Ways and Means Committee	1-Jan	Annually by mid March
	Submit to NAR an annual audit opinion from CPA	Finance Committee/AE	1-Jan	Annually
	Annual review of tenant leases for VBR rental space	Review by President or designee not less than 90 days prior to end of lease	90 days prior to end of lease	On-Going
Increase Member Involvement	Increase Affiliate membership	Affiliate Committee & AE	1-Jan	On-Going
	Increase broker involvement	President & AE	1-Feb	On-Going
	Encourage and recruit new committee members	All Committee Chair members	1-Jan	On-Going
Improve Communications with the Members	Use surveys and polls to find out what the membership needs/wants from the organization.	Quarterly or as directed by the board.	1-Jan	On-Going
	Office visits by AE to encourage presence and enhance communication. Put face to the organization.	At least 12 visits per year	1-Feb	On-Going
	Greater recognition for Honor Society members including promoting the significance of the Honor Society in the press	Press release provided by the Public Relations Committee	Convention Month	Ongoing
	Promote to members importance of participation in NAR efforts to assess understanding of overall value of all 3 associations.	Membership/Orientation	1-Jan	31-Dec
	Educate and promote member benefits, agenda item at GMM monthly	President-Elect	1-Feb	On-Going

Advocacy	Include voluntary RPAC contribution in the dues payment system	AE & Board- In place	1-Jan	On-Going
	Distribute NAR materials on the value & benefit of belonging to the PAC	RPAC Update at Monthly Orientation & GMM	1-Feb	On-Going
	Demonstrate participation in NAR "Calls to Action"	Legislative Chair	1-Jan	On-Going
	Demonstrate participation in State "Calls to Action"	Legislative Chair	1-Jan	On-Going
	Demonstrate advocacy engagement- programs	Legislative Chair	1-Jan	On-Going
	RPAC monthly updates & "Calls to Action"	Monthly update at GMM	1-Jan	On-Going
	Recognize all Major Donors at every event.	Poster at VBR	1-Feb	On-Going
Effective Use of Technology	Interactive website-including access to professional standards and arbitration filing process, link to AAR and NAR	AE	1-Jan	On-Going
	Use Monday Morning Memo, social media, and website, to communicate to members.	Weekly MMM, FB or special notices as needed	1-Jan	On-Going
	Must use email and internet to communicate with members	AE	1-Jan	On-Going
Enhance REALTOR® Image	Create monthly press releases for members receiving special awards and honors, new members	Public Relations Committee and AE	1-Jan	On-Going
	Encourage all members to maintain an updated member profile	AE through MMM and direct email	1-Jan	On-Going
	Promote the REALTOR® Organization to non-members and the public.	Public Relations Committee	1-Jan	On-Going
Consumer Outreach- 4 Meaningful Consumer Engagement Activities per year	Voice for Real Estate	Public Relations Committee and AE	1-Jan	On-Going
	REALTOR® Value Proposition	Public Relations Committee and AE	1-Jan	On-Going
	Advocacy efforts- engage the public in real estate issues	Legislative Committee & RPAC	1-Jan	On-Going
	Community Investment- fundraising for charitable purpose in the community		1-Jan	On-Going

Education	Provide training to all committees, including Professional Standards & Mediation	Annual Leadership Training after board election- President & AE	Annually	On-Going
	Sponsor certification/designation courses in conjunction with ABR and AAR	Education Committee-Offer 1 major designation or certification per year	1-Jan	31-Dec
	Biennial CE offered at convention	Education Committee	Feb-15	On-Going
	Mediation Training in Valley	Education Committee	1-Feb	On-Going
Unification/Support for REALTOR® Organization	AE to complete 6 hours of Professional Development Training per year	AE	1-Jan	31-Dec
	Licensees in LFRO(referral) identified for the purpose of inviting participation in PAF and political advocacy	AE	1-Jan	31-Dec