PROFESSIONAL & BUSINESS DEVELOPMENT COMMITTEE REPORT 2014

Prepared For: *EXECUTIVE COMMITTEE*
From: **Professional & Business Development Primary Committee (PBD)**
Chairman: Lori Doerfler
Vice Chairman: Gary Nelson
Staff Liaison: **Barb Freestone**
Date: **December, 2013**

REALTOR®··· the best prepared real estate practitioner with the highest standards.

CURRENT TOP PRIORITIES

Education Outreach scheduling
GRI rollout
Implementing Remote Live Broadcasting Class
MRE Society
Spring Conference - *Planning workgroup has met. Preliminary program to be reviewed at January PBD meeting*
Implementing new digital platform for AZQ
Converting MyBrokerCoach to Learning Library platform
Discussion of feasibility of creating a leadership development program

RECOMMENDATIONS
None at this time

GROUPS FORMED

- GRI Oversight Workgroup (Stacey Onnen)
- Spring Conference Planning Workgroup (Beth Adams)
- Broker University (Holly Eslinger)
- Leadership Development (Holly Mabery)

Measureable Objectives Update

Support & Resources

Measurable objectives	Status
Resources and tools are available to develop, offer, market or communicate programs and products within this business plan.	
Appropriate groups are updated and provided information throughout the year.	
Emerging technology, medias and platforms are used, where appropriate, to deliver products and services to members throughout the state.	
Staff continually develops the needed knowledge and skills to develop educational programs/products that are responsive to member needs and changes in the industry	
An effective and efficient learning management system is utilized to develop and host AAR's online education.	
Opportunities are identified and utilized to partner with allied groups or vendors when appropriate	

Broker University

Measurable objectives	Status
Programs and services are developed and/or offered to brokerages/owners which focus on operating a successful brokerage and/or managing risk.	
Partnership opportunities are explored that bring quality programs to our brokers when partnering is more advantageous then developing.	
Communication strategies and tools are employed to build broker support and awareness of programs, products and resources available to them	
A blended learning program, MyBrokerCoach is offered to develop or enhance brokers skills in operating a successful real estate brokerage.	
Broker satisfaction with broker-related services are monitored and measured.	

Measurable objectives	Status
A dedicated "broker" page is available on the AAR website and continually updated to address the needs of the brokers.	

rCRMS (Certified Risk Management Specialist)

Measurable objectives	Status
The risk management certification program (rCRMS) focuses on state specific issues and is offered and available to members throughout the state where feasible.	
A cadre of qualified instructors to deliver the rCRMS courses is maintained and monitored.	
Members are aware of the value of the rCRMS program through key "WIIFM" messages.	
A variety of marketing materials are developed and utilized to promote the rCRMS program.	
Newly certified members are recognized through appropriate AAR vehicles.	
Options to create online delivery of the rCRMS program is explored and developed where feasible	

Education Outreach

Measurable objectives	Status
Partnership opportunities are provided to local associations to offer REBAC designation and certification courses to members in a favorable financial environment.	
Educational programs are offered that address the needs of the members in helping them grow their business and prepare for changing trends in the industry.	
A forum for local education staff and ADRE (updates and Q&A on school process, policies, and guidelines) is provided.	
Effective communication strategies are developed and utilized to inform members of educational opportunities, including a calendar that is accessible 24/7.	
Resources are available to local education staff and volunteers charged with	

Measurable objectives	Status
overseeing or developing their education endeavors.	
Cross marketing strategies are utilized to promote designation and certification courses where appropriate.	
A list of colleges is compiled that offer real estate degrees in Arizona.	

Education Development

Measurable objectives	Status
Established quality standards are followed in developing curriculum for all AAR education programs to help set the bar for excellence in education.	
The spectrum of delivery systems is broadened and monitored to deliver education to the members.	
Remote-delivery classroom volunteer monitors and instructors are trained in the chosen AAR platform.	
A library of AAR c/e courses which can be delivered live or remote is developed, monitored and maintained.	
A vehicle is used, available and monitored for members to review and comment on instructors and courses.	
Emerging education trends are monitored throughout the year and programs developed which are responsive to the changing industry and needs of members.	
Trends (content and delivery platforms) are closely monitored to ensure AAR utilizes the most effective delivery systems and technologies..	
Assistance is available, when appropriate, to help enhance prelicensing and postlicensing curriculum criteria and/or the ADRE processes.	
Tools or resources are available to help members assess their own skills and identify where they need to hone their skills and knowledge	

Instructor Development

Measurable objectives	Status
Opportunities are available for instructors to communicate and share with each other	
AAR qualifies all its instructors against established instructor criteria and offers an Instructor Certification Program to all instructors who desire to earn the certification	
Opportunities are available for instructors to examine their subject knowledge through self-assessment tools.	
Incentives are offered, where applicable, to encourage local associations to engage ME certified instructors when offering AAR courses.	

Industry Partners Conference

Measurable objectives	Status
An educational program, through partnership program with AMLA and ASEA, is offered to help members understand each others role in the real estate transaction.	
The Industry Partners Conference is evaluated annually to ensure it meets the needs of our members.	

Leadership Training & Development

Measurable objectives	Status
AR celebrates the accomplishment of outgoing president and installs incoming officers at the annual Leadership Conference.	
Training is available to prepare incoming leaders to fulfill their incoming leadership roles.	
Members are aware of opportunities to serve in leadership and committees within AAR.	
Opportunities for volunteer leaders to network with each other are available to state and local leadership.	
Resources are compiled and available to assist or develop future leaders.	
The feasibility of offering the LTA or a portion of the LTA program is studied and	

implemented (if determined it is wanted).	

MRE Society

Measurable objectives	Status
A tool is available and used to recognize members lifelong learning commitment through their educational accomplishments	
A program or resources are identified and/or developed to help facilitate career growth/path for new members or members looking to take their career to the next level	
Input from MRE Society members is solicited and reviewed annually regarding the value of the program.	

Member Communication

Measurable objectives	Status
Pertinent, relevant and timely industry and association information is broadcast to members utilizing all methods of electronic/print/media delivery (i.e., social networks, e-publishing, website, video, newsletters or magazine, etc).	
Trends inside and outside of the real estate industry are monitored throughout the year.	
Members are aware of AAR's value proposition and relevancy to their business practice through key WIIFM messages in AAR's communication strategies.	
Opportunities are available for members to share their insights and engage with content through comments polls, contests, etc.	
Communications vehicles are closely monitored evaluated and evolve as needed.	
Options are explored to identify members preferred communication methods and steps taken to delivery information the way members want to receive it.	
Communication briefs for each of AAR's communication vehicles are maintained and evaluated annually.	.
Social media channels are managed and monitored to ensure a steady rise in	

Measurable objectives	Status
engagement and alternate sources for members to receive information.	
A modern, functional website which provides information and resources to members 24/7 is maintained and enhanced as needs expand and technology evolves.	
Print and digital collateral adheres to the AAR brand and is member centric and speaks to AAR's value proposition.	
The use of video communication is expanded.	
Communication statistics are compiled and reviewed monthly.	
Development of a mobile app is researched and developed, if desirability is identified.	
Marketing collateral is available and used to promote AAR programs, products and services, where appropriate.	
Workgroups, task forces, and/or advisory groups are utilized to shape and enhance AAR's communications efforts	

REALTOR Institute: GRI Designation

Measurable objectives	Status
The GRI program is available to members throughout the state.	
Partnership opportunities are available to local associations and firms who wish to deliver the GRI courses to their members.	
The program is evaluated for effectiveness, structure and format to ensure it offers unsurpassed curriculum and meets the needs of our members.	
The new GRI program is rolled out in 2014 and continually evaluated and updated to be responsive to the changing industry and needs of our members.	
The GRI program incorporates introductory designation and certification courses into the curriculum where appropriate.	
A cadre of qualified instructors who meet the established GRI instructor criteria and AAR Instructor certification standards are maintained and monitored.	
Communication platforms and tools are used	

Measurable objectives	Status
to inform members of the GRI program and its benefits to building a successful career.	
Outreach efforts are employed to build broker support of the GRI program.	
Resources are available to provider-partners to help to deliver and promote the courses.	
New designees are recognized where appropriate and provided resources to help them promote their accomplishment.	
Proactive efforts are made to work toward developing/offering more online options for earning the GRI designation.	
A financial scholarship program is available to members and evaluated annually	
Advanced tools and processes are utilized to ensure administration of the program is streamlined and efficient.	
Curriculum development and maintenance adhere to established curriculum standards.	
National trends in each state's GRI programs are monitored to keep AAR's GRI program growing and evolving.	

Spring Convention

Measurable objectives	Status
A statewide conference is offered that explores the challenges of the current market and provides information on best practices to help members learn how to adapt and succeed as well as networking opportunities and information exchange	
Cutting-edge and emerging technologies are incorporated into the program and marketing efforts where possible.	
Positive feedback is received.	