

PROFESSIONAL & BUSINESS DEVELOPMENT COMMITTEE REPORT
2016 Business Plan

FROM: Professional & Business Development Primary Committee (PBD)
Chair: Christopher Paris **Vice Chair:** Pamela Frestedt
Staff Liaison: Barb Freestone
DATE: February 10, 2016

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

The following are programs, products, services and activities (PPSA's) with Professional & Business Development oversight.

CURRENT TOP PRIORITIES

- LTA Season 2
- Spring Convention Planning
- 2016 Remote Delivery Program

RECOMMENDATIONS

- None at this time

GROUPS FORMED

- GRI Oversight Workgroup – Chair Vicki Lind
- Broker University Workgroup – Chair KC Cyga
- CRPM Advisory Workgroup – Sue Flucke
- AAR Learning Environment – Evan Fuchs

Program, Product, Service or Activity (PPSA):

Support & Resources

Brief description of how the PPSA contributes to achieving AAR's vision:

This is a support budget for services and resources that contribute to the development, administration and offering of AAR's educational programs and products that provide high-level skill based and risk management programs that focus on member competencies (A-1) and that set the standard in quality and meaningful education that positions the REALTOR member to succeed (5A) and build a culture that emphasizes the benefits and value of lifelong learning (A-1).

Measurable objectives:

Measurable objectives	Status
Resources and tools are available to develop, offer, or market programs and products within the PBD business plan.	
A customized in-house online registration system is available and maintained	Ongoing Enhancements targeted to be completed by March to enhance report features and functionality
Appropriate groups are updated throughout the year.	
A broad spectrum of delivery systems are available and are utilized to deliver education to the members.	Live courses, remote live streaming, conferences, webinars
Staff continually develops the needed knowledge and skills to develop educational programs/products that are responsive to member needs and changes in the industry and technology tools	
Monitor and evaluate emerging trends in education industry and NAR educational activities.	
Promotional materials are produced and distributed to promote and create awareness of education programs and classes.	On-going. NAR's new GRI promotional design to be incorporated into AAR's GRI materials
AAR has a presence at local association and firm events to promote AAR's educational programs and resources	AAR table at December and March Coldwell Banker quarterly events
AAR works through appropriate committees to influence ADRE to permit C/E Credit for business-skill related topics (5.A2)	
Platform is available for members to write reviews for classes and instructors.	Ongoing (Reteach.us)
A marketing campaign is developed and implemented to begin to build a culture that emphasizes the benefits and value of lifelong learning and connect the value of education to business success. (A3)	

Program, Product, Service or Activity (PPSA):

Broker University

This plan provides for the development and/or delivery of education programs/resources designed specifically for brokers and managers on how to efficiently and effectively run a brokerage firm (A-5), stay information of emerging trends and regulations and create a sense of being a trusted course of educational resources and opportunities for their agents.

Measurable objectives:

Measurable objectives	Status
Programs and services are developed and/or offered to brokers/owners which focus on operating a successful brokerage and/or managing risk.	<ul style="list-style-type: none"> • Brokerage Revolution offered in Scottsdale in January in partnership with Scottsdale Area Association of REALTORS and Karel Murray • Quarterly webinar series
Partnership opportunities are continually explored and evaluated that bring quality programs to our brokers when partnering is more advantageous than developing.	
Promotional materials are produced and distributed keeping brokers informed of AAR's programs, products and resources and their benefit	
Feedback (content and instructor) is evaluated after each program/class	
Brokers have access to broker-specific information, including a welcome new broker kit	BMC classes are scheduled for Spring Convention, May 24-25, September 15-16, December 1-2
Research the feasibility of developing a self-evaluation tool for brokers (A-6)	
Demographics of Arizona brokers is evaluated and used to determine needs assessments for education content	

Program, Product, Service or Activity (PPSA):

rCRMS (Certified Risk Management Specialist)

Brief description of how the PPSA contributes to achieving AAR's vision:

This plan provides for an education certification program that is designed to enhance member's knowledge to manage and minimize member's liability. The rCRMS program is the only state-specific risk management program available to AAR members.

Measurable objectives:

Measurable objectives	Status
A program (rCRMS) that focuses on state specific issues is offered and available to members throughout the state	<p>On-going 10 live courses and 5 remote live streaming courses scheduled</p> <p>To date: WeMAR</p> <ul style="list-style-type: none"> • Federal Legal Issues 1/29 (42 attended)

A cadre of qualified instructors is available to deliver the rCRMS courses is maintained and monitored.	Ongoing
Promotional materials are produced and distributed with messages that focus on the value of the rCRMS program through key value & benefit messages	
Multiple channels are utilized to create member awareness of program and courses utilizing email, social media, videos and print collateral	
Newly certified members are recognized through appropriate AAR vehicles.	Website and facebook announcements
Options to create online versions of the rCRMS program are explored and developed, if feasible	

Program, Product, Service or Activity (PPSA):

Education Outreach

This program involves delivering education to members that focus on member competencies led by instructors who are practitioners in the topics they teach and that have exceptional instructional delivery skills (5.A.1) through the use of live classroom and remote delivery methods and providing partnership opportunities (5.E) to local associations, brokerages and allied industries and assistance to local association education staff/volunteers.

Measurable objectives:

Measurable objectives	Status
AAR delivers high-level, skill-based programs and workshops led by instructors who are practitioners in the topics they teach and meet established criteria.	On-going
Partnership opportunities with local associations, the brokerage communities and allied industries are available	Education Outreach program which includes remote delivery c/e courses as well as remote and live REBAC and CRPM classes
A live remote broadcast system is utilized to deliver certification/designation and c/e classes to members in partnership with local associations	On-going Two c/e classes per month delivered in one day. Local Association remote classrooms include: <ul style="list-style-type: none"> • Central Arizona • Kingman • Lake Havasu • Prescott Area • Sedona

	<ul style="list-style-type: none"> • Southeast Arizona • Tucson • Western Pinal • White Mountain • Yuma
Low cost quality education is available to members (A-8)	<p>Remote live streaming c/e course registration is \$15/\$25 for both</p> <p>January classes:</p> <ul style="list-style-type: none"> • Money Money/The Cure – 1/22/16 (52 Attended) LHC-13, SEAZ-17, WMtn-9, Yuma-12 <p>February classes:</p> <ul style="list-style-type: none"> • Fair Housing for Profit – 2/17/16 • Real Sticky/Agency & It's Forms – 3/21/16
A forum for local education staff and ADRE (updates and Q&A on school process, policies, and guidelines) is provided.	
Methods are employed to create awareness of educational opportunities-that include, web calendar, email, social media, videos and print collateral	Ongoing
Technology tools are utilized to deliver nuggets of information to members	
Resources are available to local education staff and volunteers charged with overseeing or developing their education endeavors.	
Student feedback for content and instructor performance is monitored after every class.	
A conference featuring local and national speakers addressing where the real estate industry is now and where it is headed is available to members.	
Identify course curriculum that should be enhanced by incorporating (or increasing) workshop-style activities into the content. (A-7)	

Program, Product, Service or Activity (PPSA):

Education Development

This plan provides for the development of education programs that focus on member competencies and address current issues and trends that position the REALTOR member to succeed (5.A). This plan also sets the foundation that raises the bar in the effectiveness of online education in both content and delivery through development and/or partner with online course providers. (5.D)

Measurable objectives:

Measurable objectives	Status
An effective and efficient learning management system is utilized to develop and host AAR's online education.	Ongoing Learning Library Platform (NARs online vendor) is utilized to deliver the GRI Business Planning Module, all GRI class exams. Platform will also send c/e certificates after exam completion. Learning Library platform also houses the AAR new member orientation modules available for local association use
Online educational classes utilizing technology(ies) that raise the bar in the effectiveness of online education in both content and delivery are offered and/or available to members	
A series of Course-in-a-Box are developed that can be used by Arizona instructors who meet criteria and training	
Resources and training are available to ensure best practices are utilized in curriculum development	
A library of AAR c/e courses is developed and maintained that address the needs of members.	
Development of digital subject-related tool-boxes (A-4)	
Members are aware of resources and tools to assist them in assessing their own skills and knowledge	

Program, Product, Service or Activity (PPSA):

Instructor Development

This plan provides resources and tools to develop instructors with exceptional skills (5.A.3) which is a critical component in raising the standard in real estate education.

Measurable objectives:

Measurable objectives	Status
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Instructors and education volunteers are aware of AAR criteria and encouraged to support and adopt the criteria within their education efforts.	
Opportunities are available or provided to assist instructors in honing their skills	
Resources and guidance provides to new instructors coming into AAR cadre	
Research the feasibility of recognizing instructors who excel	
Emerging trends in instructor skills and tools are monitored, shared and incorporated in the delivery of AAR's programs.	

Program, Product, Service or Activity (PPSA):

Industry Partners Conference

This plan affords AAR an opportunity to partner with the Arizona Mortgage Bankers Association and Arizona State Escrow Association to offer a one day program bringing REALTORS, lenders and escrow reps together to learn from each other.

Measurable objectives:

Measurable objectives	Status
An educational program, through partnership program with AMLA and ASEA, is offered to help members understand each other's role in the real estate transaction.	3 hour seminar in partnership with AMLA and ASEA held on February 4 – TRID Live: Real Stories, Real Solutions. Attendance #209. Very well received
The Industry Partners Conference is evaluated annually to ensure it meets the needs of our members.	

Program, Product, Service or Activity (PPSA):

Leadership Training & Development

This plan delivers a leadership training program to deliver new leaders (5.C) and a conference for on-going development of future local and state association leaders (5.C.1)

Measurable objectives:

Measurable objectives	Status
An annual conference is offered to prepare incoming leadership to fulfill their roles, celebrate the accomplishments of outgoing	

AAR president, install incoming leadership and network with peers	
Feedback is solicited from incoming leadership to identify needs and evaluation of conference and training opportunities	
Members are aware of opportunities to serve in leadership and committees within AAR.	
Resources are compiled and available to assist or develop future leaders.	
AAR delivers a leadership training program for on-going development of future leadership.	Season 2 in process. LTA Module 1 – 10/26-27/15 LTA Module 2 – 12/2-3/15 LTA Module 3 – 1/20-21/16 LTA Module 4 – 2/24-25/16

Program, Product, Service or Activity (PPSA):

MRES Society

This plan provides a recognition and marketing vehicle for members to assist in positioning themselves as trusted, knowledgeable and skilled professionals.

Measurable objectives:

Measurable objectives	Status
A program is available and used to recognize members lifelong learning commitment through their educational accomplishments	Open enrollment began on January 1. To date, we have: 4 Gold 7 Alumni 10 New
Develop a “career path guide” incorporating REALTOR family education programs/resources to assist new members or members looking to take their career to the next level	
Multiple channels are utilized to create member awareness of the program utilizing email, social media, videos and print collateral	
MRE Society member feedback is solicited and reviewed annually.	
Re-energize the Smart Start video series to include topics from the Pathways to Professionalism and NAR Commitment to Excellence	
Study the feasibility of developing a rewards program recognizing members who embrace lifelong learning and shift their paradigm.	

Program, Product, Service or Activity (PPSA):

Property Management Certification

This plan provides for an education certification program that is designed to enhance member's skills and knowledge in the property management field. The CRPM program is the only state-specific residential property management program available to AAR members.

Measurable objectives:

Measurable objectives	Status
An education program is offered and available to members throughout the state through remote delivery and partnership.	On-going. Development will begin shortly on Property Management Broker Manager Clinics 11 live courses and 4 remote live streaming are scheduled
A cadre of qualified instructors to deliver the courses is maintained and monitored.	On-going
Multiple channels are utilized to create member awareness of program and courses utilizing email, social media, videos and print collateral	
Newly certified members are recognized through appropriate AAR vehicles.	
Technology tools are utilized to deliver information to members	

Program, Product, Service or Activity (PPSA):

REALTOR Institute: GRI Designation

This plan provides for a comprehensive training program for the member at large delivering specific how-to and best practices training in all aspects of residential real estate in the current marketplace. Additionally, this plan provides the administrative resources to ensure that the GRI Designation offers unsurpassed post licensing curriculum.

Measurable objectives:

Measurable objectives	Status
The GRI program is available to members throughout the state.	On-going
Partnership opportunities are available to local associations and firms who wish to deliver the GRI courses to their members.	9 local associations have scheduled GRI classes in 2016
Members are aware of the GRI program through marketing efforts that include email, social media, videos and printed collateral	Eblast send to membership announcing upcoming classes on _____

Dedicated website maintained and utilized	Enhancements and refresh made to the GRI website in early February
The program is evaluated annually for effectiveness, structure and format to ensure it offers unsurpassed curriculum and meets the needs of our members and is responsive to the changing industry.	
Student feedback is favorable regarding quality and relevance	
A cadre of qualified instructors who meet the established GRI instructor criteria and AAR Instructor certification standards are maintained and monitored.	Ongoing
Marketing collateral focuses on benefits to building a successful career and includes video and commercials	
Brokers are informed of the value of the program brings to their agents' business success	Quarterly eblasts are sent to brokers at the start of each scholarship period. Next e-blast scheduled for March 1 st .
Resources are available to provider-partners to help deliver and promote the courses.	
New designees are recognized and provided resources to help them promote their accomplishment.	Monthly announcement on facebook, website and distributed to local association AEs
Proactive efforts are made to develop additional online courses to earn the GRI designation.	
A financial scholarship program is available to members and evaluated annually	\$15,000 budgeted and distributed quarterly 60 awarded in 1 st quarter
National trends in the GRI programs are monitored to keep AAR's GRI program growing and evolving.	
Student demographics are identified, compiled and continually evaluated	
Submit GRI program for NAR accreditation by December 2016	

Program, Product, Service or Activity (PPSA):

Spring Conference

This plan provides for a one and one-half day conference followed by Regional Caucuses and Board of Directors Meeting. Conference format varies from year to year, but generally consists of sessions featuring industry topics/updates.

Measurable objectives:

Measurable objectives	Status
A statewide conference is offered that addresses the trends and 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	March 29-April 1, 2016 "Release the Fire Within"
Cutting-edge and emerging technologies are incorporated into the program and marketing efforts where possible.	
Multiple channels are utilized to create member awareness of program and courses utilizing email, social media, videos and print collateral	Eblasts, facebook posts, Convention Ambassadors
Positive feedback is received.	
Continually explore and evaluate areas/locations for future spring conventions	