

## 2018 PBD Measureable Objective Update

**From:** Professional and Business Development (PBD) Committee  
**Chair:** Susan Slattery  
**Staff Liaison:** Barb Freestone  
**Date:** 2/15/2017

**REALTOR® - The best prepared real estate professional with the highest standards.**

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

### Current Top Priorities

- Arizona REALTOR Convention
- Implementing CRPM/rCRMS/education outreach classes
- MRES Society 2018-2019 Term Membership Drive

### Recommendations

- None at this time

### Groups Formed

- GRI Oversight Workgroup –
- Broker University Workgroup – Keri Means
- CRPM Advisory Workgroup –
- 2018 Convention Planning – James Adams

### Program, Product, Service or Activity (PPSA):

#### **Broker University**

This program involves:

- *Broker Summit*
- *Broker Management Clinic classes*
- *Mack In A Minute video series*
- *Broker Brief webinars*
- *Branch Manager resources*

<b>Measurable objectives</b>	
Design and deliver a broker summit that addresses the needs of the diverse brokerage community.	

Develop, partner and/or provide programs that focus on broker and operational competencies.	
Communicate educational opportunities to brokers with messages that demonstrate the value of the programs to the broker and their agents.	
Student feedback is favorable regarding quality and relevance	
Redesign and deliver engaging and practical-based Broker Management Clinics	BMC 2 and 3 scheduled during AAR convention
Maintain, and update as needed, a Broker University webpage that compiles professional development resources:	Ongoing
Provide opportunities for brokers/managers to stay abreast of issues, trends and AAR activities delivered through timely webinars and videos.	Broker Brief Webinars which are scheduled for March 15, June 7, and September 27.  Contract Conversation videos
Explore and engage in opportunities to provide professional development programs or resources to branch managers.	
Continue to produce and distribute the Mack In A Minute video series.	On-going. Mack In a Minute videos are sent out via email to brokers/managers the first Monday of every month. Archived videos are housed on <a href="http://AARonline.com/Increase-Knowledge">AARonline.com/Increase-Knowledge</a>
Identify the needs of the diverse brokerages for use in developing professional development programs.	

**Program, Product, Service or Activity (PPSA):**

***rCRMS (Certified Risk Management Specialist)***

This program involves:

- rCRMS Program development, administration, delivery and marketing

<b>Measurable objectives</b>	
Members will have access to rCRMS classes offered in partnership and live streamed at a	24classes (live and live-streamed) scheduled to date in partnership

competitive and affordable price	with local associations  January Federal Legal Issues – 46 attendees January Essential Skills – 25 attendees
Monitor and update curriculum as needed.	On-going
Explore opportunities to incorporate or increase engagement activities into the curriculum.	
Maintain and monitor a cadre of qualified instructors	On-going
Provide an easy to find master calendar and path earn the certification on rCRMS webpage	
Maintain a dedicated instructor page to house course materials.	In development
Offer rCRMS certification holders discounted class registration fees.	
Employ communication strategies to market upcoming courses and program value, including social media and video.	Inventory of instructor invitation videos will be conducted and reviewed by the end of March to identify needed updates
Recognize newly certified members on CRMS webpage, AAR Facebook page and announced to local associations.	Ongoing

**Program, Product, Service or Activity (PPSA):**

**Education Outreach**

This program involves:

1. Delivery, admin and resources for live and live-streamed REBAC classes
2. Live-streamed c/e classes
3. Annual Trends Summit
4. Development of micro-learning segments
5. New agent resource

<b>Measurable objectives</b>	
AAR will engage instructors who have practitioner experience in the topic area and who adapt to learner-centered teaching with preference given to instructors who assist in marketing effort requests.	On-going Three new instructors added to the live streamed cadre

Provide partnership and revenue share opportunities to local associations, brokerages and NARPM who want to offer REBAC and AAR classes.	12 local associations participating in the AAR live streamed courses 3 local associations offering REBAC classes through AAR partnership 3 firms offering AAR c/e classes in through AAR
Live Stream one day of c/e classes with local associations each month.	Courses scheduled, instructors booked January CE class – 150 students
Collaborate with instructors to identify how to incorporate (or increase) engagement/ activities into the curriculum they teach.	Working on workshop to teach Kahoot platform to instructors
Members will have access to education programs offered through AAR at a competitive and affordable price.	Completed 3 hour c/e registration fees set at \$20 3 hour CRPM registration fee set at \$25 6-hour REBAC registration fee set at \$59 6 hour CRPM course registration fee set at \$79) 6 hour rCRMS course registration fee set at \$59)
AAR will provide local associations with an Education Chairman’s manual and Live Streaming Administrative Guide.	Completed
Deliver an Annual Trends Summit featuring national speakers for changing trends and business practices in the industry.	Target: December
Assist instructors who meet AAR’s criteria, in obtaining approval to teach REBAC classes	New REBAC instructor Mandy Neat
Grow the cadre of well-trained live streaming instructors.	New instructors added to the live streaming cadre for 2018 include: Jesi Wolnik, Jimmy V, Patrick Ritchie, Melinda Eslinger
Engage in opportunities to provide new agent resources/training opportunities.	
Research education needs within the commercial membership segment and identify what AAR’s role should be.	
Explore opportunities to take current content and convert into micro-learning training.	

**Program, Product, Service or Activity (PPSA):**

**Education Development**

This program involves:

- *Resources, reference material and training expenses to stay abreast of education trends and technologies*
- *Course development/updates*
- *Contract Conversation videos*

<b>Measurable objectives</b>	
Maintain and update learning management platform license.	GRI online portal update rollout in March
Monitor and enhance live streaming platform to continually provide an effective learning experience and adhere to ADRE regulations.	Upgraded TV monitor for Instructor's view in December
Explore gamification opportunities that can be incorporated into education programs.	
Staff has access to the necessary curriculum development and delivery resources to develop quality programs	On-going Staff attended Training Magazine conference in February
Explore development of a professionalism certification program or research/license available programs when that is more feasible.	
Produce a minimum of 4 Contract Conversation videos.	
Research and evaluate how an immersive learning experience can be incorporated into AAR's programs.	
Explore possibility of developing or making available retirement workshops, videos or resources for members.	NAR's retirement class, "Building Wealth, Representing Investors, and Becoming One Yourself" will be offered at the Convention

**Program, Product, Service or Activity (PPSA):**

**Instructor Development**

This program involves:

- *Instructor Development programs and opportunities*
- *Attendance at trainer conference*
- *Research and Resources (training/subscriptions) to share, incorporate and monitor presentation trends*
- *Video production*

- *Uniform Instructor Standards*

<b>Measurable objectives</b>	
Provide AAR instructors with opportunities to continually grow their skills and understanding of the needs of the modern learner.	December 2017 webinar: Look Who's Talking - Classroom Management  IDW – January 19 with Len Elder (26 attended)
Provide resources and guidance to new instructors coming into AAR cadre.	Classroom Management webinar planned for mid-Spring  Gary Nelson and Mandy Neat completed the Bob Pike Trainer Bootcamp in December
Provide training and resources to AAR's instructors who teach AAR's live streaming classes.	
Develop teaching tip/best practice video snippets for GRI classes.	
Monitor emerging trends in instructor skills which can aid instructors in enhancing their skills. (share distribute with PBD and instructors)	
Develop and provide materials to instructors to promote professionalism at every education opportunity	
Utilize Instructor Standards to guide and strengthen instructor quality and performance.	On-going
Provide one scholarship to the Bob Pike Train the Trainer for one new AAR instructor who could benefit from the program.	Completed – Mandy Neat attended program in January

**Program, Product, Service or Activity (PPSA):**

***Industry Partners Conference***

This program involves:

- Partnership role in planning, presenting and administering the annual Partners Conference

<b>Measurable objectives</b>	
Participate as a partner with AMLA and ASEA, to offer a program designed to help members understand each other's role in the real estate transaction.	September 14, 2018
Positive feedback is received to ensure it meets the needs of our members.	

**Program, Product, Service or Activity (PPSA):**

***Leadership Training & Development***

This program involves:

- Annual Leadership Conference
- LTA program
- The Art of Leadership Webinar series
- Leadership Workshop

<b>Measurable objectives</b>	
Offer an annual conference for incoming leadership and members who wish to become leaders.	
Program feedback received is favorable regarding quality and relevance.	
Offer a leadership development program (LTA) specifically for incoming local association presidents-elect.	LTA dates: April 18-19; June 7-8; July 10-11, August 20-21
Develop and offer educational events, classes and opportunities to enhance leadership skills.	Storytelling Workshop – January 22, 2018 with Karel Murray -7 attendees)  Art of Leadership 5-Part Webinar Series focusing on Influence – January 17, 24, 31, February 7, 14. (Marketing target: brokers/Managers) (22 registered/4-6 average attendees)

**Program, Product, Service or Activity (PPSA):**

***MRES Society***

This program involves:

- Administration and marketing of MRES program

- New agent training/resources
- Education program for MRES Society members
- Communication efforts emphasizing value of education/learning
- Video production
- Development of learning path resources

<b>Measurable objectives</b>	
Recognize members' lifelong learning commitment through a membership-based program connected to educational accomplishments	MRES Society membership
Distribute MRES Society information through eblasts and social media channels	Facebook ad scheduled for January  Eblast sent to membership in October 2017 and December 2017 (average open rate 22%)
Increase MRES Society membership by 10%.	29 applications received in January
Develop a strategy to create topical learning paths/infographics to assist new agent or members looking to take their career to the next level.	
Produce a minimum of 4 videos featuring members discussing the impact education courses had on their business success. (minimum of 4)	
Provide MRES Society membership information to students in the GRI, rCRMS and CRPM classes (show them the path to the MRES Society membership and how the classes they are taking fit in)	
Solicit feedback from MRES members to evaluate membership value	
Explore and implement, if feasible, a lifetime member Platinum level category.	
Provide MRES Society members with access to a special education program.	

**Program, Product, Service or Activity (PPSA):**

***Property Management Certification***

This program involves:

- Administration, delivery and marketing of CRPM certification program



- Timely Webinars
- Property Management Summit

<b>Measurable objectives</b>	
Members will have access to property management classes and the CRPM certification program at competitive and affordable fees through partnership and live streaming.	24 classes scheduled to date live/live streamed in partnership with local associations and NARPM January PM Bootcamp – 42 attended January How to Evict Tenant c/e class – 71 attended
Maintain a cadre of qualified instructors who meet the AAR adopted Instructor Standards and bring practical experience to the program	On-going
Receive favorable feedback regarding quality and relevance.	On-going. Favorable feedback received to date
Provide an easy to find master calendar and path earn the certification on CRPM webpage.	Course calendar on AAR website calendar and on the CRPM webpage
Offer timely webinars focusing on property management issues	
Offer a summit that addresses property management issues and topics.	
Communicate upcoming classes to members and target area utilizing eblasts, video and social media.	A monthly “Upcoming class” eblast is done monthly in addition to targeted eblasts
Announce and maintain a list of members who earned the CRPM certification.	On-going

**Program, Product, Service or Activity (PPSA):**

***REALTOR Institute: GRI Designation***

This program involves:

- Program administration and maintenance
- Curriculum maintenance and enhancements
- Education course for designees
- Dedicated website enhancements and maintenance
- Marketing collateral and strategies
- Scholarship program

<b>Measurable objectives</b>	
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The GRI program is available and accessible to members throughout the state through live and live streamed classes.	Done 54 native GRI classes scheduled to date
Partnerships are utilized to deliver GRI Classes	Partnerships with local associations - 9 local associations are offering GRI classes in 2018
Provide GRI designees with access to a special education program.	Webinar Summit targeted for mid-summer
Communicate the value of the GRI program through eblasts, video, social media.	Facebook ads scheduled for April/July/October
Maintain and enhance the GRI website as needed	On-going
Evaluate the program annually to ensure it is responsive to the changing industry.	
Student feedback is favorable regarding quality and relevance	On-going. To date, favorable class/instructor feedback received
Survey designees who earned the GRI designation to measure how and what they implemented into their business practice as a result of what they learned in the GRI program	
Maintain, monitor and grow a cadre of qualified instructors who meet the established GRI instructor criteria, AAR Instructor standards and embrace learner-centered teaching styles.	1 new instructor added to the GRI Instructor Cadre to date.
Provide sufficient resources to update and refresh the Online Business Planning course	
Marketing messages focus on the value/benefits - connection to building a successful career	
Communication to Brokers emphasizes the value of the program brings to their agents' business success and available scholarships	
Provide GRI Administrative Guide to course providers.	
Recognize new designees through social media and announcements and provide resources to help them promote their accomplishment.	Ongoing 9 graduates in January
Provide a financial scholarship program to members.	\$15,000 approved in the 2018 budget
Monitor national trends in the GRI programs to keep AAR's GRI program growing and evolving.	
Monitor Student demographics.	

**Program, Product, Service or Activity (PPSA):**

***REALTOR Convention***

This program involves planning, delivery and marketing of annual convention

<b>Measurable objectives</b>	
Offer a statewide conference 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.	March 20-22, 2018
Feature national speakers to provide a broad scope in national business practices, trends and techniques.	Sean Carpenter, Jeff Chalmers, Maurice Hampton, Cheryl Knowlton, Gee Dunsten, Bill Lublin, Brian Copeland, Jaime Casup, Mellisa Zimbleman
Provide retirement type session or workshop during convention	Part of the Building Wealth _____ class
Utilize a variety of marketing efforts to inform members of the convention and its value	Facebook ad in February, eblasts, video invitations from speakers drip campaign General membership eblast in January and February, targeted eblasts to GRI candidates, new members, past convention attendees and Valley members. Convention flyer sent to local associations encouraging their help in promoting to their members
Positive feedback is received.	
Explore and evaluate areas/locations for convention in 2019	

**Program, Product, Service or Activity (PPSA):**

**Support & Resources**

This program includes support programs including:

- Printing, copying and postage
- Committee, workgroup and task force support
- Reteach.us platform maintenance and enhancements
- Registration platform maintenance and enhancements
- Resources, tools, subscriptions and license fees for programs support activities
- Promotion and marketing efforts
- Video commercial production
- Program registration fee ETF expenses
- Conferences/training events

<b>Measurable objectives</b>	
Appropriate groups are formed and kept updated throughout the year.	On-going
Provide the necessary equipment, supplies, subscriptions, licenses and tools to implement the business plans, host/house online program and registration functions	On-going
Production and editing of video commercials emphasizing the value of lifelong learning.	
Participate in local association and firm events, where available to promote AAR's educational programs and resources	
Review program messages and enhance where needed to connect message to business success.	
Develop easy to follow paths to earn the rCRMS, CRPM and GRI using infographic format.	
Develop and distribute printed collateral at AAR and/or local events.	
Work through appropriate committees to influence ADRE to permit C/E Credit for business-skill related topics	
Promote the use of the Reteach.us site.	On-going. Information included in class materials and in student communications
Employ technologies and resources to create and retain a state of the art learning environment available to members.	
Staff attends AAR, NAR and-Education-related conferences/forums.	Training Magazine Conference - February