



Membership & Education Committee

PURPOSE

The Membership & Education Committee supports member recruitment, outreach, and retention to include new member application interviews and approvals, candidate guidance, education promotion and increase class enrollment.

STRATEGIC GOALS

This committee is expected to look ahead and introduce new ideas that will help recruit new members and stabilize member retention, as well as encourage member participation in meetings, events and educational offerings. Finally, this committee is the face of the organization, developing and implementing ways of professionally reaching out to prospects and members in a personal way.

ANTICIPATED ACTION ITEMS

- Programs for membership growth and existing member retention
 - Through diversity, young members and academic outreach
- Candidates – CPM & ARM
 - Interview as needed for experience verification and final recommendation
- Create and oversee the Candidate mentoring program
- Connect New Members
 - Call new members
 - Recommend committee involvement
 - Introduce website and profile
 - Encourage attendance at meetings
- Conduct two Candidate Guidance breakfasts (downtown and suburban)
 - Invite IREM National to attend
- Greet Members at Quarterly Meetings
 - The responsibility to greet may be filled by committee members, or the committee may choose to oversee a greeting subcommittee that fulfills this specific requirement.
 - Greeting includes facilitating introductions of Industry Partners, new members and guests.
- Follow up with Event Participants
 - Contact new members and guests via phone
- Revise Member Survey Questions
 - 1 surveys per year is recommended
- Analyze Member Survey Results
- Post social media information on Linked In that has to do with Membership & Education



IREM Institute of Real Estate Management

Chicago Chapter 23

TIME AND SERVICE COMMITMENT

- Length of Service
 - One year commitment, 2 years optimal
 - One committee meeting per month
 - Teleconference or in person
- 4 Committee Positions (minimum recommendations)
 - One CPM committee chair
 - One committee co-chair
 - One secretary who documents the discussion and outcome of the meetings
 - One committee or FOI member
- Quarterly Member Meetings
 - At least one member of the committee should attend the quarterly member meetings
- Monthly Executive Committee Meetings
 - A minimum of a monthly report to be submitted one week prior to the Executive Council Meetings, however it is preferred that the Committee Chair attends in person.

SUPPORT EXPECTATIONS

The Chapter IAE is a valuable support to the Membership & Education Committee and will continue to provide administrative support and guidance by the following:

- Committee meeting attendance via telephone to ensure alignment with chapter goals
- Survey production and reporting
- Membership and prospect contact lists
- New member contact information

QUALIFICATIONS

Placing the right volunteers in the right positions is critical to the success of the organization. The right volunteer for this committee may have one or more of these qualifications:

- Desire to assist others in the advancement of their career
- Exposure to other industry associations
- Telephone and personal communication skills
- Organizational skills
- Exposure to some data analysis
- Desire to enhance your resume through committee involvement