

Page: Entry Information

Chapter

CAI Keystone Chapter

Chapter Size

Extra Large (1201+)

Category

Out of the Box

Program Name

CAI Keystone Emerging Leaders Under 40

Each question is worth 20 points and will be scored using the following rubric:

(1-5) Poor Didn't effectively answer the question

(6-1) Fair Answered the question

(11-15) Good Answered the question with more detail

(16-20) Excellent Went above and beyond with proven results and visible data

Describe the program and why it fits the category. (20pts)

In 2023, the chapter launched the inaugural Emerging Leaders Under 40 recognition and the program continued into its second year in 2024. CAI Keystone's Emerging Leaders Under 40 celebrates the unique and passionate leadership of talented young leaders in the chapter, gives them a professional boost to increase their impact and recognizes them as the future leaders of this industry. In combination with this new recognition, we also created a new member experience event called Engage & Excel - promoted as a members-only learning and networking experience held each year on International Community Association Managers Day.

The emerging leaders program and the Engage & Excel event were created to increase member engagement in the chapter, especially among young professionals, as well as to engage all member types with an educational component/panel discussion followed by the Emerging Leaders recognition and a networking happy hour.

Combined, the event and recognition achieved the three objectives below, which specifically meet the description of this category, to create or revitalize enhancements to the chapter's routine to think differently about achieving the chapter's goals:

1. Create a program to increase engagement for young professional members of the chapter.
2. Celebrate International Community Association Managers day with a new and unique educational and networking event for all members.
3. Provide a membership experience that went beyond just the typical professional development program or networking happy hour, thus giving members a real reason to attend and engage with CAI and fellow members.

How did this program meet the mission and vision of the chapter and CAI as a whole including fostering an inclusive environment that reflects and serves our diverse community? (20pts)

In 2021, the chapter board created a Member Onboarding & Experience Task Force. The primary objective of this task force was to increase engagement of members in the chapter. A year later, the board adopted a new strategic plan that included specific objectives to better engage all member types. During the Strategic Planning Session in 2022, the chair of the chapter's PULSE (Young Professionals) Committee put forth the idea of a "40 Under 40" recognition. There was overwhelming interest and support for this idea among the chapter board, committee chairs and staff and we immediately set out to create the Emerging Leaders Under 40 Program, to launch in early 2023. This all took place as CAI launched International Community Association Managers Day and the chapter decided to host the new event at which we would recognize our emerging leaders on ICAM Day each year. Out of this planning was born the Engage & Excel member experience event that combined the following:

1. Doing Business With Managers Panel Discussion (previously its own event) where a panel of management company executives and managers answer questions from business partner attendees on how to approach their companies to do business with them. This has been a popular chapter event for about 7-8 years.
2. Recognition of the Emerging Leaders Under 40 Honorees
3. Happy Hour networking event for all attendees.

Additionally, the eligibility requirements for the Emerging Leaders recognition stress the importance of the following, by awarding extra credit in the judging process, further underscoring the importance of being an engaged CAI member:

1. Volunteer service with CAI Keystone Chapter
2. Achievement of any CAI professional designations or the Board Leader Certificate for homeowner members
3. Attendance at a minimum number of CAI Keystone Chapter events in the previous 12 months.

We feel the success of the event in 2023 and 2024, demonstrated by attendance, and the number of nominations in the Emerging Leaders Under 40 program, meets the chapter's strategic planning objective to support the mission of CAI by increasing engagement of members in the chapter while also recognizing the importance and significance of International Community Association Managers Day.

What was the impact on the chapter and its members after completing the program? (Growth of membership, financially, public awareness, membership value, better chapter/member relationship, chapter operations, etc.) (20 pts)

The most significant impact on the chapter from this program was the impact on membership value and better chapter/member relations.

While the events in 2023 and 2024 were profitable for the chapter, and contributed to the overall surplus the chapter realized at the end of both years, the large turnout of attendees for the events, the post-event feedback, the interactions and member posts on social media after the event, and the number of nominations in the Emerging Leaders Under 40 program are all indicators of increased value to the membership. Because we planned the event to take place on June 13, International Community Association Managers Day, we were also able to gain increased exposure among chapter members and followers for the reasons why CAI established ICAM day in 2022.

Read more on the chapter's Emerging Leaders Under 40 program, including eligibility requirements and Nominations, Qualifications and Judging: <https://caikeystone.org/member-services/get-involved/cai-emerging-leaders-under-40/>

Provide quantifiable data supporting the rationale for success. Include why this data is significant. (20pts)

Emerging Leaders Under 40:

In initial discussions of the original 40 Under 40 concept, the concern was raised that we might not be able to sustain, for the long term, 40 young professionals to recognize every year. As a result, the program changed to Emerging Leaders Under 40. In its inaugural year there were 46 nominations for 21 members of the chapter (individuals could be nominated more than one time). Of the 21 members nominated, 15 met the criteria and were honored as the Inaugural Class of CAI Keystone Emerging Leaders Under 40.

In 2024, there were 29 nominations for 23 members of the chapter. Of the 23 members nominated, 9 met the criteria and were honored with the 2024 Emerging Leaders Under 40 award.

Attendance at the events:

In planning for the event, the chapter budgeted for 100 attendees. Actual attendance was 120 in 2023 and 84 in 2024. The event was also created to be free to attend for manager and homeowner members, in order to encourage their participation, particularly for managers since the event was also intended to recognize International Community Association Managers Day.

What are your plans to maintain the momentum of this program moving forward? (20 pts)

The Emerging Leaders Under 40 Program and the Engage & Excel Event will again take place in 2025 and for the first time in the event's three years, sponsorships are sold out. The event is scheduled to be held on June 12, since June 13, International Community Association Managers Day, is a Friday.

The event will again feature an educational component and happy hour.

After two years of the program, the chapter board of directors made some updates to the judging criteria for the Emerging Leaders Under 40 program in order to improve the process and tweak it after lessons learned from the first two years, as well as to ensure this is a sustainable program for the long term. The chapter board adopted changes that enhance the nomination guidelines and nomination scoring to provide a greater emphasis on rewarding volunteer service and engagement in the chapter and CAI, as follows:

Extra points are provided, on a sliding scale, based on the length of volunteer service to the chapter;

Extra points are awarded to nominees that have achieved any CAI professional credential, including the Board Leader Certificate;

Extra points are awarded to nominees that have recruited new members to join CAI;

Extra points are awarded to nominees that contribute to CAI as a content provider (articles, podcast, etc.) or presenter at a CAI educational program.

In addition, the chapter's PULSE (Young Professionals) Committee is working on better year-round recognition of the Emerging Leaders honorees.

Supporting documents including flyers, postcards, pictures, videos etc. can be uploaded below. While they aren't required for your submission we certainly encourage it.

Would you like to upload additional documents?

Yes

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<https://caikeystone.org/member-services/get-involved/cai-emerging-leaders-under-40/> (<https://caikeystone.org/member-services/get-involved/cai-emerging-leaders-under-40/>)