

Application: 10010

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Page: Entry Information

Submitted By

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Chapter

Central Virginia

Chapter Size

Large (511-760)

Category

Public Affairs

Program Name

Strategic Business Plan

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)

As part of our effort to promote the Chapter and CAI, the Central Virginia Chapter (CVC-CAI) undertook a multi-prong approach to benefit the Chapter, its Members and Business Partners and increase efforts to recruit new members specifically Volunteer Leaders (CVL) throughout Central Virginia. This effort for 2023 included the creation of a taskforce focused on CVL's to promote recruitment and retention through education and networking. Improved visibility was created by sourcing a new website host for better access and usability by the Members in particular registering and paying for events. 2023 also saw the return of the CVC-CAI annual golf tournament which was a resounding success and a way for Members, Business Partners and CVL's to network.

As part of these initiatives, the Chapter promoted the Fisher House, a home for veterans' families to stay while the veteran is undergoing medical treatment. Finally, we partnered with Glue-Up to host our website to improve visibility and functionality for our members, current and future. We are also working to improve the platform to better meet the needs of the CED's and chapters as other chapters have migrated to this platform.

With an added focus on business partners, we look to partner with them for additional education opportunities for CVL's as well as managers to promote CAI, the chapter and raise funds for our selected charity.

We have undertaken several targeted surveys to gain feedback on events and to better understand what the membership needs. We will continue to search for ways to gain feedback to ensure that the Chapter is providing content that our members desire.

We expect to begin reaping the rewards of our focus on CVL's in 2024 as we are expanding our CA Day programming and offering reduced attendance fees for CVL's. We have also created educational content to benefit the CVL's and to support their roles in our industry.

How did this program meet the mission and vision of the chapter and CAI as a whole? (20pts)

As we focus on growth and retention with a particular emphasis on CVL's, we can promote our industry and provide our management companies with educated boards who can better support the manager. Glue-up has allowed us to offer a better platform to our members to navigate and register for events more easily.

As mentioned above, we will continue to solicit member feedback throughout the year to ensure the Chapter stays on task with providing relevant content for the members and CVL's as they become more involved.

Through our partnerships and Member events we were able to raise \$4000 for the Fisher House in 2023.

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)

In 2023, the Chapter met its goals for membership and sponsorships through the CED's focus on members including outreach by the CED, the Board, and the membership committee as new members joined. As a value add, our CED maintains regular contact with our business partners and sponsors to ensure that they know the full benefits of their sponsorship. This has had a significant impact on business partner growth and retention. This great relationship with vendors allowed the Chapter to respond quickly with a CMCA Study Prep education event in which the instructors had to cancel at the last minute and we were able to pull in other Business Partners to continue the education program for our members. This was a benefit for all the members who had taken the day off from work to pursue their CMCA.

Tying the CED's performance plan to the Chapter's business plan along with a monthly review has allowed the Chapter to be responsive to the needs of the CED and the Chapter which has allowed for faster execution on Chapter events including educational programs and Member recognition.

Please provide quantifiable data supporting the rationale for success. (20pts)

There is not one place in which we went down from 2022 to 2023 - every statistic that I could share has only increased for the better.

Comparable data from 2022 to 2023: Educational events increased from 3 to 9. Continuing education credits increased from 6 to 18. Hours of education offered increased from 10 to 27. Social events increased from 5 to 6. Joint chapter events increased from 2 to 3. We brought back the golf tournament after a 5-year pause. Annual sponsor partners increased from 22 to 27 and the income from the partners almost doubled. Our overall income increased by double. CA Day exhibitors increased from 56 to 58 with a waiting list (our space could not accommodate beyond 58). CA Day attendees increased from 141 to 194. Our annual luncheon attendees increased from 119 to 142. Our membership increased from 497 to 531, our growth increased from 4.6% to 6.2%, and our retention rate increased from 82.95% to 87%.

How can you improve this program going forward? (20 pts)

We continue to work with Glue-Up and other CAI chapters to improve the functionality of Glue-Up as a repository for historical records and password protected access for Board members for items such contracts and employment information. By continuing to improve Glue-Up as a platform we can increase the traffic to the website and create a better platform for those other CAI chapters who have followed the Chapter's lead through the website development.

For members and business partners, we continue to create change to the format of education days and value-added opportunities through the structure of sponsorships and interactions with members and communities.

Finally, the chapter will remain focused on and refine the advances made in 2023 to sustain the trajectory of the Chapter. By reviewing our goals monthly as well as the CED's performance plan, we can remain focused on these important facets of Chapter Operations and Sustainability.

We have also expanded our joint events with neighboring chapters and will continue to do so moving forward. This allows members to broaden their networking and outreach and gives CEDs of corresponding chapters the ability to see what another chapter may be doing differently that could benefit their chapter operations.

CAI is more than just one program or initiative. The beauty of this organization is that it is multi-faceted, and these programs not only showcase that but work together as a whole to strengthen each other. As one program evolves and grows, the others grow alongside it. When our membership committee connects with a new member through its outreach, the publication may receive an article submission from the new member that elevates that quarterly issue. When we hold joint-chapter events, we meet new members that may be broadening their outreach into our region and they join our chapter as well, where they are welcomed by our membership committee. We are dedicated to pursuing the thoughtful coordination of several programs working simultaneously to encompass all the chapter has to offer.

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?

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Download File (<https://caiawards.secure-platform.com/file/16985/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoxNjk4NSwiYWxsYXNpdOb3RtaWduZWRVcmwiOiJGYWxzZSImlnBm9yCVC-CAI%202023%20Business%20Plan.pdf>)

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Thank you for your submission! We encourage you to submit another program in a different category.