

Clinton County Board of REALTORS®

2016 Strategic Plan

MISSION STATEMENT

To be the regional Voice for Real Estate and to provide services and education to further our member's professionalism

GOAL 1: Leadership Development

Objective A: Maintain a strong Leadership Team – grow that team

Volunteer Group – Brokers, Board of Directors, YPN, Nominating Committee & Past Presidents

Staff Responsible – Association Executive

Budget Impact Areas – Travel, Education, and Member Events (Funded)

Action Plan

- Inform membership of the benefit programs available from NAR and NYSAR
- Look to NAR and NYSAR to assist in providing methods of developing future leaders
- Continue to fund leadership to attend NYSAR and NAR meetings
- Encourage involvement in NAR and/or NYSAR committees
- Encourage involvement in consumer advocacy efforts – YPN, community service projects, etc.

Objective B: Increase and enhance Education opportunities

Volunteer Group – Education & Program Committee

Staff Responsible – Association Executive

Budget Impact Areas – Education, Member Activity, and NYSAR Leadership Academy (Funded)

Action Plan

- Financially and physically support the Education and Program Committee efforts to engage membership through sponsoring Agents Day activities, social programs, and ongoing educational opportunities, especially designations
- Promote the opportunity and financially support participation in the NYSAR Leadership Academy

Objective B: Maintain a Strong Organization

Volunteer Group – Executive Committee of the Board

Staff Responsible – Association Executive

Budget Impact Areas – Regional Leadership Activity (Funded)

Action Plan

- Committed to investigating and evaluating potential shared services benefits including alignment with other REALTOR® organizations

GOAL 2: Advocacy

Objective A: Be the Voice for Real Estate

Volunteer Group – Brokers, Board of Directors, YPN, & Past Presidents

Staff Responsible – Association Executive

Budget Impact Areas – Travel, Education, Community Involvement/Sponsorship (Funded)

Action Plan

- Increase member's attendance in NYSAR's State Lobby Day in Albany – continue to provide a free bus for members to Lobby Day
- Maintain Board Leadership participation in REALTOR® Legislative Meetings and Trade EXPO in DC
- Participate in Chamber of Commerce political awareness events – investigate co-sponsorship
- Inform the Public on how REALTORS® are assisting in encouraging Federal, State, and local legislation that benefit home ownership
- Investigate the local use of a NAR REALTOR® Party Opportunity Grants and the Independent Expenditure Campaign
- Engage and inform the media on all things real estate
- Assist statewide efforts by establishing solid relationships with our local legislators.
- Conduct a REALTOR® voter registration program

Objective B: Exceed RPAC Fund Raising and Member Participation Goals

Volunteer Group – RPAC Chair & Committee

Staff Responsible – Association Executive

Budget Impact Areas – RPAC Board Contribution and Regional Events (Funded)

Action Plan

- Continue to support RPAC with a Budget line item contribution
- List the RPAC Contribution above the line on all Dues Statements
- Encourage membership to contribute a minimum of \$25 with their Dues Payment
- Continue to support the Regional events like the “Evening of the Arts”
- Investigate new ways to raise the bar for Membership with respect to RPAC

Objective C: Achieve participation rates on NAR and NYSAR Calls for Action that exceed state and national averages

Volunteer Group – Brokers, Board of Directors, & Past Presidents

Staff Responsible – Association Executive

Budget Impact Areas – No Budget Area Impact

Action Plan

- Encourage membership to sign up for NAR's Action Alert system
- Encourage participation in NAR and NYSAR Calls for Action
- Inform all members that they must keep their email addresses current in the system
- Promote the Broker Involvement Program with Brokers
- Promote membership to download the REALTOR® Action Center app

Goal 3: Communication/Education Efforts

Objective A: Raise Awareness for CCBR and the value of using a REALTOR®

Advocacy Group – Education & Program Committee & YPN

Staff Responsible – Association Executive & Administrative Specialist

Budget Impact Areas – Education and Member Events (Funded)

Action Plan

- Continue to provide continuous, effective communication to membership
- Distribute Monthly Housing Report to local papers and Chamber of Commerce
- Monitor the agendas of local county and municipal boards and participate when issues impacting Real Estate are being discussed
- Engage Brokers-develop new strategies to increase Broker involvement
- Provide our local media with stories that demonstrate the value of using a REALTOR® as well as how REALTORS® are involved in their communities.
- Remain aware of IMF Grants and other NAR grant opportunities

Objective B: Be proactive with local Real Estate education

Volunteer Group – Education & Program Committee

Staff Responsible – Association Executive & Administrative Specialist

Budget Impact Areas – Education: Orientation, Agent Day and Member Events (Funded)

Action Plan

- Charge Education/Program Committee with providing Fair Housing and Code of Ethics CE courses on a regular basis
- Promote GRI and all advances designation training
- Expand Agent Day in hopes to increase participation by providing multiple educational opportunities via the 1-hour CE credit course (pending approval in NY State)
- Maintain our new member orientation program

GOAL 4: Technology

Objective A: Consider the effectiveness and usefulness of Technology currently deployed

Advocacy Group – Board of Directors, Committee Chairs & Past Presidents

Staff Responsible – Association Executive

Budget Impact Areas – Website (Funded)

Action Plan

- Develop and refine the CCBR Landing Page - website
- Utilize the NAVICA Landing Page, Social Media, etc. to drive traffic to CCBR website
- Utilize the Member Facebook page to inform membership
- Utilize available resources on webpage
 - e.g. – NAR’s Home Ownership widget, etc.

GOAL 5: Outreach

Objective A: Get involved and support local community efforts

Advocacy Group – Brokers, Board, Committee Chairs & Past Presidents

Staff Responsible – Association Executive

Budget Impact Areas – Education: Scholarship, and Member Events (Funded)

Action Plan

- Get involved in our community.
 - Continue support of these activities
 - YPN Plattsburgh Beach Cleanup
 - Hospice for the North Country Auction
 - Christmas Bureau YPN Wrap Fest
 - High school college scholarships
 - Assist in Fund Raising for local charities
 - Partnership with local community organizations

- Be active in Chamber of Commerce activity
 - Co-Sponsor Chamber activities
 - Political meetings, debates, etc.
 - Actively participate in Chamber events