

Application: 10054

Schlesinger, Lynn

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**Page: Entry Information**

**Submitted By**

Schlesinger, Lynn

**Email Address**

info@cvc-cai.org

**Chapter**

Central Virginia

**Chapter Size**

Large (511-760)

**Category**

Membership Engagement

**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)**

The Central Virginia Chapter targeted and focused on several areas to increase its membership in 2023 and continues to focus on excellence and growth in 2024. These efforts have resulted in the Central Virginia Chapter recently qualifying as a Large Chapter status for the first time since its debut in 1988.

Those areas of focus include:

Revamped chapter publications - membership engagement was enhanced by providing articles written by homeowner leaders, community management professionals, and business partners.

Reactivation of the Membership Committee - The membership committee involvement has, and continues to, encourage new member attendance at all chapter events to give prospective members insight into how CAI operates, the value that the chapter can provide to the member (and the member's organization), and how that member can engage and help recruit new and current members to join and/or be more involved (and the benefits service provides).

A new member engagement program - In 2023, a new program was introduced and focused on the benefits homeowner leaders, community professionals, and business partners can derive from the chapter, which were highlighted by membership committee members personally engaging with new and prospective members. When new members joined the chapter, the committee members introduced themselves and effectively provided them with a dedicated peer hotline so that if the new members had questions, concerns, or maybe just needed someone to attend a social event with, they had someone to contact for support and engagement.

Partnering with Neighboring Chapters - Another area where the Central Virginia chapter focused its efforts in 2023 to increase its membership and demonstrate the value inherent with a membership in the Chapter, was with its partnerships with neighboring chapters of Southeast Virginia and Washington DC Metro Chapters. Central Virginia participated in neighboring chapter trade shows and partnered for other virtual and in person education sessions and networking events.

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

CAI is more than just one program or initiative when it comes to membership with respect to the mission and vision. 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. Membership engagement is not just one program in the Central Virginia Chapter, but the thoughtful coordination of several programs working simultaneously to encompass all the chapter has to offer.

**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)**

Our chapter grew from 497 members in December of 2023 to 528 members at the close of December 2023. In January of 2024, we have hit 543 members and have already surpassed that number halfway through February. We frequently hear from others who have heard about the chapter through word of mouth and want to learn more about getting involved. We had our best year to date financially in 2023, doubling our income from 2022. Our committees continue to fill with more members asking to serve than we even have the capacity to handle, leading to the formation of new committees in 2023 and also into 2024. The crossover exposure of chapter members to other chapters through our joint events has increased engagement by Central Virginia members with other Virginia (and Washington DC Metro) chapters and encouraged neighboring chapter members to become more engaged with the Central Virginia Chapter. In 2024 the Central Virginia Chapter has plans to expand its partnerships with the neighboring Southwestern Chapter in Virginia (in addition to maintaining its relationship with other chapters).

**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)**

All of the programs we launched in 2023 will only keep building and expanding naturally and organically as we move into 2024. We have started to lay out the foundation for a new committee or council to reflect how we are growing and evolving and ensure that we continue to think outside the box while strengthening all aspects and corners of our programming. The Membership Committee has already launched new initiatives to welcome new members and ensure existing members are aware of all the value the chapter has to offer. We are rolling out a long-awaited Homeowner Leader Network for our Volunteer Leader Members and will continue to strengthen the relationships with our Business Partner and Manager Membrs. 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.

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?**

**fileUpload1**

Download File (<https://caiawards.secure-platform.com/file/16986/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoxNjk4NiwiYWxsbnQOb3RtaWduZWRVcmwiOiJGYWxzZSIImlnbm9ybnA?CVC-CAI%202023%20Business%20Plan.pdf>)

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**Would you like to share a link?**

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