

Application: 9894

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Started at: 1/28/2024 06:35 PM - Finalized at: 2/15/2024 03:27 PM

Page: Entry Information

Submitted By

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Chapter

CAI-IL

Chapter Size

Extra Large (1201+)

Category

Public Affairs

Program Name

Careers in Community Association Management

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 goals of the Careers in Community Association Management program were to:

1. Introduce people to the Community Association Manager profession, encourage them to take the M-100 course and CMCA exam, and help build a new pool of potential managers for the industry.
2. Encourage current Community Association Managers to pursue higher level designations to enhance their careers.
3. Introduce people to Community Associations Institute, the benefits of membership, and encourage them to join the association.
4. Establish CAI-IL as the premier resource for anyone wishing to pursue a career in community association management.

This program fits in the Public Affairs category because it created awareness of Community Association Management as a viable, profitable, and rewarding career.

In Illinois and across the nation there is a shortage of current CAMs and a low number of people entering the industry. Programs like Careers in Community Association Management are essential for creating awareness and maintaining the strength of the profession.

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

CAI-IL Vision

CAI-IL is the premier organization inspiring community association excellence through best business practices, professionalism, effective leadership, and responsible citizenship by connecting homeowners, community managers, and business partners.

CAI-IL Mission

The mission of CAI-IL is to provide education, legislative advocacy, and professional service resources to achieve excellence in community associations.

This program meets the mission and vision of CAI-IL because it provides professional service resources and inspires community association excellence.

The Manager Education Committee saw the need to educate current management company professionals and for them to invite their colleagues to learn about the CAM profession. The program included five industry veterans who each spoke about their career journey and highlighted different processes and designations. (see Outline attachment 1) and (Marketing attachment 2) and (Video Link of the recorded webinar).

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)

As suspected, there is a true need for information about the community association management profession. There were 40 individual registrations and an additional 88 people viewing together in several conference rooms for a total of 128 viewers. (see Roster attachment 3)

Reaching 128 people has a tremendous impact on the chapter in several ways:

1. There is new public awareness of the potential for a career as a CAM, membership in CAI, or advancing current careers through additional designations.
2. Of the 40 individual registrations, 29 of them identified as non-members. Since the webinar, 17% of those non-member registrants are on our current membership roster so the webinar helped us grow our membership.
3. Attendees who work in a management company now see CAI-IL as a premier resource to help them begin or advance their careers in community association management.

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

After the session, we sent an email with a request to complete a survey. The email also contained a series of documents and links to help attendees pursue their path in community association management. This email further secured CAI-IL as the best resource for CAM career guidance. (see Email attachment 4)

Survey results indicated the following successes: (see Survey attachment 5)

1. 52% of non-member attendees indicated they are somewhat or very likely to join CAI-IL.
2. 80% of attendees did not hold a current CAI designation, but after viewing the webinar, 55% of them are somewhat or very likely to pursue the CMCA designation.
3. 95% of the attendees indicated they have a better understanding of the IL manager licensing process and continuing education.
4. 76% of attendees plan to pursue a designation beyond what they already have.

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

There are a few ways we plan to improve this program going forward:

1. We have recorded the program and posted it to YouTube. We plan to promote it throughout 2024 and beyond so that this information doesn't end on the date of the webinar. Many more people can learn from the information and potentially begin a CAM career.
2. We can take this information and attend high school and community college career fairs to encourage CAI student memberships and more participation in the CAM profession.
3. Based on the feedback survey, we can develop other career guideline webinars for support staff and other management company positions.

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

fileUpload2

Download File (https://caiawards.secure-platform.com/file/15571/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoxNTU3MSwiYWxsY3dOb3RTaWduZWVcmwiOiJGYWxzZSI6ImInbm92Marketing_CareersInCAM_2023_10_26.docx)

fileUpload3

Download File (https://caiawards.secure-platform.com/file/15572/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoxNTU3MiwiaWxsY3dOb3RTaWduZWVcmwiOiJGYWxzZSI6ImInbm926AdoXIVXdYtU4LoK6xDANMAuYE0sBc-_qrnOo?3Roster_Registrants_Careers_10.26.24.csv)

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Would you like to share a link?

<https://youtu.be/WriaHFtmwKs> (<https://youtu.be/WriaHFtmwKs>)

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