

# THE CAI CHAPTER IMPACT: 2022 YEAR IN REVIEW



In my mind, 2022 was a year of renewal and rebuilding. CAI's 64 chapters embraced new programs and services and welcomed back members to traditional programming and services as well. As an organization both chapters and headquarters (CAI HQ) embraced more digital content and delivery and invested in operational tools to keep new systems as mainstays. We continued to collaborate, learn, and grow in tremendous ways. We've used creativity, positivity, diplomacy, and integrity to rise to new challenges such as inflation, supply chain issues and increased demands. Special thanks to all our talented chapter executive directors and dedicated chapter leaders...CAI is more successful with you! Here's some highlights of things we collectively accomplished within CAI.

## Membership

- ❖ Our 64 chapters represent nearly 44,000 members around the country and the world.
- ❖ In calendar year 2022, CAI grew by 3.4%.
- ❖ Over the past year, 83% of our chapters experienced a net growth in membership with fourteen chapters growing more than 10% and three chapters growing more than 20%.
- ❖ We welcomed back the Louisiana chapter to active status in June.

## Education

- ❖ Over the past twelve months, CAI chapters collectively held:
  - 500+ In-person Educational Events
  - More than 420 Live Virtual Educational Events
  - More than 15 Live Hybrid Educational Events
  - 85+ In-Person Tradeshows and Mini Expos
  - Two Virtual Tradeshows
  - 350+ In-person Social and Networking Events
  - More than 15 Virtual Social and Networking Events
- ❖ Chapters used Zoom to engage members in a virtual environment, resulting in chapter members spending more than 4,500,000 minutes on Zoom in 2022.
- ❖ We continued the CAIHQ/chapter partnership to present **Community Conversations Live**, a live quarterly webinar series providing international panelists with local breakout sessions. Second-year results were 1,200 attendees over four sessions.
- ❖ The **Chapter Knowledge Series** was continued, providing educational sessions from chapter leaders and headquarters staff on relevant topics.
- ❖ CAIHQ continues sharing registration lists of manager education (PMDP) and **Community Conversations Live** registrant lists by chapter to further promote educational opportunities.
- ❖ CAIHQ launched a new online application for the Association Management Specialist (AMS) designation.
- ❖ Chapters promoted designations and higher learning to members resulting in new:

○ AMS: 517	○ CIRMS: 13	○ PCAM: 54	○ Board Leader Certificate: 300
○ AAMC: 10	○ CMCA: 972	○ RS: 22	○ Educated Business Partner: 158
○ CCAL: 52	○ LMS: 4		

## Networking

- ❖ As members wanted to be together again chapters provided events permitting members to safely engage and collaborate with one another—more than 100 of them – and many brought sold out and record-breaking attendance!
- ❖ CAIHQ hosted 14 watercooler conversations with CEDs. This provided an opportunity for informal conversations to brainstorm and share.
- ❖ CAIHQ hosted monthly chapter president sharing sessions generating stronger relationships with CAIHQ staff, chapter leaders and amongst the chapter leader network. 2022 saw an increase in participation from chapter presidents and presidents-elect.

## Advocacy

- ❖ CAI chapters support 37 state legislative action committees (LACs have more than 600 active volunteers.
- ❖ CAI tracked more than 2,400 state bills in 2022 impacting chapter members. Notable legislative initiatives in 2022 were virtual meetings, condominium safety (i.e. reserve studies and funding, and building inspections), simplified process for board removal of discriminatory restrictive covenants, and disaster relief.
- ❖ Three (California, Florida, and New Jersey) states held advocacy events, meeting with state legislators to advocate on behalf of the community association housing model.
- ❖ Chapters across the country partnered with their Legislative Action Committees to provide legislative updates on law changes in the states.

## Awareness/Communication

- ❖ We witnessed more members engage on social media by liking and sharing CAI content and opening emails to find new and updated resources in their inbox.
- ❖ 60 chapters are on social media platforms including Facebook, Twitter, Instagram, LinkedIn, YouTube and TikTok.
- ❖ Diversity, Equity and Inclusion continued to be a focus for CAIHQ and chapters with several chapters adopting a DEI statement, producing a **Chapter Knowledge Series** and development of education for members.

## Financial Sustainability

- ❖ Chapters created innovative new sponsorship opportunities generating new revenue streams for virtual and in-person programming.
- ❖ Chapters faced an increase in event expenses as venues and vendors worked to recoup lost revenue due to the pandemic.
- ❖ CAIHQ continues sharing 8% of registration payments for manager education (PMDP) courses to the chapters.
- ❖ Many chapters reported an increase in sponsorship sales and registration fees leading to pre-pandemic revenue streams.
- ❖ CAIHQ increased the percentage of membership dues rebates in January 2022, increasing manager member rebates by 5%, resulting in nearly a \$50,000 increase of funds shared with chapters.

## Operations Management

- ❖ CAI chapters include more than 500 volunteers as chapter board members.
  - 39% are Managers
  - 41% are Business Partners
  - 20% are Homeowner Leaders
- ❖ Chapters provide volunteer opportunities to approximately 3,000-chapter members serving on more than 350 committees nationally and around the globe.
- ❖ CAIHQ facilitated eight chapter strategic planning sessions, as well as 37 additional chapter visits, including speaking, participating in virtual trade shows, leadership training, etc.
- ❖ 53 Chapters participated in a 158-question benchmarking survey about chapter operations and programing providing data to assist chapters in the future.
- ❖ We all continued adapting to a remote or hybrid work model with some chapters reducing or eliminating office space.
- ❖ For the second year, ASAE memberships were provided by CAIHQ to all chapter executive directors to allow access to professional resources and education.
- ❖ CAIHQ invested in Zoom for a second year to provide all chapters video call and meeting access, resulting in 4,500,000 minutes of chapter content and meetings.

CAI chapters are what makes CAI great! Through flexibility, sharing, innovation and implementing new ideas, look at all we've accomplished! In 2023, we anticipate continued growth in all areas and more evolution as we move forward.

Congratulations and thank you for all you do for CAI and our members!