

Application: 260

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Page: Entry Information

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Chapter

Connecticut

Chapter Size

Very Large (over 750)

Category

Public Affairs

Goals and Objectives: 30 Points

Describe the main goal(s) of this program. (15pts)

- 1 .Deepen the knowledge and support of members to assist in advocacy efforts at the State Capitol.
2. Raise funds for our legislative activities. Our Annual Legal Symposium is our largest LAC fundraising event of the year and provides about 2/3 of the income required to meet our expenses.
3. Further the strong collaboration between the Connecticut Chapter and our Legislative Action Committee. It is important to note that while we have 6 official delegates with whom final decisions about legislative strategy rests, there are a total of 22 members from all facets of our industry who regularly participate in sessions regarding our advocacy priorities and making connections to key legislators.
4. Provide an opportunity for attendees to meet legislative leadership.
5. Offer a forum for a wide variety of our Business Partners to enhance their credibility and outreach in our market as speakers at the Symposium.
6. Elevate the event in terms of prestige with a new venue.

Define the strategies used to attain your goal(s). (15pts)

1. A Symposium Task Force was created composed of members of our general LAC group and a very involved Homeowner Leader.
2. The Task Force refined all the necessary components of the event.
3. Poll attendees at other CAI-CT events to determine the issues they are most concerned about.
4. Identify timely topics to prime the pump for our RFS (Request for Speakers) notice.
5. Explore the option of including a keynote speaker on a hot topic.
6. Expand the presence of legislators.

Development & Implementation: 45 Points

In the next 3 sections, describe how the program was organized and executed within the areas of budget and marketing.

Budget Development (5pts)

1. The Task Force evaluated our revenue and expenses over the past few years.
2. Revenue goal: \$11,000. (Our expenses were projected to be at an all time high, as we moved the venue from a very lovely community space at one of our largest community associations - which was free of charge - to a Marriott property.)
3. Offset the increase in expenses by creating additional sponsorships.
4. The larger venue allowed for an increase in capacity. More revenue was derived from attendees.

What marketing techniques were used? (10pts)

1. Multiple ads were placed in our magazine, Common Interest.
2. All speakers were given promo codes to invite their clients and prospects at a discount.
3. A large portion of an issue of the magazine was devoted to the Symposium, e.g. schedule, etc.
4. Email blasts were sent 8, 6, 4 and 2 weeks out.
5. Our members posted information on our Facebook account.

Who was your target audience? (10pts)

1. Community Association Managers. Our state requires 8 hours of continuing education per year. The Symposium satisfies half of that requirement.
2. Community association board members. They frequently wait too long before they engage an attorney. It is vital for them to be as educated as possible to avoid legal trouble.
3. Legislators. Their presence gives them an opportunity to meet and greet their constituents and to hear directly what some of the issues and concerns are in this very large component of our residential dwellings. the Co-Chair of our Judiciary Committee (the committee that hears all of the condo related bills) was one of our opening session speakers. He was able to connect with many attendees and offer some insights about why direct communication with your elected representatives is so important.
4. Business Partners. Many of our Business Partners use this event as a networking opportunity. Through their sponsorships, they are able to get some significant air time and a way to set themselves apart from their competition.

Describe in detail how your program was implemented. Include deadlines, responsibilities and the implementation process. (20pts)

1. Research for a new venue - January - March, 2019
2. Initial Task Force meeting was held in April, 2019.
3. Recruitment of Keynote Speaker. Topic: Dealing with the Psychopath in Your Community. April, 2019 (Chapter staff)
4. Request for Speaker proposals sent June 15, 2019. Deadline for submission: August 15, 2019. (Chapter staff)
5. Recruitment of key legislator to provide a legislative update from the 2019 session as well as explain the importance of constituent communications. August, 2019. (Chapter staff)
4. Task Force selection of speakers: Moderators chosen. August 20, 2019.
5. Notification of selection of speakers. September 1, 2019 (Chapter staff)
6. Marketing materials in the magazine. September 7, 2019 (Chapter staff)

Results and Evaluation 25 Points

Using specific examples, describe the methods used to determine the program's success as it relates to your goal(s) (15pts)

1. Task Force members were all charged with soliciting feedback at the event on October 30, 2019.
2. A Survey Monkey evaluation was emailed to all attendees the evening of the event.
3. The Task Force met on November 25, 2019 to review the financial report and evaluations. Each member was asked to offer insights into what went well and what could be improved, e.g. need to possibly divide the opening session into three rooms instead of cramming everyone into one large room, etc. Deadline for securing the venue for 2020: Dec. 30, 2019.

How can the program be improved to use for the future? (5pts)

1. Feedback from the survey will be used to reassess the timing of the sessions.
2. Observations from Task Force members and event volunteers helped to determine how we can save some money on eliminating one of the less popular snacks.
3. Options to incentivise community association managers to bring their clients are being explored.

How did this bring overall value to the chapter? (5pts)

1. Greater recognition of the role the Legislative Advocacy Committee plays in ensuring that common interest communities have a voice at the Capitol.
2. Stronger connection with the co-chair of the Judiciary Committee.
3. Business Partners gained deeper insights into legislative issues and the roles they play as advocates.

Supporting documents including flyers, postcards, pictures, videos etc. can be uploaded below. While they aren't required for your submission we certainly encourage it.

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