

Application: 8730

Boehm-McKay, Julia

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| Page: Entry Information |
| Submitted By Boehm-McKay, Julia |
| Email Address julia@cai-al.com |
| Chapter CAI Alabama Chapter |
| Chapter Size Small (50-260) |
| Category Leadership |
| Program Name New Committee Organizational Structure |
| <p>Each question is worth 20 points and will be scored using the following rubric:</p> <p>(1-5) Poor Didn't effectively answer the question</p> <p>(6-1) Fair Answered the question</p> <p>(11-15) Good Answered the question with more detail</p> <p>(16-20) Excellent Went above and beyond with proven results and visible data</p> |
| <p>Describe the program and why it fits the category. (20pts)</p> <p>CAI Alabama being a state chapter of a state that doesn't have one large main population center but instead has several small to mid-size population centers spread out throughout the state, has been challenged to host regular events outside of Birmingham as well as getting members outside of Birmingham more involved with committee involvement and chapter leadership.</p> <p>In the past, almost all committee and board members were from Birmingham and therefore most of the committees' focus went back to Birmingham and led to most events being held in the Birmingham Metro region.</p> <p>The new committee organizational structure incorporates existing committees that serve a state-wide purpose such as the Education Committee, Serve Team Committee, Social Events Committee, and the Legislative Action Committee with Regional Area Councils.</p> <p>We divided the state into four geographical areas with each region having its own Council: Huntsville Region, Birmingham Region, Auburn/Opelika – Montgomery Region and Gulf Coast Region.</p> <p>Each Regional Council consists of 5 to 8 chapter members that reside or work in the, with each Regional Council being tasked with the following two main duties:</p> <p> 1. Helping plan regional events </p> <ul style="list-style-type: none">- Finding appropriate event venues- Securing sponsorships- Promoting events to current and prospective members- Assisting in all aspects of set up, registration, sponsor assistance and other duties on the day of events. <p> 2. Serving as Chapter Ambassadors </p> <ul style="list-style-type: none">- serving as an ambassador to new members and first-time guests during regional events- serving as an ambassador to newly joined members in the geographic area- serving as an ambassador to prospective members that have reached out to the chapter office. <p>The new committee organizational structure sets CAI Alabama up in a way that it can truly be a state-wide chapter that serves all current and prospective members in any part of the state. Also, the Regional Councils offers more leadership opportunities to chapter members. More regional membership involvement will strengthen the chapter as a whole and those members serving on committees and councils could also be potential future chapter board members.</p> |
| <p>How did this program meet the mission and vision of the chapter and CAI as a whole? (20pts)</p> <p>CAI and CAI Alabama's mission is to grow membership throughout the state and to offer educational and networking opportunities to all our members whether they live in the northern part, southern part, or other part of the state.</p> <p>The new organizational committee structure, which includes state-wide committees and Regional Area Councils, helps bring educational and networking opportunities to various metro regions of the state as well as gives more members outside of the Birmingham Region the opportunity to be more involved with CAI Alabama on the chapter leadership level.</p> |

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.) (20pts)

|| BIG EXCITEMENT AMONG MEMBERS ||

The announcement of the Regional Councils was received with big excitement from our membership! Many members that have never really been involved with the chapter in the past volunteered right away to serve on the Council in their area and took on great ownership in representing their region.

|| GROWTH OF MEMBERSHIP ||

After having implemented the new committee structure and having added events in areas we have not been active in before, interest in CAI has grown and many requests for membership have been received. We are expecting our membership to grow drastically over the next couple of years as we will be finally able to reach more prospective members in any part of the state.

|| FINANCIAL IMPACT ||

Being able to offer events in more than one region has increased our sponsorship income, on the annual level but also on the regional event level.

|| MEMBERSHIP VALUE ||

The new organizational structure makes the growth throughout the state possible as Regional Council members take on many of the tasks of planning events and promoting CAI and events. Manager and homeowner members that usually don't travel outside their region now have the ability to attend events in their area. On the other hand, business partners that operate on a state-wide or national level, can now attend different area events within the state of Alabama and connect with customers in various regions. Also, the ability to finally get involved with the chapter is possible because of the local volunteer leadership opportunities.

|| EFFECTIVE CHAPTER OPERATIONS ||

With the established councils, the council members serve as a main point of contact for the chapter in their respective region. Without the help of local Council Members, it would be harder or not even possible to grow on the local level.

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

|| NUMBER OF COMMITTEE AND COUNCIL MEMBERS ||

After introducing the new committee organizational structure, we have had increased interest from members in serving on committees and regional councils. The Regional Councils have between 5 to 8 members and the other committees between 6 to 10 members. The first year after introducing the new organizational committee structure, we have a total of 58 committee members, with several of them serving on more than one committee. In the prior year, the total number of committee members was 32.

|| NUMBER OF EVENTS ||

For the first time in chapter history, with the help of the committee and councils, the chapter can offer 25 in-person and 5 virtual events in one year compared to 16 in-person events in 2022.

|| SPONSORSHIP GROWTH ||

With the announcement of the new committee organizational structure that included a much larger offering of events, the annual sponsorship income grew by over 40% from \$42,650 to \$60,150 annual chapter sponsorships. 8 of the 33 annual sponsors have not been annual chapter sponsors in the past.

Based on the results, will the program be a regular part of the chapter's programs in the future and why? (20pts)

While the organizational structure might be modified a bit over the years, the new committee organizational structure with state-wide committees and Regional Councils offers an effective way to get members involved in more leadership roles of the chapter which indirectly will strengthen the chapter and lead to membership and financial growth. Which after all will lead to even better and more event opportunities for each regional area and the chapter. Even if at some point in the future the CED works full-time for the chapter or additional staff is hired, the local membership involvement and leadership is ultimately what makes CAI Alabama thrive and should remain a vibrant part of the chapter in the future.

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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