

Application: 8792

Roth-Johnson, Cathy

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Page: Entry Information
Submitted By Roth-Johnson, Cathy
Email Address ced@caiheartland.com
Chapter CAI Heartland
Chapter Size Medium (261-510)
Category Leadership
Program Name Kansas City Manager Council
<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>We chose the Leadership category for the Kansas City Manager Council because we knew we needed new leadership in the KC market and this new Manager Council fit perfectly.</p> <p>We have been trying to engage our membership in the Kansas City area for years with little to no success. In the Heartland Chapter, the majority of our members are in the St. Louis Metropolitan area. About 20% of our membership is in the Kansas City area about 4 hours west of St. Louis. Over the years, the KC members felt a little disconnected from other members in St. Louis. We had a really hard time getting the KC members to form committees on their own since the CED lives in St. Louis it was always a struggle getting them to be engaged and participate without additional direction. Since the start of COVID, we began to have all of our committee and board meetings through Zoom. This has been amazing for our Chapter!</p> <p>With this new technology, we have been able to offer ALL of our members a chance to join committees and the board since we are not limited to the geographical area any longer. We always struggled with the technology piece to make this engagement happen with our members from across the state. Zoom meetings has helped us form this KC Manager Council so that anyone that wants to be involved can and the CED can lead them via Zoom from across the state.</p>
<p>How did this program meet the mission and vision of the chapter and CAI as a whole? (20pts)</p> <p>One of our biggest missions in our Chapter has continued to be engagement with our members in the Kansas City area. We have worked for over six years to build our membership base and offer more resources to this area. We have found that the KC market is very different than the St. Louis market. In KC, there is one extra large management company and several smaller ones. When we would host events in KC, the smaller management companies would be less engaged and often felt overlooked with the presence of so many managers from the extra large management company. The mission of this KC Manager Council was to get the managers from different companies talking, working together and forming relationships to help build our industry in the KC area. One of the ways we tried to make it a level playing field was to only let two representatives from each management company participate in this manager council. Our hope was that by limiting the number of committee members that this would open up the playing field so no one felt one company was making all the decisions.</p> <p>This manager council has been the best decision we ever made in the KC market! We have grown our chapter, events and participate like never before due to the help of this new committee!</p>
<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)</p> <p>Again, this council has been a game changer for our Chapter! It became the missing link that we needed to bridge us all together. The manager council worked to grow membership in the KC area. They asked for more events and worked together to plan them. They brought more revenue to our chapter but most of all the member engagement is like nothing we have ever seen in the KC area!</p> <p>Since we are having monthly meetings, the members of the committee are chatting more over Zoom and at Chapter in person events. They are forming relationships and working together as a team.</p> <p>We have grown our membership with 7 new business partners and 35 new managers in the KC area in 2022!!! Total of 42 new members!</p>

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

We went from having two events a year in Kansas City to now having an Annual Trade Show/Expo, Manager Appreciation Reception, Holiday Party, webinars and in person events. Due to these events we have raised over \$11,000 in net revenue for our Chapter this year!

We have grown in events, membership, revenue and membership engagement.

We have 7 new business partners and 35 new managers in the KC area in 2022!!! Total of 42 new members! Because of this growth in membership, our Chapter rebate increased by over \$2650 for 2022!

As a medium size Chapter, adding an additional \$13,650 to our budget was an additional success.

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

Yes, we will continue to utilize Zoom to have the Kansas City Manager Council meetings to engage our members in the KC area and continue to grow as a Chapter.

We even expanded this initiative to form a Kansas City Business Partner Council as well. We are hoping for the same success with our business partners that we have had with our management companies and managers.

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

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