

Application: 8718

Lockett, Callen

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**Page: Entry Information**

**Submitted By**

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**Chapter**

CAI-CV

**Chapter Size**

Very Large (761-1200)

**Category**

Membership Engagement

**Program Name**

HOA Living Magazine

**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)**

CAI-CV's HOA Living Magazine is a "coffee table quality" monthly magazine/newsletter designed to promote CAI and CAI-CV as the authority on common interest developments (CIDs) in the Coachella Valley. The magazine is published electronically through Issuu.com, and available to CAI-CV members, and the general public internationally. HOA Living has a direct distribution of about 2,000 (1,452 members/business partner affiliates and 600 Desert Cities HOA Council members) and is aimed at enhancing the membership experience for all of the Chapter's members, while giving them CAI best practices, and practical tools to enhance their individual and corporate roles in the CID industry.

In 2022, after 40 years of publishing Quorum Magazine, the CAI-CV Board of Directors changed the name from Quorum to HOA Living Magazine to clarify to readers that the publication's (and Chapter's) purpose is to promote better HOA living for all our communities. Eighty percent of Coachella Valley residents reside in HOAs. Based on recent surveys, the name change is a success and has contributed to greater member satisfaction, leading to increased distribution of both the electronic version and hard-copies versions of the magazine.

HOA Living Magazine has also become a major source of "non-event" income for the Chapter, bringing in about \$100,000 in advertising annually. Transitioning to non-event income has been critically important for CAI-CV since Covid. The CAI-CV Board has recently offered HOA Living Magazine as a template to the other seven California Chapters, as a way for them to enhance income and member satisfaction, while increasing CAI's presence among lawmakers and potential members statewide.

PLEASE NOTE: The Magazine files are too big to attach. For that reason, here are links to view the issues online:

Link to all Quorum and HOA Living Magazines: <https://www.cai-cv.org/page/HOALivingMagazine>

Link to January 2022 Quorum: [https://issuu.com/cai-cv/docs/5890\\_caicv\\_01hoal22\\_final\\_1\\_issuu?fr=sZjgwYjQ0Njk0ODM](https://issuu.com/cai-cv/docs/5890_caicv_01hoal22_final_1_issuu?fr=sZjgwYjQ0Njk0ODM)

Link to February - LAST ISSUE OF QUORUM FOR 40TH ANNIVERSARY ISSUE WITH CHAPTER HISTORY: [https://issuu.com/cai-cv/docs/02hoal22\\_40thissue\\_issuu?fr=sMTU3ZjQ0Njk0ODM](https://issuu.com/cai-cv/docs/02hoal22_40thissue_issuu?fr=sMTU3ZjQ0Njk0ODM)

Link to March, First issue of HOA Living Magazine: [https://issuu.com/cai-cv/docs/6007\\_03hoal2202\\_issuu?fr=sYzYyZDQ2OTgyNzA](https://issuu.com/cai-cv/docs/6007_03hoal2202_issuu?fr=sYzYyZDQ2OTgyNzA)

Link to April: [https://issuu.com/cai-cv/docs/6061\\_caicv\\_04hoal22\\_issuu?fr=sZGRjODQ2OTgyNzY](https://issuu.com/cai-cv/docs/6061_caicv_04hoal22_issuu?fr=sZGRjODQ2OTgyNzY)

Link to May: [https://issuu.com/cai-cv/docs/6097\\_caicv\\_05hoal22\\_issuu?fr=sN2MxZTQ5MzExMjk](https://issuu.com/cai-cv/docs/6097_caicv_05hoal22_issuu?fr=sN2MxZTQ5MzExMjk)

Link to June: [https://issuu.com/cai-cv/docs/6152\\_caicv\\_06hoal22\\_issuu?fr=sYjAyNjQ5NDE4MzI](https://issuu.com/cai-cv/docs/6152_caicv_06hoal22_issuu?fr=sYjAyNjQ5NDE4MzI)

Link to July: [https://issuu.com/cai-cv/docs/6180\\_caicv\\_07hoal22\\_issuu?fr=sYTNmMjQ5NDE4MzI](https://issuu.com/cai-cv/docs/6180_caicv_07hoal22_issuu?fr=sYTNmMjQ5NDE4MzI)

Link to August: [https://issuu.com/cai-cv/docs/9214\\_caicv\\_08hoal22\\_issuu?fr=sMDk5MTQ5NDE4MzI](https://issuu.com/cai-cv/docs/9214_caicv_08hoal22_issuu?fr=sMDk5MTQ5NDE4MzI)

Link to September: [https://issuu.com/cai-cv/docs/9256\\_caicv\\_hoal0922\\_issuu?fr=sYTJINDQ5NDE4MzI](https://issuu.com/cai-cv/docs/9256_caicv_hoal0922_issuu?fr=sYTJINDQ5NDE4MzI)

Link to October: [https://issuu.com/cai-cv/docs/9296\\_caicv\\_hoal1022\\_issuu?fr=sNzViYjQ5NDE4MzI](https://issuu.com/cai-cv/docs/9296_caicv_hoal1022_issuu?fr=sNzViYjQ5NDE4MzI)

Link to November: [https://issuu.com/cai-cv/docs/9335\\_caicv\\_11hoal22\\_issuu?fr=sOGUxZjQ5NDE4MzI](https://issuu.com/cai-cv/docs/9335_caicv_11hoal22_issuu?fr=sOGUxZjQ5NDE4MzI)

Link to December: [https://issuu.com/cai-cv/docs/9367\\_caicv\\_12hoal22\\_issuu?fr=sNmZmMjQ5NDE4MzI](https://issuu.com/cai-cv/docs/9367_caicv_12hoal22_issuu?fr=sNmZmMjQ5NDE4MzI)

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

The Mission of Coachella Valley Chapter of CAI is to be the authoritative source for HOA education, leadership development, and networking, providing HOA boards, managers, and supporting businesses the tools they need to foster BETTER HOA LIVING.

The HOA Living Magazine is completely aligned with the Chapter's Mission. CAI-CV's Board of Directors updated its mission statement in 2019 to include the vision statement "Better HOA Living" so that all of the Chapter's constituents and the general public could easily understand its objective. Since then, the Board has been working on reimagining all of the Chapter's offerings with the "Better HOA Living" clarity and focus in mind. Refocusing and renaming the Chapter's magazine was a logical step for the 40-year-old publication.

The magazine is managed by a leadership team that includes a Chair, Co-Chair and Board Liaison, and a 13-15 member committee. Each committee member has responsibility for a specific section of the magazine each month. As part of the transition to HOA Living, the committee is regularly adding content that benefits each of the three major membership groups. Additionally, the Chapter's Business Partner Committee, Professional Managers Committee, and Homeowner Leader Committee, all have a representatives on the HOA Living Committee who are responsible for adding content each month to benefit their interests.

HOA Living Magazine promotes CAI (national) best practices, education, advocacy, and events in every issue. As you look at the various issues, you will see that the Chapter relies heavily on CAI as it's authority. As readership has continued to grow, so has the Chapter's membership. Feedback from our most recent survey, and comment on our monthly luncheon surveys indicate that the magazine is meeting the Chapter's mission.

### **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)**

In the fall of 2022, the CAI-CV Board decided to conduct a special strategic planning session to see if a change in direction was needed. All members and the leadership team were surveyed. A full-day facilitated session was planned for the Chapter's 57 member leadership team, including the chairs, co-chairs, board liaisons, CLCA delegates, and past presidents. Attached is a copy of the results that include input from the session, the membership surveys, and the leadership survey. Additionally, annual data about the Chapter was provided by CAI National.

The refocus of HOA Living Magazine contributed to the Chapter's 12 percent increase in membership, and its 83 percent retention rate in 2022. CAI-CV grew 8.6 percent more than CAI national, and its retention rate was 3.5 percent higher than CAI. The CAI-CV Board attributes the increase in membership primarily to the increase in distribution and readership of the magazine. This conclusion is based on regular monthly comments about magazine content from the Chapter's Educational Programs surveys.

HOA Living contributed "non-event" income to the Chapter of approximately 24 percent of it's total budget. While income was down in every budget category post Covid, the percentage of the Chapter's income coming from the magazine increased by two percent. This ties with the increase in membership and directly indicates a positive reaction to the change to HOA Living.

Since making the change to HOA Living, the CAI-CV office has received numerous requests for hard-copy magazines to distribute to HOA residents, doctor's offices, clubhouses, and real estate offices. These requests are new and would indicate an increase in public awareness. Additionally, the Chapter has received requests from HOAs to send it electronically to all of their residents. One manager member said, "the more of my residents who are educated, and understand that we operate by CAI best practices, the fewer disgruntled residents I'll have to manage."

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

HOA Living Magazine is published electronically on Issuu.com and Quorum Magazine was also published on this platform for several years prior to the name change. The HOA Living Committee monitors statistics for the magazine each month so that they can measure readership. Here are a few statistics comparing Quorum to HOA Living. For this example, we are using Quorum on November 1, 2021 and HOA Living on November 1, 2022 to compare day-one statistics.

Quorum Day One Impressions: 677  
HOA Living Day One Impressions: 910  
Increase: 34.4 percent

Quorum Day One Reads: 271  
HOA Living Day One Reads: 339  
Increase: 21.35 percent

More statistics are available in the attached document: Stats From Issuu.com.docx

Other measurements have been discussed in the previous paragraphs as the HOA Living Committee measures many aspects of the magazine and reports are provided to the Board of Directors by the Board Liaison monthly. However, the Chapter Board chose first-day reads as their primary measurement. The change from the November Quorum to the November HOA Living a year later has shown a 20+ percent increase in readership. We have also seen an increase in the number of impressions, an increase in the average read time, and even the number of readers from other countries has more than doubled.

The magazine continues to be a success regardless of what is measured.  
Non-event revenue is increasing  
Advertising is increasing  
Readership is increasing

Also attached is a document titled: Strategic Planning Results from Aug 2022. Here you will see input from the Chapter's lunch program surveys, and comments from the Chapter's leadership team regarding the magazine, and other areas. Nearly all of the input is favorable.

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

The Chapter Board views HOA Living Magazine as one of its greatest successes. It is likely that the magazine will continue to increase in importance for CAI-CV. There are two issues pending that could catapult the magazine into a very positive place over the next twelve months. As mentioned earlier, the CAI-CV Board has offered HOA Living Magazine as a template to the other seven California Chapters. If all eight chapters have a their own version of the same publication, the positive impact on CAI statewide could increase dramatically.

Another possible pending change could be the roll-out of the magazine to HOA residents. The Chapter is in the process now of surveying manager members and management company members to gain their perspective. So far, it appears that there is tremendous support to offer a version of the magazine to residents. Most of the data collected so far indicates that managers would love to have HOA Living available for residents so they can see all that goes into running their HOA.

If both of these opportunities move forward, HOA Living Magazine could become a major source of CAI best practices for California's CID industry.

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/12496/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoxMjQ5NiwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSImlnbnm9yXU3deWeObg3bKEV\\_GIhaK6aBgqcMIMZPSjBHM?Stats%20From%20Issuu.docx](https://caiawards.secure-platform.com/file/12496/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoxMjQ5NiwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSImlnbnm9yXU3deWeObg3bKEV_GIhaK6aBgqcMIMZPSjBHM?Stats%20From%20Issuu.docx))

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**Would you like to share a link?**

<https://www.cai-cv.org/page/HOALivingMagazine> (<https://www.cai-cv.org/page/HOALivingMagazine>)

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