

Application: 081

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Started at: 2/9/2019 04:29 PM - Finalized at: 2/15/2019 03:52 PM

**Page: Entry Information**

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**Chapter**

CAI-IL

**Chapter Size**

Very Large (over 750)

**Category**

Member Services

**Goals and Objectives: 30 Points**

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

The goals of the Manage with Purpose program were to:

1. Provide valuable continuing education for Community Association Managers.
2. Offer education in a block of time which makes commuting to the education venue worthwhile.
3. Create a learning environment which makes learning fun and encourages communication and collaboration, especially for experienced managers who have tired of mundane education formats.

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

Over the past several years, our suburban manager education attendance had been declining. Through surveys, we learned that because the Chicago suburbs are so spread out, it was not worth it for a manager to drive sometimes up to an hour to attend a class for an hour and only earn 1 CE credit. Additionally, survey results showed us that managers were looking for "something different" from their education instead of the same routine presentations.

The Suburban Education Committee developed a program to address these concerns and meet the goals of the program. They created a half-day education program with several sessions that would offer 4 CE credits, making it worth the commute time. Additionally, besides breakout education sessions, the committee developed a community session where managers could share unbelievable "war stories" from their experiences over the years. This session made the day funny and enjoyable but also allowed managers to learn from others' experiences. Lastly, the committee developed a title for the program that would encourage participation and action. "Manage With Purpose" tells attendees they will leave with specific tools to help them do their jobs more effectively.

## **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)**

In the IL chapter, education is not budgeted as a profit center. As part of our mission, we budget education events close to \$0. In fact, this program was budgeted as a slight loss.

Managers members pay a small fee to attend and non-members pay a higher rate. Sponsors for the program contribute revenue which allows us to hold the event at an off-site facility (Pinstripes in 2018). Breakfast and coffee are provided for the morning program (see attached budget)

### **What marketing techniques were used? (10pts)**

We use an online registration system called Cvent. We marketed the program by sending an e-invitation through Cvent to all member and non-member managers in our database 6 weeks before the program. The invitation was resent to undecided managers every 2 weeks leading up to the program. (see attached invitation and online program summary)

The program was additionally marketed in the CAI-IL weekly e-newsletter and mentioned in person at PMDP courses.

Much of the program's marketing was also word of mouth from the previous year. In 2017 there were 44 registrants and in 2018 there were 71, a 61% increase in attendance (see roster).

### **Who was your target audience? (10pts)**

The target audience for this program was Community Association Managers. There were two sub-categories of Community Association Manager as well:

1. Managers who had been in the industry for 5+ years. These are the managers who don't attend many CAI education events because the material isn't new to them. We wanted to reach these managers and provide them with the education they have been asking for.
2. Members vs non-members. For members we want them to continue to value their CAI membership and education is one of the best ways to create that value for Managers. For non-members, education like this could encourage them to join CAI

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

In reviewing survey results from previous year's programs, the Suburban Education Committee set out to revamp our education offering for Community Association Managers to better meet their needs.

The committee developed a 1/2 day education program worth 4 CE credits instead of the several 1 credit programs we formerly ran.

The committee looked at topic suggestions from previous surveys and made a wish list of presentations and speakers 6 months before the program. Members of the committee then reached out to potential speakers to gather the team for the 1/2 day event.

The CAI office secured an off-site location at Pinstripes and signed the contract 3 months in advance. The office also gathered presentation outlines, program synopses, and powerpoint materials 30 days in advance of the program. (see outline and complete handout)

The committee also contacted veteran managers and asked them to share some of their most hilarious and horrific stories so the group could laugh and learn during breakfast.

After the event we sent a satisfaction survey to evaluate how much attendees valued the program and how well we met their needs.

## **Results and Evaluation 25 Points**

### **Briefly describe the methods used to determine the program's success as it relates to your goal(s) (5pts)**

We used several methods to determine program success:

1. Program attendance, especially compared to previous year.
2. Program evaluation scores.
3. Attendance by "seasoned" managers who don't normally attend these types of programs.
4. General "feel" and comments people made on their way out.

**Using specific examples, tell us how you measured success. (10pts)**

1. There were 71 registrants in 2018 compared to 44 in 2017, a 61% increase. We additionally looked at the makeup of members and non-members. There were 52 members and 19 non-members. With almost 27% non-member attendance, this gives the membership committee a solid group of interested targets they can follow up with to discuss membership.

2.The survey showed that managers were very satisfied with the program. Ranking as a 4 or 5 out of 5, 95% of attendees said their expectations were met. 95% of attendees said we succeeded in our mission to inspire community association excellence. 98% of attendees said the program was executed well. And 75% of attendees said they can find a similar program in 0-2 other places which means we've created a unique offering. (see survey results)

3. In reviewing the attendee list, there are at least 16 managers who have been in the industry for over 5 years and who aren't regular attendees at other programs. 23% of the attendees made a special effort to attend this program when they don't typically attend other programs. This shows us that the format is valuable to them and meets their specific needs as managers.

4. As people left the program, they were laughing, talking with each other, generally engaging with one another, and thanked us profusely for providing this program in this format.

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

The challenge for this program will be to continue to offer interesting topics that are "different than the norm". Taking a more topical approach to the education helped and humor was a big hit.

One effort for 2019 is to make the funny stories during breakfast a little more structured and educational. Laugh then learn. How could we have done things differently? What did we learn from this funny situation? All while balancing the relaxed atmosphere of the event.

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

This program is valuable to the chapter because it reached a group of managers who have felt "tapped out" on education. The creative format created value for their membership again. It satisfied their needs for continuing education and did so in a way that was meaningful for them.

This program was also valuable for the chapter because it showed other committees that listening to member needs and making changes to satisfy those needs can bring improved results.

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