

Application: 045

Lockett, Cal

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**Page: Entry Information**

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**Chapter**

Coachella Valley

**Chapter Size**

Large (501-750)

**Category**

Member Services

**Goals and Objectives: 30 Points**

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

Quorum Magazine

To maximize the utilization of the Chapter's newsletter, Quorum, to provide education, best practices and chapter opportunities to homeowner leaders, managers, business partners and management companies.

To expand distribution and readership of Quorum among members and nonmembers.

To expand the benefits of advertising in Quorum.

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

The Quorum Committee held a strategic planning session to outline topics to be used in each monthly issue of Quorum in 2018.

Managers and Homeowner Leader members were surveyed to help determine content that would meet the needs of these membership classes.

The Quorum Committee developed jobs for each section of the magazine and delegated responsibility for each department to different committee members.

New technology was purchased/developed to allow Quorum to be distributed electronically to members and nonmembers.

New technology was purchased that allows for member ads to click through to their website.

New technology was purchased that allows CAI-CV to email members a reference to a specific article in Quorum and send a link that takes the member directly to that article.

Printing of Quorum magazine was brought in-house to save the chapter money and allow for expanded issues when needed. Printing in-house also served to speed up delivery to member's homes.

CAI-CV's Membership Committee began offering the electronic version of Quorum free for one year to potential members.

**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)**

The board developed a budget for Quorum based on previous year's experience and then added the costs and savings of leasing a \$260,000 printer to bring printing in-house.

The savings of bringing the printing in-house is approximately \$1,500 per month on Quorum printing alone. The Chapter now prints all its own stationary, collateral material, business cards, post cards, event invitations and event programs. The cost of printing these documents in-house is less than a quarter of what the Chapter paid previously.

The board approved the purchase of Issuu, a digital publishing program that allows us to publish Quorum electronically. We also purchased Adobe InCopy and InDesign, allowing us to edit the final issue prior to printing. The cost of the new software is under \$500.

CAI-CV has seen an increase in membership and therefore needs to print more copies of Quorum. The additional costs associated with printing are now one-quarter the costs prior to purchasing the printer.

Additional pages for Quorum. With the increase in distribution, including new members and the electronic version to nonmembers, Quorum has seen an increase in advertising. In order to keep the recommended 60 percent content to 40 percent ads, we have had to add more pages. Quorum has had some issues that have added 16 extra pages. Before we moved to printing in-house, the cost of adding a page was about \$900 each. The cost now is about \$2.00 per page per issue.

Overall, the cost of Quorum is lower than it was a year ago and we are printing more than 200 more copies each issue and have expanded the magazine an average of four pages per issue. We have also doubled the distribution of Quorum through the new electronic version.

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

Quorum is sent via US mail to all members each month. We market it with emails and through advertising within the magazine. New in 2018, the board could highlight specific articles and send notices to members. Quorum is also marketed on Issuu internationally. We keyword our articles so any Issuu subscriber can pull up our articles by issue. Additionally, Quorum is available online at our website. The last ten years of Quorum can be easily found on our website.

In 2018, CAI-CV's Quorum Committee began advertising monthly in the Palm Springs Regional Association of Realtor's (PSRAR) magazine and providing PSRAR an ad in Quorum. This has helped to raise the visibility of Quorum as a resource to Realtor members.

An add for Quorum also appears in several of our Chapter's printed collateral pieces.

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

Quorum magazine is targeted at CAI manager, business partner and homeowner leader members. It is also used to recruit new members. Each monthly issue has something for each of these membership classes.

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

The Quorum Committee met and developed jobs for each aspect of publishing the magazine in 2018. Assignments were delegated as follows:

1. Magazine Structure
  - a. Themes & Non-cover Features – Susan & Rodney Bissell

- b. Covers and Spotlight – Marne Logan
- c. President’s Message – Cal Lockett
- d. Advertising Placement – Ashley Lisza
- e. News & Renewals – Ashley Lisza

2. CAI National

- a. Tools & Perspectives - Dea Franck
- b. What Every Board Member Needs to Know – Mike Traidman
- i. Association Newsletter – Cut & Paste Copy-write Free Article Page - NEW - Homeowner Leader Committee - Mike Traidman
- c. Manager Update – Lisa Glogow
- d. Business Partners - Julie Frazier

3. Advertising

- a. CAI Event Ads – Cal Lockett
- b. Ads Sold to Members – BP Committee
- c. Ads Sold to Nonmembers - Membership Committee

4. Chapter Events

- a. Fundraising Events (Awards, Golf, Bowling, Casino, Etc.) - Sierra Carr
- b. Lunch Programs – Dan Stites, Program Chair
- c. BMW - Bruce Latta
- d. MOTR – Rhonda Drews
- e. Meet the Committee Chair – Cari Burleigh

5. Legislation & Regulatory

- a. CLAC Updates – Steve Shuey
- b. HOA Law – Jennifer James

6. Membership

- a. Platinum Sponsors – David Schutknick
- b. Welcome Aboard – Jim Schmid
- c. Time Honored – Jay Powell
- d. Meet the Board - Susan Rosenberg

7. Monthly Columns

- a. Charity - Kimberly Burnett
- b. Maintenance – Diane Carmony
- c. Security – Kimberly Burnett
- d. Trending Now – As needed
- e. Water Wise/ Landscaping – Jim Schmid and Mike Turner
- f. CVWD & Water Agency Updates – Fran Mullahy

8. Proofing – Phyllis Harkins, Susan Rosenberg & Cal Lockett

Each department was then asked to map out the next twelve issues of Quorum by topic and author.

Each department prepared a one page Q&A sheet for their department that could be sent out to members to solicit information that could then be edited into an article.

At the February Quorum meeting, all the topics for all twelve issues were placed on whiteboards at the office for tracking purposes.

Quorum Committee members then began to contact members and professional advisers to begin writing articles.

The board then approved the purchase of a new software called Basecamp that allows the Committee to manage all twelve months online. As articles come in, they are placed in the various departments and held there until it's time to work on that issue. Basecamp also serves as the primary source of communications among committee members. Everyone on the committee can see where each issue is in terms of development, editing and proofing.

The communications committee set up photo folders for Quorum in Drop Box software so that there is easy access to photos after every event or program.

At monthly Quorum Committee meetings, members go through the upcoming months and discuss what articles have arrived, are in process, or those that still need to be developed. Assignments are confirmed and the issues of Quorum progress.

Printing in-house give the committee about two extra weeks to develop each issue. Prior to printing in-house, we had to expect ten days for shipping. Now, magazines are delivered within two days of printing.

## **Results and Evaluation 25 Points**

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

Surveying of managers and homeowner leaders served to determine the value of Quorum to those membership classes.

Increased advertising served to determine the success of the magazine as seen by management companies and business partners.

Increase electronic edition readership and subscriptions served to determine the success in reaching new members.

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

A survey of manager members about various chapter issues included questions about Quorum. The survey was developed by the Professional Manager Committee. The questions asked managers if they read Quorum, if they felt the topics in Quorum helped them in their daily work, if they used Quorum to look up topics from past months, and if they used Quorum to find vendors. The response was overwhelmingly positive. 88 percent read at least one part of Quorum every month. 97 percent said Quorum helps them to be successful with daily work and 77 percent said they refer to past issues for information.

The Homeowner Leader Committee conducted a survey of their members and found that 98 percent (of those responding) read Quorum every month. The same percent found Quorum article useful in governing their associations.

The Quorum Committee reported that advertising has increased 25 percent in the past twelve months, requiring them to add at least four additional pages of professional content to each issue in order to maintain the 40 percent ads to 60 percent content ratio.

There has also been a significant increase in electronic subscriptions and online readership. We are seeing a 53 percent increase in members and nonmembers searching Quorum by topic. This significantly increases the shelf-life of each issue.

Quorum's printed distribution has increased too. We are now printing 700 copies each month, which is almost a 30 percent increase in one year.

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

As we look to the future for Quorum, we continue to see it as a primary source of education and best practices for all our members. We also see it continuing to be a major source of income for the chapter. Our next step for Quorum is to expand its electronic readership. The Quorum Committee has been asked to look at new markets such as local chambers and Realtor groups to send Quorum electronically.

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

Quorum brings value to the chapter by providing written education to all our membership classes. Each month, subjects are addressed that help our members do their work more efficiently, effectively and with greater impact. We also help our members limit their liability by helping them understand best practices, the importance of relying on professional advisers and paying appropriately for services.

Quorum also helps raise CAI's visibility in our greater community. Because Quorum is a coffee table quality magazine, it has a greater shelf life. It also builds member pride in our chapter for having a quality newsletter.

THE FILES ARE TOO LARGE TO ATTACH TO THIS PROGRAM SO WE ARE PROVIDING LINKS TO VIEW THEM IN ISSUU.COM. THIS WILL DEMONSTRATE OUR ELECTRONIC VERSION AS WELL, AND YOU WILL BE ABLE TO SEE HOW ADS CAN BE LINKED TO THE BUSINESS PARTNERS WEBSITE. IF YOU WOULD LIKE TO SEE THE HARD COPY PUBLICATION, WE ARE HAPPY TO SEND THEM TO YOU. THANK YOU!

ALL ISSUES OF QUORUM MAY BE FOUND AT:

<https://www.cai-cv.org/page/QuorumMagazine>

HERE ARE LINKS TO EACH ISSUE FOR 2018:

JANUARY

[https://issuu.com/cai-cv/docs/1q18\\_issuu?e=29069266/57222310](https://issuu.com/cai-cv/docs/1q18_issuu?e=29069266/57222310)

FEBRUARY

[https://issuu.com/cai-cv/docs/2q18\\_cai\\_issuu?e=29069266/59206106](https://issuu.com/cai-cv/docs/2q18_cai_issuu?e=29069266/59206106)

MARCH

[https://issuu.com/cai-cv/docs/3q18\\_caicv\\_issuu?e=29069266/59214009](https://issuu.com/cai-cv/docs/3q18_caicv_issuu?e=29069266/59214009)

APRIL

[https://issuu.com/cai-cv/docs/4q18\\_caicv\\_proofweb?e=29069266/60160663](https://issuu.com/cai-cv/docs/4q18_caicv_proofweb?e=29069266/60160663)

MAY

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JUNE

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JULY

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AUGUST

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SEPTEMBER

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OCTOBER

[https://issuu.com/cai-cv/docs/4026\\_caicv\\_10q18\\_issuu?e=29069266/64871194](https://issuu.com/cai-cv/docs/4026_caicv_10q18_issuu?e=29069266/64871194)

NOVEMBER

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DECEMBER

[https://issuu.com/cai-cv/docs/4274\\_caicv\\_12q18issuu?e=29069266/66255256](https://issuu.com/cai-cv/docs/4274_caicv_12q18issuu?e=29069266/66255256)

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