




community
ASSOCIATIONS INSTITUTE

2021 CAI ANNUAL REPORT



LEADING VOICE FOR COMMUNITY ASSOCIATIONS

Since 1973, thanks to countless dedicated, selfless, and inspired member leaders, CAI is the international center for community association information, best practices, education, and advocacy. Today, we're witnessing local municipalities, state legislatures, government agencies, and courts consider regulations and laws that profoundly impact the millions of people living and working in condominium communities, homeowners associations, and housing cooperatives. With more than 74 million Americans calling community associations home, our mission has never been clearer: Educate, advocate, and support these communities.

On June 24, we were deeply shocked and saddened as we watched our community association family respond to the partial collapse of Champlain Tower South condominium in Surfside, Fla. Following the tragedy, we knew that CAI had a responsibility to lead the conversation to address condominium safety. We hope our public policy recommendations will help other communities avoid this type of devastation and provide solutions for communities, legislators, and other housing stakeholders seeking to address building safety.

In the past year, we've learned more about our community and what resilience looks like when we inspire, engage, and commit to a common goal. The following pages of this annual report are more than just a snapshot of information and metrics: they're highlights of the work, dedication, impact, and value we bring to our members and the community associations industry.

Sincerely,

A handwritten signature in black ink that reads "Tom Skiba". The signature is fluid and cursive, with a large, sweeping initial "T".

Tom Skiba, CAE
Chief Executive Officer

ADVOCACY IS EVERYONE'S BUSINESS

We believe that the best way to make a lasting impact on public policy is to change public opinion. When our advocates bridge the gap, we begin to change the beliefs of people and policymakers. In 2021, many state legislatures conducted business virtually, allowing limited access to constituents. CAI leveraged the opportunity to connect our members with legislators by participating in virtual capitol lobbying days in three of our biggest states—Florida, California, and Texas.

We know our voice is powerful. To maximize our grassroots efforts, we launched the new Voter Voice program—a digital platform providing guidance, best practices, and recommendations for our advocates. This year, more than 17,000 CAI advocates connected with their legislators using Voter Voice, impacting more than 16 pieces of legislation. To further strengthen our efforts, we also introduced a new Advocacy Ambassadors program. These boots-on-the-ground activism coordinators are already making an impact.

As we continue to navigate the COVID-19 pandemic, CAI's legislative action committees pushed for sensible legislation to advance community association business operations—resulting in three big wins for our communities. Limited liability legislation supports a community's efforts to open recreational facilities including pools, exercise rooms, and clubhouses without fear of legal liability. Virtual meetings and electronic voting legislation provide a framework and authority for community association boards, committees, and homeowners to meet virtually and conduct digital elections.

Following the devastating condominium collapse in Surfside, Fla., three task forces representing 600 CAI members—reserve analysts, attorneys, insurance and risk management professionals, developers, engineers, architects, community association managers, and homeowner leaders—created the *Condominium Safety Public Policy Report*. The report provides recommendations on reserve studies and funding, building maintenance, and structural integrity that CAI believes should be considered for adoption into state law to support the existing framework for the development, governance, and management of community associations. Since October, we've educated activists and lawmakers from nearly 30 states via webinars and in-person meetings. We know that quantifying the impact will be essential, and the real success of this initiative comes from our volunteers who have always played an important role in building resilient communities.

In October, we witnessed a show of bipartisanship that is rarely seen in today's politics when eight members of Congress co-sponsored and introduced the Disaster Assistance Equity Act (H.R. 5298). CAI supports the act because it allows



36
Legislative action
committees

600+
volunteer members

90k
community
association grassroots
advocates

1,500
bills monitored
in state legislatures

997
@CAIAdvocacy
Twitter followers

1,112
Advocacy blog
subscribers



90k

chapter event
participants

100+

In-person
chapter events

4,800+

chapter meetings,
events, and webinars

5 million minutes

CAI chapters
spent on Zoom

the Federal Emergency Management Agency's Public Assistance Program to reimburse costs related to disaster debris removal from community association roads and waterways and allows FEMA's Individuals and Households Assistance Program to provide assistance to condominium unit owners for critical common element repairs after a natural disaster. We will continue to advocate in support of the legislation in the upcoming year.

From small condominium buildings to mixed-use communities and master-planned neighborhoods, we believe that the conversation about diversity and discrimination starts at home in our communities. We continue to promote inclusive communities and support state legislation that allows community association boards the opportunity to amend their governing documents to remove discriminatory, offensive covenants. CAI applauds President Joe Biden's efforts to expand fair housing laws in 2021 to prohibit housing discrimination based on sexual orientation and gender identity.

Our advocacy efforts would not succeed without our supporters. We recognize the significant wins we've made this

year, and we know that while many other organizations have struggled to remain relevant and effective, CAI—because of our continued focus and the work of our dedicated members—is perfectly positioned to lead.

CAI CHAPTERS EXCEL

Understanding our members and their needs is critical to the growth and success of our organization. During the past year, CAI chapters have created a more member-centric experience that's resonating. Today, CAI's 63 chapters worldwide administer a variety of programs and services including education for community managers, board members, and business partners, networking opportunities, and other industry publications and services.

To add depth to the engagement experience, our new hybrid approach to host meetings and events is giving our members multiple ways to stay engaged—connecting in the CAI Exchange, our online member community, and the choice to attend a virtual or in-person event. While the COVID-19 pandemic sped up digital transformation and technologies, the shift allowed our chapters to rethink their strategies and open the door to new ideas that help us grow and showcase our value.

Even small changes can make a big difference, and CAI's new hybrid approach allows us to stay relevant. We encourage you to stay connected to your CAI chapter. We want CAI to be a place where your experiences and opportunities are worth the investment.

MEMBERSHIP: ASK, LISTEN, AND PRIORITIZE

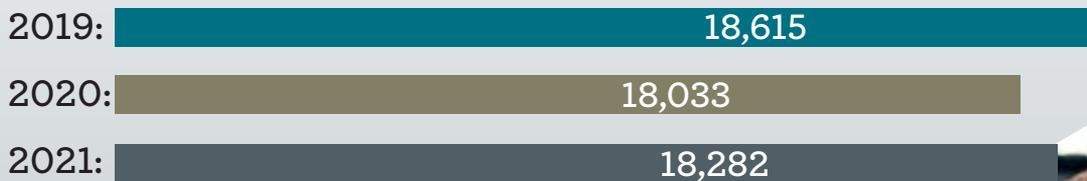
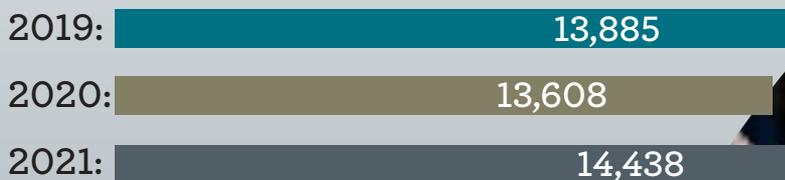
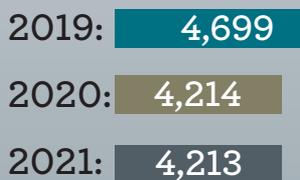
Like many membership organizations, we recognize that our members' needs have changed. As the impact of COVID-19 continued to cancel events and force many to work remotely, we knew it was vital to take a "ask, listen, and prioritize" approach to better understand our membership. We set out to create new, solution-based content that our members would respond to. After listening to chapter leaders and members, we successfully produced new publications and resources, created hybrid education and networking programs, and launched Community Conversations Live, a member-only, free webinar series in collaboration with CAI chapters and headquarters staff. The response has been overwhelming, with more than 2,000 members participating the first year.

As we reflect on our journey, we've witnessed an impressive growth for both business partners and community manager members, and our homeowner leader category is reaching pre-pandemic totals.

LEARNER-CENTRIC EDUCATION

Following the most disruptive year for global education, 2021 offered the opportunity to better envision the future of professional learning, one that is learner-centric. It has always been CAI's mission to create an educational approach that enables all students to thrive with accessibility and relevancy while preparing them for the future.

With a forward-thinking strategy, we are working to reimagine our long-standing Professional Management Development Program. We want to enable our students to achieve future career potential and give them the tools to solve real-life challenges. To navigate the educational shift, we've expanded our virtual course curriculum and introduced a new three-day, in-person program that encourages flexibility and increases student involvement and engagement. As we modernize our learning pathways, we're working to remodel our course curriculum as well as train and equip our experienced faculty with enhanced learning modules and approaches to leverage and maximize individualized learning.

Homeowner Leaders**Community Managers****Business Partners |
Students | Honorary Members**



from May to August, we were thrilled to host the second-largest national conference in our organization's history—showing that coming together is more meaningful than ever. Taking place at the brand-new Caesars Forum in Las Vegas, we introduced new high-visibility branding and digital sponsorships, a health and wellness lounge, daily stretch and flex activities, and a world-class exhibition hall.

“The virtual format was much more effective than I expected, and I particularly liked

being able to see the participants on the Zoom platform. I also felt the quality of the materials and presentations was definitely higher than previous conferences. As a practitioner starting my 37th year in the field, I got a tremendous amount out of the presentations and topics. Well done to all staff, conference planners, and participants!”

53

Virtual events

28

On-site events

17

International events

2,076

Community Conversations Live virtual attendees

2,404

Virtual event participants

2,500

On-site event participants

EVENTS EXCEED EXPECTATIONS

COVID-19 has transformed our events, driving organizers and business partners to innovate, implement new solutions, and remodel year-round meetings. As the pandemic shifted the way we work and interact, we took advantage of the opportunity to engage on a virtual platform. In January, we hosted the very first virtual Community Association Law Seminar. The event received an overwhelming response, attracting 739 participants, 16 sponsors, and 69 first-time attendees. The numbers show that once again, CAI solidified our status of being the leader in community association education.

It is the creativity, adaptability, and agility by which our industry successfully moves forward that allowed us to host safe, in-person events once again. In August, we celebrated community associations and the management profession at the 2021 CAI Annual Conference and Exposition: Community NOW. After making the decision to move the annual event



Professional Community Association Manager (PCAM)

2019: 115
2020: 49
2021: 154

Association Management Specialist (AMS)

2019: 580
2020: 389
2021: 426

11 International PCAM students from United Arab Emirates, Bermuda, and Bahrain

1,155 Educated Business Partners

Board Leader Certificate
870 homeowner leaders

INDUSTRY DESIGNATIONS

Extraordinary. Respectable. Valuable. Three words that best describe community association managers and business partners who hold CAI designations. In 2021, we conducted the first-ever virtual PCAM Case Study with a total of 156 students participating in four programs, and we're proud to report that our enrollment is increasing as we witness new professionals entering the industry and understand the importance of furthering their education.

The value of CAI designations is clearly demonstrated by the extensive research conducted by the Foundation for Community Association research into the merit of the Professional Community Association Manager (PCAM) designation and others. From a hiring perspective, CAI designations are the most commonly cited credentials by management firms, boards, and businesses that are willing to pay for the experience and knowledge.

COMMUNICATING SUCCESS

Last year, we saw phenomenal growth across our social media and digital platforms with our ability to educate, advocate, and support community associations. Residents, board members, community managers, and business part-



2021 Annual Conference & Exposition

1,298 attendees

854 first-time attendees

44 homeowner leader attendees

813 community manager attendees

201 business partner attendees

74 recorded conference sessions

143 exhibitors

43 sponsorships sold



2021 CEO-MC Retreat

171 attendees

33 first-time attendees

43 sponsorships sold

38 exhibitors (increase from 27 exhibitors in 2019)

11 first-time business partner exhibitors

@CAISocial

Facebook

7,699 Followers
6,380 Likes



Twitter

3,507 Followers



Instagram

1,417 Followers



LinkedIn

19,000+ Members

Common Ground magazine

2020

Total issue visits:
17,761

Total page views:
253,404

2021

Total issue visits:
15,280

Total page views:
190,589



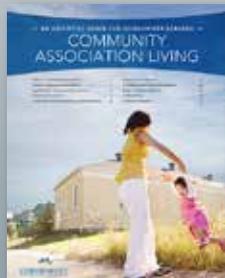
Community Manager newsletter

2020

Total issue visits:
58,998

2021

Total issue visits:
60,689



Community Association Living Guide

Total issue visits:
15,585

Total page views:
230,382



Diverse and Inclusive Communities Guide

Total issue visits:
15,585

Total page views:
230,382



65 new videos produced

ners saw firsthand how the COVID-19 impacted the housing model. They turned to us for the resources, tools, and critical information to keep their communities and their businesses thriving.

The good news is our content efforts have enhanced our members. Today, we're seeing more visits to the CAI website and increased traffic for the digital publications of *Common Ground* magazine and *Community Manager* newsletter. We're witnessing more members engage with us on social media by liking and sharing our content and opening emails to find new and updated resources in their inbox. Building upon our success broadens our reach, and we position ourselves to show what we do best: Educate and advocate for community associations. We have so much more to accomplish together, and the future for CAI looks very bright.

GOVERNING DECISIONS

CAI is governed by a 15-member Board of Trustees. The board is supported by three membership representation groups—the Business Partners Council, Community Association Managers Council, and the Homeowner Leaders Council. These elected members give their constituencies a voice in crafting CAI policy and work to ensure that CAI continues to provide services and benefits that members need and value.

In 2021, the Board of Trustees extended the voluntary moratorium on foreclosure actions for delinquencies due to COVID-19 hardships. The CAI moratorium ended June 30 (consistent with the U.S. federal government's expiration of the mortgage foreclosure moratorium). On Aug. 18, the board approved a new CAI Diversity, Equity, and Inclusion (DEI) Statement that was the initial work of an internal DEI Task Force. CAI and the DEI Task Force have been promoting the organization's commitment to creating a culture that supports and advances diversity, equity, and inclusion for all members and staff. As CAI continues this initiative, updates and information may be found at www.caionline.org/DiverseCommunities.

FINANCIAL REVIEW

As we adapted to the continuing impact of COVID-19, we transitioned in-person education classes to online and streaming classes and moved our annual conference to the following year, resulting in a further reduction in income. Revenue reductions were more than offset by the elimination of expenses for in-person events and reductions in operating costs. Despite these adjustments, our net was the highest in our history, and we remain financially strong. Our total operating revenue was \$13,340,741, expenses were \$12,125,636 and unrealized gains on investments were \$1,432,977 for the year resulting in net asset reserves exceeding \$5.6 million.

» To view the full financial and audit report, visit www.caionline.org/financials.



NAVIGATING UPHEAVAL

During 2021, CAI responded quickly to events that are difficult, if not impossible, to ignore even while the pandemic continued to impact and restructure the ways we operate.

From the tragedy of the Champlain Tower South collapse in Florida to labor shortages and a heightened awareness of social injustices, how we care for the residents in our communities, those who work in them, and those who support them has changed. CAI has navigated the upheaval and constantly changing landscape demanding we provide safe working environments while maintaining the health and safety of everyone with whom we interact. Implementing changes requires resiliency, financial planning, a willingness, and an understanding of needs.

CAI is relying on its resources to persevere and to be your constant supporter. The Government and Public Affairs Committee, under the leadership of past president T. Peter Kristian and supported by hundreds of professionals, experts, and volunteers, developed new public policies addressing building safety, structural integrity, and reserve studies and funding. Additionally, a comprehensive review of CAI's bylaws is underway under the leadership of past president David Caplan.

Meanwhile, thanks to an internal staff committee, the Board of Trustees was proud to adopt a statement making diversity, equity, and inclusion a core aspect in our membership, on our staffs, and within the community association housing model at large.

My desire is for CAI to continue to prosper as an organization, be an industry leader, provide quality education, create passion in its members, advocate for better legislation, and endure in the community management field. My goal has been to inspire you to be your best, excel in your profession, serve your clients, and nurture future managers and business partners. CAI is continually looking at ways to deliver education, programs, and methods that enable you to make those connections and influence those around you. Whether you recognize it or not, you are part of CAI's success.

It has been a pleasure to serve you, and I'm thrilled to welcome Jessica Towles as your 2022 president.

James H. Dodson IV, CMCA, AMS, LSM, PCAM
2021 President





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