

Page: Entry Information

Chapter

CAI Ohio Valley Chapter

Chapter Size

Small (50-260)

Category

Membership Engagement

Program Name

CAI Wellness & Recognition Initiative

If this was a joint program with another chapter, please list the chapter.

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)

We launched a multi-component Community Association Manager (CAM) engagement initiative designed to elevate their experience and satisfaction as a CAI member, along with recognizing and celebrating the valuable and often thankless work they do every day. The initiative combined two elements:

- A CAM Day celebration on June 12, embedded within a regular chapter luncheon
 - o We held a ceremony on the day of our luncheon and invited all the CAMs in attendance up to the stage where we made remarks about the great work that they do. We gave every CAM a CAI-logoed tape measure, which we got at the national conference in Florida in May (we asked CAI staff if we could have about 40 of the leftovers they were distributing as part of CAI national conference swag items). We wrapped them in cellophane bags with CAI-colored (yellow and blue) ribbon and a cute label that said: "Thanks for always measuring up". Additionally, we brought in a special sheet cake with a "Happy CAM Day" message on it and did a presentation of the cake before delivering to all those in attendance.
- A CAM-focused wellness webinar later in the year, featuring Melissa Ramsey, the CAI national president whose 2025 platform was wellness
 - o We were inspired by the keynote address at the national conference in May from Melissa Ramsey, the new CAI national president, who spoke all about wellness. We thought it was a perfect topic to share with our entire membership, but specifically CAMs, who are always under so much stress.

Our efforts intentionally blended education, recognition and social connection to address both professional development and overall wellbeing. It fits the Membership Engagement category because it highlights a specific segment of our membership and honors them through shared experiences and relevant content.

How did this program meet the mission and vision of the chapter and CAI as a whole including fostering an inclusive environment that reflects and serves our diverse community? (20pts)

CAMs are integral to the success of our industry and of our association. This program supported the national CAI's annual International Community Association Managers Day, held last year on June 13, 2025. We incorporated and aligned with the national focus on wellness and sustainability in the profession, reinforcing the "soft skills", not just the technical skills of the profession. We also created an inclusive environment by not just holding these celebrations only for CAMs, but also for our full membership, which further let CAMs know exactly how valuable they are to our industry.

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.) (20 pts)

The activities elevated the overall member experience by adding intentional moments of connection and appreciation. We believe it also reinforced our chapter's reputation as a member-first organization that listens and responds to member needs and relevant topics. Again, it also showed that we don't just care about covenants and bylaws, rules and regulations, we also care about the human beings involved within our professional arena.

Provide quantifiable data supporting the rationale for success. Include why this data is significant. (20pts)

Our June luncheon, where we recognized the CAMs had 73 registrations (44 members and 29 guests). About 40 in attendance were CAMs, representing 55% of the audience. Our wellness webinar, which we held in October had 28 registrations, which we were pleased with as webinars aren't always well-attended and we knew the topic could have been adversely perceived as too "fluffy". The feedback we received from both programs was strong.

From both quantitative data (numbers) and qualitative data (comments), we discovered that programs that combine recognition, education and connection increase perceived membership value and encourage long-term engagement. We believe it also demonstrated that the chapter is investing in member experience, not just transactional programming.

What are your plans to maintain the momentum of this program moving forward? (20 pts)

We will continue to support national CAM Day as an annual social and recognition event. We will continue to focus "softer" skills and wellness education into the chapter's regular education, newsletters and other events. We plan to explore additional interactive CAM engagement strategies and programs, such as peer roundtables. We would also like to provide special celebratory opportunities for the other two primary classes of membership – Business Partners and Homeowner Association Leaders. We also hope to leverage this deeper and stronger relationship with our CAMs to help shape future program topics that would be most beneficial to their overall personal and professional development.

Supporting documents including flyers, postcards, pictures, videos etc. can be uploaded below. While they aren't required for your submission we certainly encourage it.

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