

Page: Entry Information
Chapter CAI Heartland Chapter
Chapter Size Medium (261-510)
Category Leadership
Program Name Manager Peer to Peer Program
<p>Each question is worth 20 points and will be scored using the following rubric:</p> <p>(1-5) Poor Didn't effectively answer the question</p> <p>(6-1) Fair Answered the question</p> <p>(11-15) Good Answered the question with more detail</p> <p>(16-20) Excellent Went above and beyond with proven results and visible data</p>
<p>Describe the program and why it fits the category. (20pts)</p> <p>Our Program Committee was brainstorming new ideas to get community managers more engaged in 2024. The committee came up with an event geared towards Manager Only with the following goals for the event:</p> <ul style="list-style-type: none">- Building camaraderie among community managers from different companies.- Offering community managers the opportunity to share best practices with their peers.- Providing community managers with the opportunity to share their experiences in a safe place and collaborate to find solutions for issues that are creating conflict or other struggles.- Foster fierce CAI friendships. <p>We separated the managers by years of service in the industry and had them discuss different topics such as: What is an escape you use to cope with the stress? How do you approach dysfunctional situations with board members? What ways could you overcome conflict with a board member who might be overly critical of your actions? How do you handle board members who require more time and attention than you have to offer? How do you earn the respect of your board members?</p> <p>They sat at a round table and had 10 minutes to discuss each topic. Once the time was up, the program coordinators asked the tables for their collective answers. The coordinators wrote down the answers from each table on large post-it notes and shared the answers with the attendees.</p> <p>We selected the leadership category for this award submission because this was a new initiative that we had not done before and we were empowering future leaders in our Chapter by giving them a safe place to form new relationships and collaborate with their peers to find helpful solutions to problems that they have all faced.</p>
<p>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)</p> <p>One of our missions is to offer more networking opportunities and value to our members. This particular event definitely held value for our managerial members. They appreciated the safe space to work together for solutions for common issues and concerns that most community managers face.</p> <p>One of the added benefits of this event was to give the managers an opportunity to talk one-on-one with different managers outside of their offices. This was a good opportunity to get out of the office, meet some new faces in the chapter, and to catch up with your CAI friends and colleagues.</p> <p>By offering this unique program that was geared towards the community managers, they felt seen, heard, and valued by the Chapter. They truly appreciated the open forum concept where they could talk amongst their peers and share best practices and stories.</p> <p>They found value in sharing their experiences and appreciated the group discussions.</p>
<p>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)</p> <p>As a medium sized Chapter, sometimes we struggle with new ideas to keep the members engaged. We discovered that this particular program was exactly what the managers have been missing! They needed this safe place to share their negative and positive experiences without the business partners and board members present. We have been reluctant to do this in the past for fear of excluding anyone but we learned that every membership category needs their own place to share and work together on common issues that they all face. We have decided to do a Business Partner Peer to Peer and Board Member Peer to Peer as well, so everyone has that space to feel heard and share their perspectives.</p> <p>An added benefit we are seeing in this program is that managers from different offices are sitting together at Chapter events now. Prior to this program, managers would only sit with people from their individual offices and sometimes it would seem "cliquey" to new members. After we implemented this program, the managers are moving around more and are gravitating to the other managers that they find common ground with, for example: they are both new to the industry. This encourages positive intermingling among the managers, but also among their colleagues from other management companies.</p>

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

We feel this program was successful because the managers are interacting more with each other, and are building relationships with others in the industry. We had over 60 managers that attended the program in St. Louis!

That is over half the managers in our Chapter in the area! That was a huge success for our Chapter. Additionally, we anticipate an even bigger turn out for our next Peer to Peer event.

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

This program idea was such a huge success that the managers in St. Louis requested that we do it every year. We also decided to bring this concept to the Kansas City area for 2025. We plan on changing up the topics and adding more attendance prizes for the managers that center around self-care. We currently have over \$1500 in donated items for the 2025 Manager Peer to Peer Program for St. Louis and Kansas City. Our community managers are already talking about how much they enjoyed it last year and how they are really looking forward to another great program where they can share their ideas and best practices.

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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