

Page: Entry Information

Chapter

Community Associations Institute

Chapter Size

Very Large (761-1200)

Category

Membership Engagement

Program Name

CMCA Review

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)

The CAI Greater Los Angeles Chapter (CAI-GLAC) has significantly enhanced membership engagement by hosting its annual CMCA Review Session, a comprehensive program designed to support manager members seeking their Certified Manager of Community Associations (CMCA) designation. This initiative demonstrates CAI-GLAC's commitment to professional development and membership value, contributing to both individual success and the strength of the community association industry.

CAI-GLAC identified a critical need for additional resources to support members preparing for the CMCA exam, as many had expressed difficulty in passing. In response, the chapter expanded its CMCA Review Session in 2024, moving it to a larger venue at Playa Vista, a local association and CAI-GLAC member. The event featured expert presenters Sascha Macias of Roseman Law, APC, and Ryan Gesell of Cline Insurance, who provided essential insights and guidance.

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)

Strategic Contribution to Membership Engagement

This initiative exemplifies CAI-GLAC's dedication to enhancing the membership experience by:

- Providing a high-value educational resource tailored to members' professional advancement.
- Strengthening industry expertise by equipping managers with the knowledge needed for certification.
- Expanding networking opportunities through collaboration with business partners and other CAI chapters.
- Reinforcing CAI-GLAC's role as a leader in member development and engagement.

The remarkable success and growth of the CMCA Review Session underscore CAI-GLAC's commitment to member satisfaction and professional growth. For these reasons, we proudly nominate the CAI Greater Los Angeles Chapter for recognition in the Membership Engagement category of the CAI National Awards.

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 2024 CMCA Review Session far exceeded expectations, providing an invaluable resource to attendees and significantly boosting their confidence in passing the CMCA exam. The increased participation and overwhelming positive feedback solidified its status as a vital membership benefit. Furthermore, the event directly contributed to many CAI-GLAC and neighboring chapter members successfully obtaining their CMCA certification in 2024.

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

Key Enhancements and Execution

- Expanded Attendance: Historically a small gathering of 5 to 30 attendees, the 2024 session grew to over 100 participants due to increased demand and outreach.
- Open Access: Recognizing the value of this program, CAI-GLAC opened attendance to members from all CAI chapters, extending its reach and impact.
- Comprehensive Content: The program covered critical CMCA exam topics, including governance, governing documents, maintenance, human resources, insurance, and more.
- Added Value: To support the expanded event, CAI-GLAC enlisted business partners to sponsor a small trade show, which helped provide breakfast, lunch, and an extended program duration. Past years' events cost the chapter money but the 2024 event earned \$12,000 in profit.

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

Based on feedback from the event survey and from participants who took the CMCA exam after the review session, we will be making the following changes for the CMCA Review this year:

- Make it clearer to participants what materials are available from CAMICB to help them prepare for the exam.
- Spend more time on the practice test at the end of the session.
- Increase the length of the insurance session.
- Update the content to conform to the changes made to the CMCA exam at the end of 2024.
- Increase the length of the lunchtime expo by 30 minutes.

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

Would you like to upload additional documents?

Yes

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