

Page: Entry Information
Chapter ALBM
Chapter Size Medium (261-510)
Category Membership Engagement
Program Name Year of the Homeowner Leader
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) <p>The Year of the Homeowner Leader was a targeted initiative we created to elevate the experience, access, and value for homeowner leader members while attracting new board members to CAI. Our chapter president, who serves as a volunteer board member on her own homeowners association, recognized the importance of providing tools, resources, and leadership development to support homeowner leaders.</p> <p>Key elements included:</p> <ul style="list-style-type: none">• We offered free attendance at luncheons and educational workshops exclusively for homeowner leader members• We recorded the annual Board Leader Certificate course (5 modules) as four webinars in January and February 2025 and provided access through the member-only page• We provided networking and educational opportunities tailored to the needs of homeowner leaders <p>Because CAI Alabama is a state chapter with members spread across Alabama, hosting a full-day, in-person Board Leader Certificate course each year is costly and time-intensive. We adapted the required course into four recorded webinars, which increased accessibility and created lasting educational resources for current and new homeowner leader members.</p> <p>This program fits the Membership Engagement category because we:</p> <ul style="list-style-type: none">• Increased member participation and satisfaction• Expanded access to educational content and networking opportunities• Demonstrated the value of CAI membership and attracted new members
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>We designed this initiative to strengthen education, leadership development, and engagement among homeowner leaders, directly supporting the mission and vision of CAI and CAI Alabama.</p> <p>What we did:</p> <ul style="list-style-type: none">• We provided free and exclusive benefits for homeowner leader members• We adapted the required full-day Board Leader Certificate course into four recorded webinars in January - February 2025, making the course accessible to homeowner leaders across the state regardless of location• We provided networking and educational opportunities through our luncheons and workshops, ensuring homeowner leaders could access content and connections relevant to their roles

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)

Although webinar attendance was modest in 2025, the Year of the Homeowner Leader provided meaningful value to participants and strengthened CAI Alabama's member services:

Impact on Members:

- We gave homeowner leaders with a CAI Homeowner Leader membership free access to luncheons, workshops, and four recorded webinars
- Members gained tools and knowledge to support their board roles and strengthen their connection to CAI Alabama
- Exclusive access highlighted the benefits of Homeowner Leader membership

Impact on CAI Alabama:

- We delivered the initiative efficiently, requiring only staff time for webinars with no venue or food costs
- We raised awareness of CAI membership among HOA and condo board members

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

In 2025, the Year of the Homeowner Leader initiative produced measurable engagement and value for members:

- We recorded 113 homeowner leader registrations across luncheons, workshops, and webinars (with some members attending multiple events)
- We had 6 homeowner leaders attend all four Board Leader Certificate webinars
- We recorded 50 total views of the four recorded webinars on the member-only page
- We increased our Homeowner Leader memberships by 22% from 2024 to 2025, ending the year with 89 total Homeowner Leader members

These results are significant because, while overall participation was modest, they show that we provided educational programs and networking opportunities that helped homeowner leaders strengthen their board skills and supported measurable membership growth. By offering complimentary access to luncheons, workshops, and webinars, we delivered valuable member benefits while keeping chapter expenses limited to staff time for the virtual sessions.

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

We plan to build on the Year of the Homeowner Leader initiative in 2026 by:

- Continuing to offer free luncheons and workshops for homeowner leader members
- Maintaining access to the four recorded Board Leader Certificate webinars as a member benefit
- Promoting the Homeowner Leader membership as the way to access exclusive education and networking opportunities
- Tracking attendance, webinar views, and new memberships to measure engagement
- Exploring ways to enhance in-person participation, based on member preferences

By focusing on accessible education, exclusive member benefits, and ongoing engagement, we aim to strengthen the value of CAI membership and support homeowner leaders statewide.

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?

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Download File (<https://caiawards.secure-platform.com/file/24217/eyJ0eXAI0iJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoyNDIxNywiYWxsY3dOb3RTaWduZWRVcmwiOiJGYWxzZSIsImNm9yAttachments%20for%20Year%20of%20the%20Homeowner%20Leader.pdf>)

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