

**Page: Entry Information**

**Chapter**

CAI Alabama Chapter

**Chapter Size**

Small (50-260)

**Category**

Membership Engagement

**Program Name**

Ask The Expert Series

**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 Ask the Expert Series was implemented for the first time in 2021. It was promoted as virtual luncheon events that were offered in months that we either didn't have any in-person events on the calendar or could not meet because of Covid-19.

With every event registration we offered a \$20 GrubHub gift card to give the events a little bit of a luncheon feel and entice those that were hesitant towards virtual meetings to sign-up and give it a try.

The cost to attend an Ask the Expert session was \$25 for members, \$35 for non-member manager/homeowners and \$40 for non-member business partners. First-time guests were able to attend for free.

We held 5 Ask the Expert Virtual Luncheons in 2021:

1. Ask the Wildlife/Pest Control Expert "What's bugging your property"
2. Ask the Attorneys "The Paper Trail - Understanding Your Governing Documents"
3. Ask the Lake Expert "Why Proactive Lake Management Is a Better Value"
4. Ask the Insurance Expert "Commonly Missed Coverage Items and Common Mistakes when Insuring your HOA"
5. Ask the CPA

While the pandemic primarily brought up the need for the additional virtual programming, the Ask the Expert Series will be part of the regular programming in the future. For a small chapter that is also a state chapter, the ability to offer virtual programming is an amazing opportunity: Not only can we offer our current and prospective members more educational opportunities but also make them accessible to anyone across the state and not just to those in the Birmingham area where the majority of our events are usually held. Ultimately, it's a big membership value add for our members while being very low in cost for the chapter.

Supporting Documents:

- Ask the Expert Emails Invitations
- Ask the Expert Facebook Posts
- Ask the Expert Post-Event Surveys
- Ask the Expert Session Budgets

**How did this program meet the mission and vision of the chapters and CAI as a whole? (20pts)**

The program met the mission and vision of the chapter and CAI as a whole in many ways:

**PROVIDING EDUCATION**

Providing industry-specific education is CAI's as well as our chapter's main goal. The Ask the Expert webinars are an additional education offering for our current and prospective members.

**SERVING THE ENTIRE STATE**

As the Ask the Expert Series is a virtual program, we are able to make the education available for members in all geographic locations throughout Alabama.

**VIRTUAL NETWORKING**

While in-person networking is unbeatable, the Ask the Expert virtual events did provide opportunities for business partners to showcase their company as a virtual event sponsor or presenting expert. Also, the Q&A session at the end of the programming allowed for great interaction among the presenter and participants.

**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.) (20pts)**

The virtual chapter luncheon series "Ask the Expert" has impacted our chapter on many levels.

**MEMBERSHIP VALUE**

Being able to add 5 additional educational events to our calendar is huge for a small chapter. The value of a CAI Alabama Membership increased for our members by having added the Ask the Expert webinars. The feedback received from event participants was overwhelmingly positive.

**MEMBERSHIP ENGAGEMENT**

Offering additional events allowed our members to be more often engaged with CAI and CAI Alabama. This was especially true for members outside of the Birmingham area. It was great to see so many managers attend the Ask the Expert webinars.

**GROWTH OF MEMBERSHIP**

Our membership grew overall by 11.5% in 2021. The manager membership growth rate was 46%. It is hard to say to what degree the Ask the Expert series played a part in that growth but it was definitely a part of it.

**Please provide quantifiable data supporting the rationale for success. (20pts)**

**EVENT ATTENDANCE**

The attendance varied from 14 to 41, with an average of 24 registrations for each webinar, which we consider a great success. Almost all attendees were managers.

**REACH MEMBERS ACROSS THE STATE**

We were excited that on average over 20% of the registrations for each webinar were participants from outside of Birmingham area. It was our hope that the Ask the Expert webinars will draw participants from outside the Birmingham area.

**ATTENDANCE FEEDBACK**

The feedback provided in the post-event surveys was overall very positive. See attached.

**COST EFFECTIVE EVENTS**

We charged members \$25, non-member managers/homeowners \$35 and non-member business partner \$40 to attend an Ask the Expert webinar. Even though we offered a \$20 GrubHub gift card with every event registration, we were able to have a positive net event income for two of the five events where we also had an event sponsor. The loss for the other three events was small ranging from \$47 to \$187. The ticket sales were reduced by the fact that chapter business and management company sponsors had free event tickets and we allowed first-time guests to attend at no charge. We also gave the speaker a \$50 gift card as a thank you.

**Based on the results, will the program be a regular part of the chapter's programs in the future and why?**

We will keep offering the Ask the Expert webinars and will be offering them quarterly in 2022.

The Ask the Expert webinars are additional educational opportunities for our members and the virtual format makes them accessible for members outside of the Birmingham area.

While we really thought that the GrubHub gift cards were popular in 2021, we won't provide them anymore in 2022 and instead make Ask the Expert webinars free for our members. We will charge non-members a small fee to attend. With cutting out the GrubHub gift cards, the cost of the Ask the Expert series should be covered for the most part by non-member ticket sales.

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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