

**Page: Entry Information**

**Chapter**

CAI Heartland

**Chapter Size**

Medium (261-510)

**Category**

Out of the Box

**Program Name**

Heart2Heart Interview with CAI Heartland

**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)**

In 2021, our CED received a call to be interviewed by two CAI members in the East Coast hosting "Community Association Car Chat". Our CED really enjoyed the interview and had a fun time talking about CAI Heartland. This inspired her to bring a similar idea back to our Chapter. She told the CAI Board members and committee chairs how interactive and entertaining it was to be interviewed and talk about our chapter during a Zoom interview. The CED decided it might be a fun way to get our members reconnected with each other since everyone was so disengaged due to COVID 19. We were only hosting CAI education through Zoom webinars, and we were not meeting in person. Everyone was feeling down and wanting to get together. The CED with the approval of the board began writing questions for the interviews, looking for fun "get to know you" questions, and recruited the CAI board to be her guinea pigs for the first few interviews! She drafted a standard email explaining the details. She gave the members the first few standard questions she would ask and let them know she would also have a few prepared "rapid fire" questions to add more spontaneity. With the help of her marketing assistant, they created a name for our interviews, Heart 2 Heart Interviews with CAI Heartland.

In the beginning, our members were a little apprehensive about being interviewed. They would say things like, "Does anyone really care what I have to say?" "Won't everyone's answers be the same?"

"What happens if I am uncomfortable with the rapid-fire questions?" We assured them if after the interview, they wanted to edit or change anything, we could. We would let them see the final version before it aired to our members and if they were still unhappy with the interview, we would not air it.

After we completed each interview, we would send the member their first draft of the interview. Once we received approval to edit, our CED would send the recording to her marketing assistant who would add background music, the name, company or association of the member and our Heart 2 Heart logo that we created. We would then add the finished version to the Chapter's YouTube page set under a private setting. We would send the final version to the member and let them know when their interview would air. Once we received their approval, we set the interview to go out to our members. We had several members active on our Facebook page, so we decided we would launch a new Heart 2 Heart Interview every Friday.

We felt the Heart 2 Heart Interview with CAI Heartland would best fit in the Out of the Box category.

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

CAI Heartland's mission is to strive to exceed the expectations of their residents. We work toward this goal by identifying and meeting the evolving needs of the professionals and volunteers who serve associations, by being a trusted forum for the collaborative exchange of knowledge and information, and by helping our members learn, achieve, and excel.

One of our goals in the Heartland Chapter is engagement with our members. We felt this was lacking in 2021 due to COVID-19. Everyone was disengaged and feeling low. Our members were trying to just keep going.

We wanted to build the CAI morale and give our members something to look forward to since we could not see them in person right now.

Our hope was that members would also learn something new about each other and be able to connect with one another even for a few minutes through a Zoom interview.

**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 CAI Board and CED were flabbergasted to find our members were so excited for Fridays to see who was interviewed this week on Heart 2 Heart Interviews! We had members calling the Chapter office to see if they could be interviewed next. We even caught the attention of CAI Headquarters when a CAI trustee emailed Crystal Wallace to say he thought we had come up with a clever idea interviewing our members.

In the beginning, we emailed our members when we launched a new interview to get people to watch. We discovered that we no longer needed to email our members because they were all looking on our Facebook page on Friday morning to see who the latest member was to be interviewed. We had one CEO of a local management company that told us he looked forward to listening to the interview on his way to work every Friday.

The members we interviewed seemed to feel flattered that we asked them to participate. They felt they had something to contribute to the success of this project.

These 15-minute interviews gave our members a chance to unplug and just listen to one of our members talk about their experience with CAI, what their favorite CAI event was and what their favorite CAI memory was. These interviews brought our Chapter members closer together in ways we did not even think about.

When we were able to finally have an in-person event outdoors over the summer of 2021, we found members talking about things they heard on one of our interviews like "I saw your interview and I didn't know you like Star Wars!" or "I heard your interview and I loved your favorite CAI memory!"

Please check out our Heart 2 Heart Interview on our YouTube Channel.

[https://www.youtube.com/playlist?list=PLzQ3mXlkgiO-7Ne6LFIOHRzgvXCAGyO4\\_](https://www.youtube.com/playlist?list=PLzQ3mXlkgiO-7Ne6LFIOHRzgvXCAGyO4_)

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

Data to support our success from this project:

- we helped our members stay connected to each other during a global pandemic
- we showed our members their value in the industry; that they had something to contribute
- we provided our members an opportunity to have fun
- we gave our members a chance to disengage from the crazy world for a moment and learn something new about a fellow member
- we increased our YouTube Channel followers
- we increased our Facebook likes and followers by over 20%
- we provided a unique opportunity to truly get to know our members on a deeper level

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

We will continue to interview members if they are willing to be interviewed! We are always trying to produce new innovative ideas so who knows what we will think of next.

Please check out our Heart 2 Heart Interview on our YouTube Channel.

[https://www.youtube.com/playlist?list=PLzQ3mXlkgiO-7Ne6LFIOHRzgvXCAGyO4\\_](https://www.youtube.com/playlist?list=PLzQ3mXlkgiO-7Ne6LFIOHRzgvXCAGyO4_)

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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