

Page: Entry Information

Chapter

CAI Heartland

Chapter Size

Medium (261-510)

Category

Public Affairs

Program Name

Winter is Coming...Fannie Mae Changes Effective 1/01/2022

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 November 2021, we created a unique webinar for our members in the Heartland Chapter. This webinar focused on the new Fannie Mae changes that were to take effective in January 2022. Our members were scrambling for information and resources to share with their communities. We wanted to get ahead of it and offer our members the most up to date information and resources so they could prepare for the significant changes ahead.

Our chapter is vast in geographic area covering the states of MO, KS, southern IL. We even have members in OK, AR and IA. It is difficult for our chapter to get in front of all our members to share this message. We felt having a webinar was the best viable way to reach our members to share these resources.

This topic was so important that we asked Dawn Bauman, VP of Government and Public Affairs at CAI Headquarters to be on our panel with our local expert attorney, Todd Billy, CCAL. We wanted to get this webinar out to as many members and prospective members as possible; we shared the information on our social media streams and made the webinar free to everyone a week after it aired. We strongly encouraged our management companies to push the message and resources out to their boards. We sent them the link to the recording and links to the resources provided during the webinar.

We felt this unique webinar fit the Public Affairs 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.

We strive to deliver the message of CAI. CAI Headquarters has done an amazing job to work through the tragedy at Champlain Tower South in Surfside, FL. They have provided the chapters with endless amounts of resources and support. The Heartland Chapter believes in sharing as much data, information, and research to help concerned board members understand the importance of maintaining the integrity of their communities.

We believe by conducting this educational webinar on the important Fannie Mae Changes; preparation for proper reserves and maintenance, we are continuing to educate and empower our members to make the best decisions on governing their communities.

What was the impact on the chapter and its members after completing the program? (Growth of membership, financial, public awareness, membership value, better chapter/member relationship, chapter operations, etc.) (20pts)

The impact on our members was incredible! We heard from managers that hosted "special" board meetings to watch our webinar together. One manager informed us that she felt this topic was so crucial that she asked all her boards to watch the webinar together and then discuss what their options and plan will be going forward.

We share the webinar recording, resources, and links to CAI information to our complete email distribution list. We received numerous responses from members:

"Thank you for giving me information to share with my boards so they are prepared for what is ahead"

"Thanks Cathy, this webinar is one of the best programs that the chapter has done all year! I will be encouraging all my boards to put a plan in place and watch the recording"

Currently, we have over 200 views on our YouTube channel!
This is one of our most watched videos on our YouTube channel.

Not too bad for a medium size chapter!

We believe we added true value to our members by giving them the tools they need to make the best plan for their communities when it comes to preparing for the Fannie Mae changes this year.

We also provided an hour of continued education credit through CAMICB for our managers.

As an added benefit, we increased our public awareness of our chapter and CAI as an organization through word of mouth.

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

Some data to support our success of this webinar:

- over 200 views of our YouTube channel!
- we had over 155 attendees at the Live showing of our webinar!
- we believe anticipate that we reached over 500+ managers and board members

Link to our recording on YouTube-

<https://youtu.be/YVeZRzIqVpw>

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

We have already done an update of this online seminar in January 2022 to a management company in Kansas City that requested it. We will continue to provide our members with the most up to date resources and information on the topic.

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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