

Application: 9999

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Page: Entry Information
Submitted By LeBlanc, Michelle
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Chapter Greater Los Angeles Chapter
Chapter Size Very Large (761-1200)
Category Leadership
Program Name A FOCUSED Committee Structure
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)

Isaac Camacho, the 2023 President-Elect and 2024 Board President for the CAI Greater Los Angeles Chapter, chose FOCUS as the theme for this year. The core of his message and strategy is to ensure that all of us – Board, chapter staff, volunteers – are laser-focused on serving the mission of the chapter.

Connecting Communities Through Education, Advocacy, and Service

Isaac's leadership, drive, and commitment to the Chapter was inspiring as he embarked on an impressive effort to meet individually with nearly 30 committee co-chairs to understand the needs of each person and the committees they served.

One of the first strategic moves Isaac made toward his goal was working with the Board to evaluate the mission, function, and results of each of our committees to determine how they were serving the four pillars of the mission: connection, education, advocacy, and service.

Isaac also looked at the individuals who were working the hardest for our committees. Our best volunteers were being stretched thin. To achieve the best results, we needed align their efforts, and our own, seamlessly with the mission.

In the annual strategic planning meeting, Isaac led the Board and Chapter Staff in an exercise that reduced 15 committees to ten. This has allowed our committee co-chairs and members to focus on fewer committees and activities, ensuring that everything we do serves the Chapter's mission, CAI's vision, and the communities we live in and serve.

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

The mission of the Greater Los Angeles Chapter is Connecting Communities Through Education, Advocacy, and Service. Isaac's committee reorganization effort aligned each committee with one of the pillar of the mission: connection, education, advocacy, and service.

Isaac tasked committee co-chairs and their respective Board liaisons to re-evaluate all of the programs and activities to ensure that they all directive serve their mission pillar.

We went from having six committees serving the EDUCATION pillar to four.

--Programs and Expo Committee - This committee is the result of a merger between the Programs Committee and the Expo Committee so that our biggest in-person educational events were coordinated by one committee, ensuring that our topics build upon one another month after month.

--Education and Development Committee - This committee resulted from a merger of the Managers Education Committee and the Homeowners Education Committee to ensure that our virtual education offerings were coordinated and comprehensive. This committee also runs the mentoring program for managers and the college curriculum program for local community colleges.

--Executive Summit Committee - This is a single-event committee for a regional education event planned and hosted by CAI GLAC for management company executives that pulls in attendees from all local chapters.

--Magazine Committee - Previously known as the Publications Committee, this committee narrowed its scope to focus on the print magazine and continuing to provide relevant, timely, useful content for our members.

We remain strongly focused on SERVICE and ADVOCACY with these two committees.

--Community Outreach Committee - This committee continues to serve our local communities with blood drives, donation drives, community cleanups, and a wellness program for managers.

--Legislative Support Committee - The LSC continues to work closely with the California Legislative Action Committee and other state chapters to monitor and develop legislation pertaining to our industry.

Fostering and maintaining CONNECTION with and within our membership is our most important pillar, and it is served by these four committees.

--DEI Committee - The Diversity, Equity, and Inclusion committee was formed this year to ensure that our chapter serves and reflects the richly diverse Greater Los Angeles area.

--Marketing and PR Committee - This committee is the result of a merger between the Social Media Committee and the Membership Committee to align their efforts toward their common goals of awareness, engagement, and member retention and acquisition.

--Social Engagement Committee - Previously known as the Social Events Committee, this committee has renewed its commitment to engaging members beyond holding the "fun" social events.

--Golf Committee - This is a single-event committee that brings together members who attend many of our events with members who only come out for this popular fundraiser. It is a highlight of the year for members and raises a significant amount of money for the Chapter.

Two committees were completely eliminated and their activities taken over by the Chapter Staff and Board: Finance Committee and Mediation Service Committee.

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)

Engaged committee membership increased. Committee co-chairs were encouraged to release committee members who were no longer engaged and contributing. This opened up spots on previously full committee rosters to allow over a dozen members to join committees, bringing fresh ideas and enthusiasm.

Our most committed volunteers chaired and/or served on two to four committees before the reorganization. With each committee meeting monthly for one hour, by merging committees we were able to reduce the hours those volunteers spent in meetings by half for most of them.

Merging committees also reduced the time commitment for the Chapter Board. With 15 committees, some Board members were liaisons to two committees in addition to their own committee membership. Now, each Board member is only liaison to one committee and their own committee membership commitments were further reduced by the mergers.

The greatest reduction of labor has been seen by Chapter Staff. Committee meeting hours were reduced from 15 per month to 10. The time spent in preparing for committee meetings and managing their activities and related documents and resources has been cut by 30%.

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

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How can you improve this program going forward? (20 pts)

After the newly merged committees have settled in and become accustomed to their refocused efforts, there will be an opportunity to further refine their charters and identify their needs regarding recruitment of committee members and support from the Chapter Board and Staff. This clarification will encourage new members to join committees because they will know which committee will be the best fit for them and what is expected of them.

Seeing how well each committee serves their pillar of the mission will also help us to rebalance the types of committees we have. The pillars of service and advocacy are much less supported than the pillars of education and connection. There is an opportunity to grow in that area.

By aligning the committees so well with the mission, it also creates more opportunities to recognize the efforts of our committed volunteers. We will be able to reward not only their service to the committee, but their service to the mission.

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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Would you like to share a link?

<https://www.cai-glac.org/committees/> (<https://www.cai-glac.org/committees/>)

Thank you for your submission! We encourage you to submit another program in a different category.