

Page: Entry Information
Chapter Western Oregon Chapter
Chapter Size Medium (261-510)
Category Membership Engagement
Program Name Podcasts
<p>Each question is worth 20 points and will be scored using the following rubric:</p> <p>(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</p>
<p>Describe the program and why it fits the category. (20pts)</p> <p>When the end of 2020 did not show the COVID Pandemic slowing down, the Board and Member Committees of the Western Oregon CAI Chapter got creative to ensure members continued to feel engaged. Oregon suffered long periods of 'shut-down' over the years of the pandemic which made hosting in person events difficult. Chapter Leadership, however, was intent on ensuring that Members experiences with the Chapter continued to provide a positive value.</p> <p>Rather than postpone events, the Chapter started a new breed of virtual ones. Using Member talent, the Chapter worked with many members to deliver critical educational content; a continual goal of the Chapter. As the COVID Pandemic raised new challenges for Community Associations, the Chapter responded with hosting a Podcast about State Regulations and how they applied to Community Associations. Experts included an attorney, contractor, and Community Manager. Similarly, as a historic ice storm blanketed the region and forced many Community Associations (CA) to file insurance claims, restore common elements, and manage a host of other owner-related communication and damage, the Chapter produced a Podcast to address how a CA can best navigate such a challenging time.</p> <p>The Podcasts the Chapter has produced have provided members with a way to stay connected during an isolating time, to continue to educate themselves, for business partners to feel recognized, and the Chapter has generated a new revenue stream for the Chapter. The Western Oregon Chapter is fortunate in that it enjoys a large population of Homeowner Leaders in it's membership-- over 50% in fact! Because of this, the Chapter focused the Podcasts to address in detail the struggles CA Boards were facing.</p>

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

The Western Oregon CAI Chapter met the mission and vision of CAI through Podcasts in 2021 by continuing to provide education to members, opportunities for member-speakers, and by supporting the Chapter by generating revenue to cover the minimal costs for the Podcasts. 2021 was a busy year in Oregon!

Mandated shut downs provided the perfect opportunity to introduce CA education in this format. Not only were Members receptive to it, business partners were ecstatic over it! The benefits for our Homeowner Leader Members was applicable education they could immediately implement in their community. But, our Business Partner Members were the group who was most excited for the Chapter's Podcasts. Our Business Partner Members enjoyed the opportunity to present alongside other members, often from their office-- a great way to promote their business!

Another added benefit to the Podcasts was to the Chapter's Manager Members. CAMs in the area were finally able to direct the Boards with whom they worked to education sessions tailored for them. As every CAM knows, an educated Board is one that is much easier to work with and can provide a significantly more positive result to a community; especially in a year like 2021!

Like with any event, there is a cost to produce the Podcasts, however, the Chapter Leadership has successfully sold sponsorships for the events. For 2022, in fact, the Podcasts were so popular, the Chapter is selling 15 of them in comparison to 2021 where the Chapter only sold four!

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 impact for the Chapter as a result of the Podcast Programs has been positive. The Podcasts are attractive to potential members, especially those who have barriers to attend in-person events. It has also allowed the Chapter to reach more remote areas of the region where access to CA education of any type can be difficult.

The revenue the Podcasts produce helps the Chapter continue to produce them, store them on the Chapter's website, and of course to promote them as advertising opportunities for Business Partner Members.

The Podcasts have had an unintended positive outcome as well in the form of creating a more connected Chapter. The Podcasts provide Members with an approachable format for their educational needs. And, because the Chapter posts the Podcasts for all on the Chapter website, members can replay the Podcasts at their leisure. Our Business Partner Members also enjoy this benefit as they are continually being 'viewed' by Board Members, their potential clients! They really do provide continual advertising!

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

Quantitative data for the Western Oregon CAI Chapter Podcast events in 2021:

4 Podcasts held
5 Sponsorships sold @ \$500 each, \$5,000 in new revenue
\$0 Cost of Podcasts to members/prospective members
\$0 Cost of space, equipment, editing (donated by sponsor!)

\$5,000 Net Profit

The success of the Chapter's Podcasts can already be seen for 2022:

15 Podcasts Planned
12 Sponsorships already sold @ \$300 each, \$3,600 in revenue since January 2022

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

The Board and Chapter Leadership intend to continue to produce the Podcast events. Instead of allowing the Chapter to host 'stale' events, the Chapter does, and has, rotated some events 'off' and 'on.' The Podcasts, however, as long as the Chapter can capture expenses and a little profit, will continue.

The Podcasts provide easy access to populations the Chapter previously struggled to reach and they are also easy to host on the Chapter's website. The Board has goals centered on creating a 'learning library' of sorts for Community Managers, Homeowner Leaders, and Business Partners; the Podcasts have served as the first resources. As more educational events take place virtually over 2022, they will be added to the 'library' along with electronic documents from CAI National.

Additionally, the Chapter's Business Partners came to the annual Sponsorship event in October asking to sponsor the Podcasts! Word had gotten out that the Podcasts provided a advantageous advertising platform and a member-reach even great than an in-person event. The fact that the Podcasts could be produced from a Business Partner's office was all the Chapter's Sponsorship Committee needed to sell \$2,000 worth of sponsorship opportunities for the Podcasts in one hour!

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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