

REIC Edmonton Chapter Board Member Committees (Updated Aug 18, 2016)

Committee Name	Committee Members	Job Description
Marketing/Social Networking	<p>Jessica Barter-Kolic (Director) Tarek Merhej (Director) Sharon Radford (Administrator)</p>	<p>The marketing committee creates the marketing plan for the chapter and presents all plans to the Board for approval. The committee is responsible for ensuring that all marketing and advertising campaigns align with REIC's branding campaigns and strategic plans. The main goals of the marketing committee are to increase awareness of the REIC brand and the benefits of belonging to their local REIC chapter. Use of social media for advertising and event promotions</p>
Candidates Guidance/Mentoring/Admissions	<p>Yolanta Murphy (President, IREM Chair) Robyn Brown (Vice Chair – IREM Council) Sharon Radford (Administrator)</p>	<p>Mentor each candidate, review candidate educational requirements and recommend courses, and answer all enquiries from local prospects and candidates. When a new member is approved, the individual should be personally invited to attend the next chapter luncheon, at which time they are sworn in, presented with their membership pin, certificate and code of professional standards.</p> <p>The interview package will be sent out from REIC National to the Administrator, who forwards it to the President or IREM Chair (or designate) to conduct the interview.</p>

Finance	Jenny Stuart (Treasurer) Yolanta Murphy (President, IREM Chair) Robyn Brown (Vice Chair – IREM Council) Sharon Radford (Administrator)	The finance committee’s tasks are to prepare monthly financial statements, draft budget (in conjunction with the education/marketing committee) for review and approval. Prepare the year-end statements for review/audit, send the year-end financial statements and chapter budget to REIC National, handle all banking, payables and receivables	
	Nominating	Barry Williams (Past President) All Board Directors	The nominating, succession planning or governance committee is responsible for the overall composition and governance structure of the Board; such as to prepare priorities for board composition; meeting with prospective board members and recommend candidates to the Board; recommend a slate of officers to the Board and design a succession plan; conduct orientation sessions and suggest new, non-board members for committee positions.
	Education	Laura Sharen (Director) Sharon Radford (Administrator)	Review courses required by students and candidates (in conjunction with the Candidate Guidance committee) and to submit to REIC National by May 15 th for the fall schedule and by September 15 th for the spring schedule. Seek out other seminars/workshops from IREM or other sources.
	Awards	Tarek Merhej (Director)	The Awards Committee plans and executes the recognition awards program and submits eligible nominees to the national REIC AGM awards.

Programs	Barry Williams (Past President) Robyn Brown (Vice Chair – IREM Council) Tarek Merhej (Director)	Find relevant speakers and events to promote and assist chapter members within the real estate industry and community (value for money). Also work a local charity, sponsor a high school program that promotes the industry, book tradeshow, golf tournaments, or other one-off social or fundraising events, etc. A calendar should be developed for the year in the fall to schedule and promote events.
	All Board Directors Sharon Radford (Administrator)	The newspaper committee seeks out articles of interest to the members, provides materials of interest, news stories and chapter events; proofs and reviews a draft copy from the Administrator.
Newsletter		

2015-2017 REIC Edmonton Chapter Strategic Plan Updated December 2015

Goal	Objective	Strategy	Timeline	Progress	Active Party
1. Increase and enhance membership	<ul style="list-style-type: none"> Recruit new candidates – net gain of 6 people; Retention (retain 90% of members) Recognition 	Outreach to brokers, realtors, property management companies; promote REIC designations and education by networking in the real estate community	Annually	2015 Members at Nov 2014: 190 Members at Nov 2015: 182 Net Result: loss of 8 members	All Board Directors, Administrator
		Corporate outreach to at least two (2) companies	Annually	2015 Edmonton International Airport and Supreme Capital Inc.	President, IREM Chair, Past President
		Personally contact members with outstanding dues – i.e. telephone and/or email	Within two months of due date (January 1)	2015 Contacted all active members with outstanding dues	Treasurer (Administrator – resource)
		Welcome new candidates to the Edmonton Chapter; offer assistance and guidance; invite and chaperone them at a luncheon	Throughout the year	2015 Initial contact made via email welcoming the candidate	Candidates Guidance/Mentoring/Admissions Committee
		Spotlight candidates receiving their designations in the newsletter	Throughout the year	2015 New initiative -	Candidates Guidance/Mentoring/Admissions Committee

2. Deliver quality, timely programming and networking opportunities	<ul style="list-style-type: none"> Offer 4 events per year incl. Milestones, AGM and Christmas Events to run on break even basis 	Schedule 12 months ahead	Annually	End of calendar year November/December	Programs Committee
		Engage members in recommending speakers/topics	2016	Develop a standard evaluation form – solicit speakers/topics	Administrator
		Encourage mingling at events by having a Board Member at each table	Ongoing		All Board Directors
		Focus workshops/brown bag lunches on relevant topics i.e. condo, management, real estate	Ongoing		Education Committee Programs Committee
		Request evaluations after each event; monitor quality of events	2016	Develop a standard evaluation form – solicit speakers/topics	Administrator
	Gather intelligence on other chapter events/activities	At least one Board Member to participate in Chapter Chat and report back to the Board	Ongoing	Scheduled by REIC National	President, IREM Chair and Administrator or other Board Member
		Board Member to participate in Chapter Chat Live at the REIC National Conference and report back to the Board		Annual event at REIC Conference	President, IREM Chair and Administrator or other Board Member

3. Increase our visibility to members, prospects and other stakeholders	Facilitate local connections for national education courses	Organized by REIC National and held in Edmonton	Ongoing	Class visit; bring greetings from the Chapter and Board	Administrator President, IREM Chair or another Board Member
	<ul style="list-style-type: none"> Newspaper announcements of new members Publish a relevant newsletter bi-monthly 	<ul style="list-style-type: none"> Run announcements and articles in Real Estate Weekly (free) and other affordable publications Submit content i.e. articles, links, etc. For both newsletter and e-blasts 	Bi-monthly		Newsletter Committee
	Once a week use social media to connect with the next generation of members and prospects	Board Members to post on LinkedIn and Facebook re: industry events, REIC, IREM, articles, links, etc.			Marketing/Social Networking Committee
	Develop a Value Proposition Paper – why people should consider joining REIC/IREM and script/pitch for Board Members to use	Include meaningful information re: education, networking with peers, pride in the designation, tools to do the job better, pride in belonging		2013 Completed Value Proposition Paper is on our local website	Yolanta Murphy

4. Practice good governance and fiscal responsibility	Succession planning for Officers and Directors	Invite quality people to join the Board and into the leadership chain	Ongoing		Nominating Committee
	Invite member participation (non Board) in special projects – target 4 people	Board Members to invite one member to participate in a special event or project	Ongoing	Two members invited to sit on the Jury for the Recognition Awards	Yolanta Murphy
	Revisit the Strategic Plan annually	Set aside 2 hours at the end of the year to review and update; every second year take 5-10 hours to plan for the future	Nov-Dec	Scheduled for Dec 10/15	All Board Directors
	Increase revenue to meet immediate responsibilities and achieve goals	<ul style="list-style-type: none"> • Ensure events break even • Start charging for lunches 	2016	Events raising money for the Chapter i.e. silent auctions, golf tournament, luncheon \$10 charge	Programs Committee
	Ensure finances are reviewed by a third party after year end	Retain services of a qualified accountant to review financial statements on an annual basis	Jan – Feb	To be completed by AGM annually	Finance Committee Accountant
	Create a policy for reserve funds	Identify specific projects or purpose for the surplus funds			Treasurer, Board