

IREM West Michigan Chapter 62 Strategic Plan

Mission Statement:

The purpose of the chapter is to contribute to the success of its members by offering programs and services designed to create unity among the membership; provide relevant educational opportunities; facilitate the flow of information; promote and enhance professionalism and high ethical standards; contribute to public policy decisions affecting property management and assist in certifying the competency and professionalism of real estate property managers and organizations.

Goals:

The chapter should:

1. Maintain a viable organization that adheres to its mission and purpose while promoting an environment conducive to unity and camaraderie among its membership.
2. Assist IREM national in certifying the competency and professionalism of real estate property managers and organizations.
3. Provide information and education programs which are timely and responsive to members and industry needs.
4. Promote professionalism and greater awareness of the IREM Code of Ethics.
5. Contribute to public policy decisions affecting real estate property management.

Goal 1: Maintain a viable organization that adheres to its mission and purpose while promoting an environment conducive to unity and camaraderie among its membership.

- A. The chapter will create and maintain a Finance Committee to develop and monitor the annual budget and recommend proposed financial policies for approval by the Executive Council.
- B. The chapter will conduct a review of Chapter Bylaws, update as needed, and develop a policy manual covering chapter procedures and activities.
- C. The chapter will identify and encourage members to pursue future leadership positions in the chapter.
 - Urge employers of members to support IREM involvement.
 - Identify a plan of succession for leadership positions.
- D. The chapter will conduct its affairs in an atmosphere of camaraderie and fellowship.
 - Develop and maintain a Candidate Mentor Program.
- E. The chapter will identify and seek qualified member applicants.

Goal 2: Assist IREM national in certifying the competency and professionalism of real estate property managers and organizations.

- The chapter will maintain committees as mandated by IREM National for the purpose of facilitating the admissions process for the Accredited Commercial Manager®; ARM® designation; the CPM® designation; and the AMO® certification.
 - Exercise diligence and timeliness in compliance with the above objective.

Goal 3: Provide information and education programs which are timely and responsive to members and industry needs.

- A. The chapter will maintain programs and vehicles designed to facilitate the flow of information to members on relevant issues and topics.
 - Review frequency and cost of publishing newsletter and membership roster.
 - Review and explore ways and means to improve advertising support.
 - Maintain quality publications (newsletter, roster, etc) and enhance distribution thereof.
 - Review current sources of newsletter content and explore ways to expand.
 - Maximize the value of chapter website.
 - Review frequency, location, and timing of meetings.
 - Secure quality speakers on timely and relevant topics.
- B. The chapter will offer education classes, seminars, workshops, etc on timely topics of interest and importance to members and the property management industry.
 - Schedule at least one program involving a national speaker.
 - Continue to enhance vendor relations via Trade Show's.
 - Develop a "hot topics" list and identify experts to speak.
 - Continue to sponsor national IREM courses and seminars.
 - Offer Continuing Education to meet state requirement.
 - Conduct Survey to identify member needs.

Goal 4: Promote professionalism and greater awareness of the IREM Code of Ethics.

- A. The chapter will publish the IREM Code of Ethics in chapter sponsored publications and offer the Ethics 800 course periodically.
 - Publish Code in the annual membership roster and publish excerpts in newsletter, and on the website.
 - Coordinate Ethics 800 course with Education Committee and IREM National.
 - Periodically report disciplinary actions and ethics interpretations from IREM National.

Goal 5: Contribute to public policy decisions affecting real estate property management.

- A. The chapter will maintain a mechanism to monitor, interpret and disseminate to its members information on legislative and regulatory issues affecting the real estate property management industry.
 - Encourage members to become active in local government affairs.
 - Encourage members to become active on local, state and national Realtor® Legislative Committees.
 - Maintain relationships with other related trade associations.
 - Keep the state and local realtor associations informed of IREM National policy decisions.
 - Inform members via newsletter, membership meetings, and website of governmental issues and actions.

Planning Assumptions:

The Strategic Planning Committee conducted an environmental scan to identify planning assumptions. These assumptions are based upon factors that are external to the organization and have an impact upon the real estate property management industry. The assumptions are as follows:

1. There will continue to be economic cycles impacting both positively and negatively on the industry.
2. Demographic changes will continue to affect the industry and will be reflected in those individuals entering and leaving the property management profession.
3. Technological advances will create many challenges and opportunities for the industry.
4. Cuts in rental subsidies will continue and create affordability challenges.
5. Low interest rates will allow more tenants to become owners and will contribute to the development of competitive properties.
6. Aging properties will present challenges as new properties are developed.
7. We need to emphasize outreach to Owners, Developers, Investors, and Employers.
8. The proliferation of Environmental; Fair Housing; Immigration; and Employment regulations and laws will increase exposure to legal liabilities within the industry.
9. Tax laws will continue to have a major impact on the industry.

Chapter Strengths and Weaknesses:

As a prelude to the review of the Strategic Plan, the committee reached consensus on the following strengths and weaknesses of the organization:

❖ Strengths:

- Professionalism among its members.
- Excellent image of the chapter.
- IREM designations are highly respected.
- Members have a common business orientation.
- Financial condition of chapter is good.
- Excellent education programs.
- The chapters' leadership role in the state.

❖ Weaknesses:

- Lack of acceptable member participation (meetings and committees).
- Chapter serves a large geographic area.
- Sluggish ARM® participation.

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