



2011 Strategic Plan

Committee Members

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The mission of the REALTORS® Association of Northwestern Wisconsin is to be the indispensable resource for real estate professionals in Northwestern Wisconsin.

GOAL 1: Assist members to achieve the highest level of professionalism *(Primary: Education Committee)*

Strategy A: Offer timely and relevant courses that improve the performance all members.

1. Offer courses on how to draft contracts that present fewer problems, decrease liability and increase likelihood of closing and offer courses on the proper use of state approved forms.
2. Offer courses on the use of current technology, including the correct steps to email documents; target beginner, intermediate and advanced audiences
3. Use surveys and focus groups to identify the educational interests of members.
4. Target effective negotiation as a topic area; utilize existing educational resources for delivery
5. Develop mechanism to provide member access to training after live presentation and archive it.

Strategy B: Promote educational offerings available to members (NAR, WRA, ABR, CRS, etc) and recognize member achievement for earning new designations.

1. Promote designations to members
2. Promote the value of designations applicable to member practice
3. Feature designation in newsletter with information on criteria for earning it.

Strategy C: Promote the importance and value of social functions as a means to increase a feeling of connectedness and cooperation in our working relationship.

GOAL 2: Communicate more effectively with members. *(Primary: Staff)*

Strategy A: Engage brokers, managers and members in the association through forums and special meetings, that are geographically-dispersed to increase membership participation.

Strategy B: Utilize differing communication vehicles, including social media formats, to disseminate information to members.

Strategy C: Provide association information in shorter “bite-sized chunks.”

Strategy D: Investigate the use of and offer web-based online formats for education classes and association meetings.

Strategy E: Increase member participation by information gathering, utilizing focused methods that recognize the value of member’s time; are easy and quick to respond to. Utilize multiple target groups and delivery methods, including surveys, focus groups, with the ability for members to comment.

Strategy F: Recognize the key importance of, and utilize, member brokers in the dissemination of information to members.

GOAL 3: Increase member involvement in local, state, and national associations, as well as leadership positions in the community. *(Primary: Board of Directors)*

Strategy A: Encourage uninvolved members and members in all areas to engage in volunteer opportunities.

Strategy B: Encourage the selection of chairpersons from the existing committee members to preserve continuity and increase effectiveness.

Strategy C: Create and encourage new members to complete a form that identifies interests in committees and their skills, and make the same form available online for current members. Put form in the new member packet and on the application.

Strategy D: Assemble a leadership team that is representative of our membership.

Strategy E: Initiate the recruitment of a WRA board member with emphasis on those currently serving on state committees. Recruit current members to begin service on state and national committees.

Strategy F: Inform members of opportunities to serve at the state and national level, with emphasis on introducing attendees at the state convention to state leaders.

GOAL 4: Engage members in the political process. *(Primary: GADs/RPAC Committee)*

Strategy A: Increase participation and contributions to RPAC.

Strategy B: Continue to improve grassroots activities to engage members in local issues.

Strategy C: Increase broker awareness and participation in NAR broker involvement program.

Strategy D: Keep general membership informed on local political issues.

GOAL 5: Promote the benefits of membership. *(Primary: Staff)*

Strategy A: Identify current local, state and NAR member benefits and include all (or links to) on the Association's website.

Strategy B: Evaluate existing member benefits, and seek to increase and improve member benefits.

GOAL 6: Increase membership of non-Realtor® members, and maintain the current level of Realtor® membership *(Primary: Recommend creation of Member Committee similar to past Realtor/Lender/Attorney format)*

Strategy A: Continuously promote the value of being a member of RANWW; consider publicizing a "benefit of the month".

Strategy B: Ask affiliates what value the RANWW currently provides and what would increase the value of their experience.

Strategy C: Expand the network of service providers/contractors that would consider affiliate membership in RANWW.

GOAL 7: Continuously evaluate the MLS system to determine its value to members; identify and maintain services/features that cannot be replaced at a state or local level *(Primary: MLS Committee)*

GOAL 8: Determine a succession plan in anticipation of retirement of Executive Officer *(Primary: Board of Directors)*

Strategy A: Determine how the position will be defined in relation to the goals of the RANWW.

Strategy B: Determine criteria and qualifications for hiring.

END