

**Oregon Chapter CRS
Strategic Planning Task Force Meeting
December 11, 2009**

**Task Force Member in attendance
BIL Will, Pat Savage, Tania Turnell, Brenda Johnson**

**Absent
Mark Meek**

Important Values:

- Integrity
- Honesty
- Professionalism

Core purpose:

“To attract, best serve, and retain CRS Chapter Membership”

Vision Statement:

Oregon Chapter CRS members are recognized as leaders in residential real estate, and the Chapter is looked to as the premiere source of quality education, networking and referral opportunities.

SWOT Analysis:

Strengths

- Quality Education
- Networking
- Excellent referrals
- Strong leadership
- Desirable CRS coveted designation
- Respected reputation
- Fiscally responsible

Weaknesses:

- Marketing
- Stronger branding
- Public awareness
- Communication gap of CRS value to Realtors®

- Average age of members, Inability to attract younger members
- Developing new leadership

Opportunities

- To tap into younger membership
- Retention
- Networking expansions
- New program options to obtain the designation
- Leadership training
- Better presence at OAR and GRI
- Technology

Threats:

- Economic situation
 - Emerging technology
 - Legislation
 - Numerous designations
 - Membership attrition
- Diminishing resources – Reduced administrator hours

Big Audacious Goals

Membership

Goal: Recruit and retain a diverse membership profile.

- Increase membership
 - All Council members from Oregon are Oregon Chapter members
 - Diversity in membership – younger members—is key to a strong chapter.
- Utilize DVPs in membership recruitment programs
- Networking sessions
- DVP's engage the brokerages in membership recruitment
 - Classes involvement
 - Local associations/MLSs

Communications:

Goal: Develop an effective system of communication to effectively reach members, non-members and public.

- Implement a district-specific method to reach membership
- Regular communication between District Vice Presidents and Mentors
- Maintain a good working Relationship with the National Council
- Effective Up-to-Date Website
- Advertise "Chapter with a Heart" to public.
- Advertise website

- Use a blog site
- Effective use of social media

Marketing:

Goal: Develop effective marketing system to promote the classes, designation to Chapter members, Council members, non-members and public.

- Public Service Announcement on cable channels
- Deliberate use of social networking, website, blogsite, etc
 - Develop good relevant information for website
- Public Relations to publicize “Chapter with a Heart” activities

Education:

Goal: Provide educational opportunities that are relevant to the market conditions, and are profitable for the Chapter.

- Classes relevant to market conditions
- Profitable
- Use Council’s class videos to promote the next class
- Correct venues
- Aggressive Marketing
- DVP Training at Leadership Retreat to include training for class packages to give consistent performance throughout the state.
- Provide Education Schedule 4-6 months ahead of classes

Board Governance:

Goal: Develop a system to operate efficiently in harmony and to be accountable to the Chapter.

- Seamless transition to incoming leadership
- Yearly training for DVP’s (annual update and networking)
- Use of mentors for accountability and support
- Fiscal responsibility and operate within the budget
- Identify and develop new leadership

National Council:

Goal: Maintain and improve relationship with National Council.

- Have chapter representatives involved at the National level
- Send Leadership to CRS National meetings as budget allows
- Administrator work with and communicate with Council

Administration:

Goal: Maintain strong, working relationship with Chapter Administrator.

- Annual review of performance and contract
- Provide proper tools and systems to get job done
- Clearly defined job descriptions

