

Strategic Plan Status Report

Greater Philadelphia Association of Realtors®

(as of 4/5/12)

Mission Statement:

The Mission of the Greater Philadelphia Association of Realtors® is to enhance the ability and opportunity of its members to conduct their business successfully and ethically, and to promote the preservation of the right to own, transfer and use real property.

Purpose

Greater Philadelphia Association of Realtors® will provide great value to members by creating a strategic based culture.

Primary Customer

The primary customers of the Greater Philadelphia Association of Realtors® are the professional agents and the firms they represent.

Strategic Goals

Goal 1 – Legal and Regulatory Leader - Greater Philadelphia Association of Realtors® will expand on its current position as a leader in the legislative and regulatory community.

Goal 2 – Communication Leader - Greater Philadelphia Association of Realtors® will become the leading source of information to members, and to the community on real estate and related matters.

Goal 3 – Member Engagement - Greater Philadelphia Association of Realtors® will engage members by developing programs and resources designed to increase member interaction.

Goal 4 – Organizational Diversity - Greater Philadelphia Association of Realtors® will diversify current resources for a stronger delivery of programs and services; and to increase financial stability.

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Goal 1	Legal and Regulatory Leader - Greater Philadelphia Association of Realtors® will expand on its current position as a leader in the legislative and regulatory community.		
Objective 1.1	Possible Action Steps	Timeline/Progress	Assigned
Develop a “One Stop Shop” of online resources for members, city officials, agencies, and the community.	A. Assemble current resources to determine what is missing.	Last quarter 2011	Staff
	B. Develop a web page with links to regulations, forms and other pertinent information	First quarter 2012	1.Tech Task Force 2. GA Committee 3.Staff
	C. Create a communication/marketing plan to make members, officials, agencies and the community aware of the resource and how to access it.	Last Quarter 2012	1.Executive Committee 2. GA Committee, 3..Key Contacts 4. Staff
	D. Investigate development of a “GPAR311” services into the new platform	Last Quarter 2012	Same as C
Objective 1.2	Possible Action Steps	Timeline/Progress	Assigned
Diversify engagement with city officials by developing additional resources (people).	A. Strengthen the “Key Contact” program to get more members involved in advocating efforts with city officials (consider publishing the list of contacts on the web).	Second Quarter 2012	1.GA and PAC Committees 2. Staff
	B. Provide training for Key Contacts on engaging with city officials.	Second Quarter 2012	1.PAR 2.GPAR
Objective 1.3	Possible Action Steps	Timeline/Progress	Assigned
Promote RPAC giving and awareness so members make the connection between strong legislative advocacy and giving to RPAC.	A. Video testimonials by members on the value of RPAC.	Third Quarter 2012	1.Tech Task Force, 2.RPAC 3. Staff
	B. RPAC presence on blog.	Third Quarter 2012	Same as above
	C. Develop new ideas for fundraising and communication methods to promote RPAC.	Third Quarter 2012	RPAC Committee
	D. Add one additional RPAC fundraiser in 2012.	Third Quarter 2012	1.RPAC

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Objective 1.4	Possible Action Steps	Timeline/Progress	Assigned
Implement an efficient and effective strategy for use of RPAC resources.	A. Identify criteria for the prioritization of legislative priority one, two and three issues.	Second Quarter 2012	Staff Rpac
	B. Develop a reader friendly ranking summary for legislators, that includes voting history on our issues, recognizes positions of influence and acknowledges champions for our causes.	Second Quarter 2012	Staff RPAC
	C. Strengthen our candidate screening committee by defining the process and responsibilities.	Second Quarter 2012	Staff RPAC

Goal 2	Communication Leader - Greater Philadelphia Association of Realtors® will become the leading source of information to members, and to the community, on real estate and related matters		
Objective 2.1	Possible Action Steps	Timeline/Progress	Assigned
Evaluate member communication systems and channels with a focus on concise and branded communication.	A. Strive to make all GPAR communications eye-catching, concise and branded.	Third Quarter 2012	1.Communications Task Force 2. PAR 3. Staff
	B. Migrate appropriate information to the blog and website.	Fourth Quarter 2012	Same as above
	C. Use new blog and YouTube channel as creative communication tools.	Second Quarter 2013	Same as above
	D. Conduct a focus group and/or survey to determine what types of information members/primary customers value most.	Second Quarter 2012	1.Communications Task Force 2. Staff
Objective 2.2	Possible Action Steps	Timeline/Progress	Assigned
Enhance website as a	A. Develop an information portal on website with	Second 2014	1.Technology Task

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communication platform for members and the community.	consumer-oriented information.		Force, 2.Staff
	B. Investigate an online forum for members to share information and discuss issues.	Second Quarter 2013	Same as above
	C. Include/link to “One Stop Shop” resources in Objective 1.1 for members to access easily.	Last Quarter 2012	Same as above
Objective 2.3	Possible Action Steps	Timeline/Progress	Assigned
Begin an Office Ambassador program to enhance communications between GPAR and member offices.	A. Create a task force to develop a plan to create the Ambassador Program.	Last Quarter 2011	1.Executive Committee Task Force
	B. Engage leadership in promotion of program.	First Quarter 2012	1. President, 2.BOD
	C. Develop a marketing campaign to promote program.	First Quarter	1. Executive

Goal 3	Member Engagement - Greater Philadelphia Association of Realtors® will engage members by developing programs and resources designed to increase member interaction.		
Objective 3.1	Possible Action Steps	Timeline/Progress	Assigned
Expand the Multi-Cultural/Diversity Committee by creating additional interest groups that provide new opportunities for member engagement.	A. Create Additional interest groups, i.e., LGBT, Hispanic, YPN, etc.	Last Quarter 2012	MCDC Task Force
	B. Obtain demographic data on GPAR membership from Keystone Analytics to identify possible interest groups.	Second Quarter 2012	Staff
	C. Include representation from all interest groups on the Multi-Cultural/Diversity Committee.	First Quarter 2013	MCDC Task force
Objective 3.2	Possible Action Steps	Timeline/Progress	Assigned
Develop mentoring programs for new members to help assimilate them into GPAR and up-and-coming leaders to cultivate future leaders.	A. Form a task force to create the mentoring programs.	First Quarter 2012	1.President 2.MCDC Task Force 3. Executive Cmte. 4. Bd of Directors 5. Staff
	B. Create a pool of qualified mentors.	Third Quarter 2012	Same As Above
	C. Survey members to have members self-select to be	Third Quarter 2012	Same as above

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	mentored as a future leader.		
	D. Use a “Member Match” program/form to properly match up mentors and mentees	Third Quarter 2012	Same as above
	E. Continue to sponsor one member per year to the Leadership PAR program	Ongoing	Bd of Directors
Objective 3.3	Action Steps	Timeline/Progress	Assigned
Develop a plan for engaging members through community service projects.	A. Survey membership to determine where members are already involved in community service projects.	Fourth Quarter 2011	1. Community Service Task Force 2. Staff
	B. Use survey results to create a “Community Service” committee or task force including members who are involved and not currently involved in the assn.	First Quarter 2012	Same as above
	C. Promote community events to the media, GPAR members and the community involved.	Fourth Quarter 2012	Same as above
	D. Investigate the possibility of developing & distributing community marketing materials.	First Quarter 2013	Same as above

Goal 4	Organizational Diversity - Greater Philadelphia Association of Realtors® will diversify current resources for a stronger delivery of programs and services; and to increase financial stability.		
Objective 4.1	Action Steps	Timeline/Progress	Assigned
Develop a plan for incorporating new streams of non-dues revenue.	A. Partner with PAR and easyStreet Insurance Services. Determine value and benefits	First Quarter 2012	Staff
	B. Enroll in NARs Association Revenue Track program. Determine value and benefits	First Quarter 2012	Staff
	C. Evaluate current educational offerings to determine if additional courses would create more revenue.	Third Quarter 2012	1. Education Task Force 2. Staff
	D. Form a task force to investigate additional non-dues revenue opportunities.	Last Quarter 2011	1. President 2. Executive Committee
Objective 4.2	Action Steps	Timeline/Progress	Assigned
Nurture association involvement of interest	A. Engage specialty groups to promote programs and services to members.	Second Quarter 2014	1. Education Task Force

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groups, e.g. YPN, LGBT, Large Brokers, Office Ambassadors, and other diversity-oriented groups, to broaden the base of engaged members.			2. Staff
	B. Have involved members from interest groups serve on the Board of Directors.	Fourth Quarter 2014	Same as above
	C. Have involved members from interest groups participate in mentoring program as a mentor or mentee.	Third Quarter 2013	Same as above
	D. Incorporate information from specialty groups into association communications including website, blog and YouTube, etc.	Third Quarter 2014	Same as above