



Designation Promotion Committee Abstract

PURPOSE:

Promote the awareness and recognition of the CCIM designation outside the current membership, and into the industry marketplace through effective marketing, first-class events and programming, and strategic industry partnerships in order to achieve the chapter mission of establishing the designation as the hallmark of competence, integrity and professionalism in the commercial real estate industry in our market.

PRIMARY RESPONSIBILITIES

1. Plan and Execute Events
2. Marketing & Advertising including Outreach to Employers/Developers/Owners
3. Partnering Associations and Organizations
4. Affiliate Membership Leads
5. Sponsorship Program Development and Recruitment
6. Maintain and update the committee abstract annually to align with organization goals

STRATEGIC GOALS

1. Develop and execute annual marketing and advertising plan
2. Increase and improve industry awareness of CCIM
3. Build Association partnerships

DESIRED OUTCOME

1. Grow new memberships – 5% year over year
2. Increase inquiries for membership

ANTICIPATED ACTION ITEMS* (These are the tactical action items that are going to achieve the goals.)

- Identify the purpose, target market, cost, and measurable outcome for events related to designation promotion.
- Present event suggestions to the Board for approval and budget consideration
- Execute approved events
- Gather information regarding marketing/advertising options; develop annual plan to best promote the designation
- Investigate area organizations; select 3 and develop and executive plan to partner
- Develop a sponsorship program and policy that encourages member inclusion and supports the chapter needs.

* Committee may expand the action item to include additional services that the committee feels will support the goals. It is recommended that the committee present scope expansion to the Board of Directors to avoid duplicative effort or overlap with other committee responsibilities.

TIME AND SERVICE COMMITMENT

- Length of Service
 - Committee meets monthly
 - Committee may meet via teleconference and/or in person
 - Committee requires a minimum of 1 year commitment, 2 years is optimal
 - 2 hours of service per committee volunteer per week (average) is the goal
- 3 Committee Positions (minimum recommendations)
 - One CCIM Designee (Chair)
 - One CCIM Candidate
 - Additional Members which can be Affiliate, Student, or Faculty.
- Board of Director Meetings
 - The Committee Chair is responsible for submitting a Committee Report to the Executive Director to be included with the Board Meeting Agenda for review by the Board.
 - Committee Chair and members are not required to attend the monthly Board Meetings, but may attend as guests (see “Guest Policy”)

SUPPORT EXPECTATIONS

The Chapter Executive Director is a valuable support to the Committee and can provide the following service:

- Committee meeting attendance via telephone to ensure alignment with chapter goals
- Venue and event catering

QUALIFICATIONS

Identifying the right volunteers in the right positions is critical to the success of the organization. The right volunteer for this committee may have one or more of these qualifications:

- Understand the designation
- Enjoys social interaction
- Deadline driven
- Diplomatic and professional

COMPOSITION*

To encourage diversity and member engagement, committee chair positions are appointed annually by the local CCIM President, in cooperation with the Executive Board and existing committee members. Board members are not encouraged to maintain committee positions, however, committees of less than 3 members total, may receive Board representation until the committee has a sufficient number of members to operate efficiently. Committee members are encouraged to volunteer for one committee only.

**Composition is based on total member engagement and will require flexibility until engagement can support the goals.*

EXCLUSIONS

This Committee is not responsible for educational events or events that are specific to existing members.

CROSS-COMMITTEE COMMUNICATION

This committee may benefit from the information gathered by the Membership Committee. Additionally, it is important to understand the efforts of the Education Committee to avoid schedule conflicts.

