



Colorado/Wyoming
CCIM Chapter

Strategic Plan and Goals: 2016 – 2018

Approved 11-19-15

Mission: Champions for knowledge, integrity and relationships within the commercial real estate industry.

Target Market:

- Tier 1 – 20%: Champions for CCIM; may be CCIMs, Candidates, Affiliates, Institutions, Service Providers.
- Tier 2 – 60%: Chapter members or CCIMs and Candidates that are not chapter members
- Tier 3 – 20%: Students, other industry professionals, organizations

Strategic Plan

- **PRIMARY INDUSTRY ADVOCATE REGARDING REGULATORY AND LEGISLATIVE ISSUES SPECIFIC TO COMMERCIAL REAL ESTATE.**

Target Market: Tier 1, Tier2 and Tier 3

Become the organization that the commercial real estate industry can count on to guide regulations that support the commercial real estate industry.

- Meet with agencies (CO & WY) on a routine basis to review issues and upcoming regulations
- Acquire specific information from the industry regarding the impacts of regulations imposed by the Colorado/Wyoming Division of Real Estate and proposed improvements.
- Communicate the outcomes to the membership routinely

- **TRUSTED TO TRAIN AND INSPIRE NEW COMMERCIAL REAL ESTAE TALENT**

Target Market: Tier 1, Tier2 and Tier 3

Become the organization that the commercial real estate industry can rely on to expose students to the CRE industry.

- Establish a relationship with DU, CU and CSU and CSCCU that yields access to real estate undergraduate and graduate students
- Develop and implement an internship/mentor program
- Annually Introduce and reward participants of the program at an event that attracts members, academia, and prominent industry organizations.

- **SOURCE FOR CRE EDUCATION SPECIFIC TO INDUSTRY BEST PRACTICES**

Target Market: Tier 1, Tier2 and Tier 3

Become the organization that the commercial real estate industry counts on for education on best practices and changing technology in CRE, with content relevant to beginners and experts.

- Develop an annual curriculum that has been vetted as being 1) best practice; and 2) presented in appropriate levels of beginner/intermediate/advanced.
- Acquire sponsorships for each event
- Get CE credit when applicable
- Market to members and others



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High Level Tactical Plan 2016 – 2018

- **PRIMARY INDUSTRY ADVOCATE TO THE COLORADO & WYOMING DIVISION OF REAL ESTATE**
 - **2016**
 - Recruit a task force of 3-5 Chapter Members to be the liaison to the state level Divisions of Real Estate.
 - Identify the appropriate contact at the CO/WY Divisions of Real Estate and schedule a meeting of the Task Force.
 - Schedule a focus group or survey to identify the most critical and specific issues that are negatively impacting the commercial real estate. Get any budget requirements approved by the Board.
 - Meet with the Divisions of Real Estate to reveal the specific issues identified by the focus group or survey, and identify the opportunities/barriers to solving the issues.
 - **2017**
 - Work to implement solutions
 - Continue to meet with appropriate members of the Divisions of Real Estate quarterly
 - Communicate the progress to members and the industry
 - **2018**
 - Work to implement solutions
 - Continue to meet with appropriate members of the Divisions of Real Estate quarterly
 - Communicate the progress to members and the industry
 - Do follow-up focus group/survey to track the impact of efforts in the marketplace. Get any budget requirements approved by the Board.

- **TRUSTED TO TRAIN AND INSPIRE NEW COMMERCIAL REAL ESTATE TALENT**
 - **2016**
 - Identify a task force to build, manage and oversee this project
 - Develop a documented Internship program with qualifications, criteria, timing, etc., in order to participate.
 - Develop a document that details the role, timing, criteria, and requirements of the Internship Member Partner (who will be allowing the student to shadow).
 - Develop surveys/rating system for students/volunteers
 - Assemble a group representing academia, members, and students to review and vet all program details.
 - Make appropriate adjustments to the program and acquire Board approval

- Recruit 2 Internship Partners in Denver area for each internship category identified in the program. Get signed agreements for commitments through 2018. Must be completed before moving on.
 - Brand the program for marketing
 - Meet with CU/DU to introduce the program. Identify the best way to market beginning January 2017
- **2017**
 - Market to University Students
 - Recruit students and get them contracted and committed to participate by the deadline
 - Develop Brand and concept for Event
 - Create schedule of students/internship volunteers
 - Complete first internship with 2 sets of students/volunteers
 - Compile survey results
 - Market Event
- **2018**
 - Hold Event (BHAG)
 - Market to University Students
 - Recruit students and get them contracted and committed to participate by the deadline
 - Recruit internship volunteers for a commitment 2019 to 2020
 - Create schedule of students/internship volunteers
 - Complete second internship with 2 sets of students/volunteers
 - Compile survey results
 - Market Event
- **SOURCE FOR CRE EDUCATION SPECIFIC TO INDUSTRY BEST PRACTICES**
 - **2016**
 - Assemble a group of members and other industry professionals to define “best practices” used for vetting whether or not content is “best practice.”
 - Identify 5 topics that can be taught in three graduated levels, beginner/intermediate/advanced.
 - Contract speakers/venues, secure sponsors, and set schedule (2 courses for 2016, 4 for 2017)
 - Acquire description, objectives for marketing and CE credit if applicable
 - Brand and Market course(s)
 - Hold one series of course(s)
 - Brand and Market 4 courses for 2017
 - **2017**
 - Hold 4 courses (3 separate levels = 1 per month) + 2 STDB series
 - Identify 4 topics that can be taught in three graduated levels, beginner/intermediate/advanced.
 - Contract speakers/venues, secure sponsors and set schedule (2018)
 - Acquire description, objectives for marketing and CE credit if applicable
 - Brand and Market

- **2018**

- Hold 4 courses (3 separate levels = 1 per month)
- Identify 4 topics that can be taught in three graduated levels, beginner/intermediate/advanced.
- Contract speakers/venues, secure sponsors and set schedule (2019)
- Acquire description, objectives for marketing and CE credit if applicable
- Brand and Market