

Strategic Focus Areas

The Association has determined five strategic areas of focus, recognizing that growth will occur by meeting these goals.

Strategy: Member Engagement and Experience

Enhance member engagement and experience by improving services by increasing the quality and quantity of events, opportunities for leadership, and identification of member expectations.

Goal: Establish ETAR as the board of choice.

- A. Create community through volunteerism.
 - 1. Acknowledge the value of committee members who volunteer their services by increasing engagement through delegation of issues from the Board to appropriate committees.
 - 2. Use the ETAR Value Proposition as a driver and the focus for efforts of establishing ETAR as the board of choice and reinforce member understanding of why the association is valuable and needed.
 - 3. Determine member demographics and needs through survey results. Incentivize participation to stimulate member responsiveness.
 - 4. Increase participation and community in the association by enhancing and increasing volunteer opportunities.
 - 5. Generate enhanced connection with the board through the “Reach Out” campaign with board members contacting the committee and other members for networking and engagement.

- B. Increase educational offerings.
 - 1. Expand educational programming in collaboration with the Education Committee. Consider offering courses such as, Basics of Real Estate; Influence through Social Media; Understanding the Value of a REALTOR® and Association Membership; offer designation courses.
 - 2. Develop fair housing and diversity, equity and inclusion educational opportunities.

Strategy: Strategic Communications

Create a strategic communications plan to more effectively communicate with members and provide them with relevant information.

Goal: Develop a communication strategy that causes members to read information from the association.

- A. Investigate information members want and need to know and the communication methods that would increase engagement in association activities and events and connect with the value proposition not only through language but also through graphics.
 - 1. Invest in texting and email platforms that generate open/read data and other statistics that provide the association with engagement information.
 - 2. Staff to communicate consistently about events and upcoming classes.
 - 3. Review website traffic data in consideration of website enhancements as well as other social media.
 - 4. Improve interaction and communication with Michigan Association of REALTORS® and National Association of REALTORS®.
 - 5. Increase member knowledge of REALTOR® issues and association information.

Strategy: Advocacy and Political Involvement

Engage and deploy advocacy efforts at the local level by actively participating in issues of interest for real property rights and the real estate profession.

Goal: Develop relationships with local government representatives and other advocacy partners.

1. Invite local government representatives to speak on issues relative to REALTORS®.
2. Participate in Downtown Development Authority and Economic Development Alliance to represent interests of REALTORS®
3. Create relationships with the Small Business Associations and the Landlord Association.
4. Investigate value added opportunities for engagement with Young Professionals Network regarding political involvement and advocacy.

Strategy: Disaster Planning

Create a disaster plan to address association readiness and responsiveness that includes disasters, such as storms and flooding as well as other possible disasters including situations such as mass power outages, border matters, pandemics and covers yet unforeseen disasters.

Goal: Creation of a disaster plan that is responsive to all types of disasters.

- A. Utilize resources and work product from NAR's 202 HR Work Group efforts.
 1. Ensure board protocols, equipment, and staffing for remote work needs.
 2. Develop a protocol and plan for communication with members during a period of disaster that is high touch and personal, e.g., telephone calls or other communication methods as appropriate.
 3. Dedicate resources to ensure plan efficacy.

Strategy: Core Standards

Meet all Core Standards established by the National Association of REALTORS® and be responsive to any new standards as determined at the national level.

Goal: Ensure compliance with Core Standards that meets or exceeds national standards and submit documentation in a timely manner.

- A. Ensure on-going criteria for Code of Ethics, Advocacy, Consumer Outreach, Unification, Technology and Financial Solvency are met.
- B. Form a Fair Housing and Diversity, Equity and Inclusion Committee.
 1. Establish the Committee Charter and invite committee members.
 2. Develop education, events and other opportunities for members to increase awareness of fair housing and DEI.