

IREM chapters next-gen feedback

The results of IREM's fall 2025 survey to understand how IREM chapters are engaging with student members and early career professionals. Learn more about the wants and needs of these critical groups.



For those who manage to make a difference.™

IREM chapters next-gen feedback

Purpose

The next-gen questionnaire helps us understand how IREM chapters are engaging with student members and early career professionals. By analyzing the responses, we aim to:

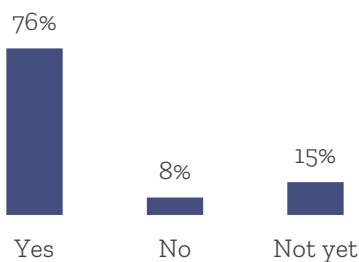
- Capture what chapters are currently doing to support the next generation of property managers
- Identify strong practices that can be scaled or replicated
- Highlight opportunities for chapters to grow in their engagement and programming
- Inform potential training, tools, and resources IREM can develop to strengthen chapter outreach

This questionnaire was shared in early September 2025 to all IREM us chapters, presidents and IAEs. We received 61 questionnaire responses, and we hope to continue asking chapters about what and how they are engaging with student members and early career professionals. Please see below some of the results.

Visual data summary

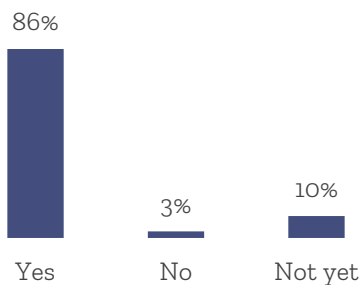
Engagement

Engages with students



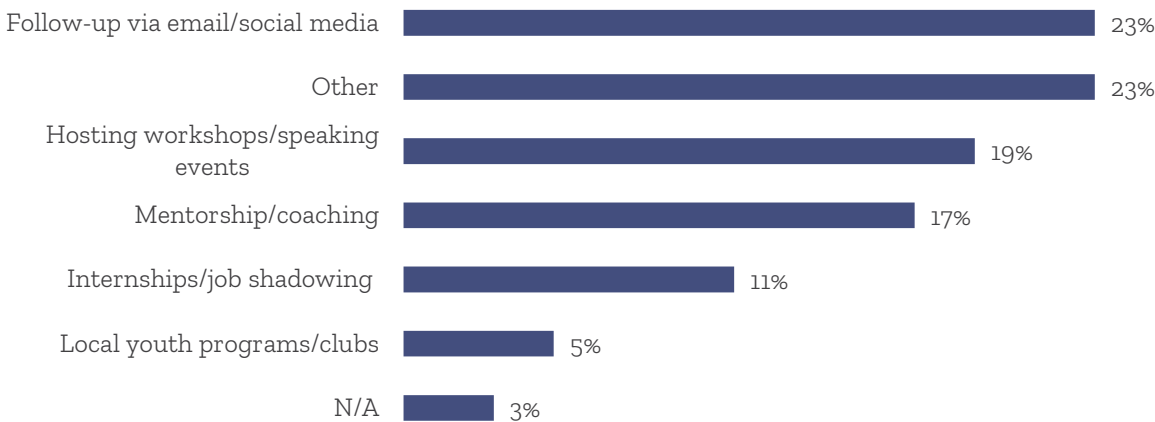
76% of chapters currently engage with student members. While about 23% are not currently but planning to in the future.

Engages with early career professionals



86% of chapters currently engage with early career professionals (35 years or younger). While about 13% are not currently but planning to in the future.

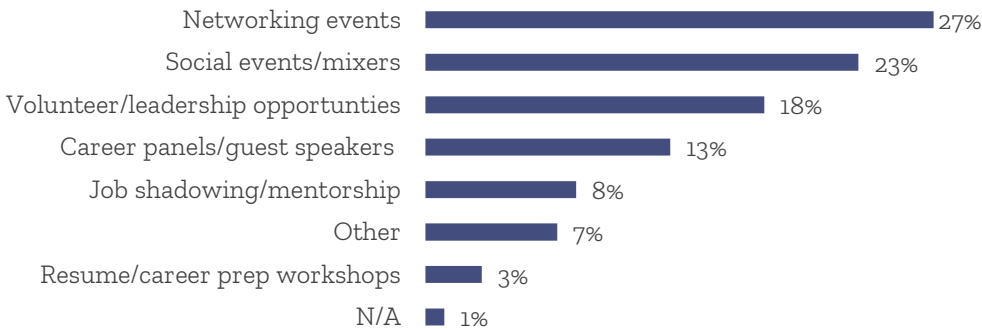
Engagement types



Following up via email/social media, other and hosting workshops/events are currently how chapters engage with students and early career professionals. Only 17% are utilizing mentorships/coaching to engage with these two groups.

Activities

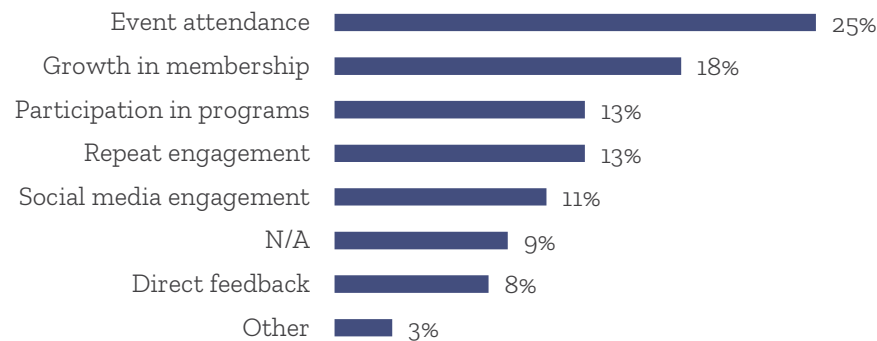
Activities chapter offers for students and early career professionals



27% of chapters are offering networking events to engage students and early career professionals. Followed by 23% offering social events/mixers to engage with these two groups.

The areas that can be seen as potential growth areas could be the 3% of resume/career prep workshops and 8% of job shadowing and mentorship activities.

Measuring success



25% of chapters are using event attendance to measure the success of their efforts with student members and early career professionals.

Strong engagement activities cont.

This section highlights activities Chapters are doing well.

- Case study competitions for high schools and universities
- Attend professional development programs on college campuses
- Annual property tours and round table discussion for students
- Scholarship programs for students at local universities
- Making connection with universities real estate student club
- Unique networking events geared towards early career professionals
- Appointing a dedicated chapter role for students and early career connection

Common obstacles and practical solutions

Obstacle	Solution
Lack of broad support or buy in from college/university staff	<ol style="list-style-type: none"> 1. Contact HQ staff member Marcus Geraldts (mgeraldts@irem.org) to see what academic contacts HQ has for academic institutions. 2. Build connections with key stakeholders (faculty or staff members) as they can become internal champions. 3. Schedule 1:1 meeting with stakeholders on how IREM and the chapter can support the students at each college/university. 4. Attend programs on campus and/or present during class for students. 5. Lastly, create clear and consistent communication. Make sure you have clear points of contact, bi-monthly check-ins, and advance scheduling for student programming.
Lack of attendance and engagement in students	<ol style="list-style-type: none"> 1. Bring programming to campus. Meet students where they are class presentations and participate in already existing programs. 2. Align programming with students' needs, such as obtaining an internship, how to land a job, and the salary negotiating preparation. Professional development skills including resume and cover letter workshops, LinkedIn profile building, networking, and mock interviews are also key areas students are interested in developing. 3. Create campus-based student ambassadors. These student members serve as the face of IREM on campus. Promote chapter events in classes and group chats, coordinate campus cohorts to attend together, etc. 4. Use student feedback to shape the upcoming chapter programs. These surveys, focus groups, or individual conversations could measure outcomes of current programs and give direction in building new programs. 5. Collaborate with faculty to integrate events into coursework, including counting towards class credit.
Finding materials and resources to share	<ol style="list-style-type: none"> 1. Login and visit https://www.irem.org/chapters to gain access to reports, guides, and other resources as well as IREM headquarters contacts. 2. Visit https://www.irem.org/chapters/student-academic-outreach to download the career outreach toolkit and academic outreach toolkit 3. Visit https://www.irem.org/chapters/marketing-resources for IREM logos, ARM, ACoM, and CPM for additional materials, and QR codes templates for all IREM memberships. 4. Visit https://www.irem.org/learning/tools/research-and-reports to access the early career survey results. The results of IREM's spring 2025 survey to early career members under the age of 40 provide key takeaways. Learn more about the wants and needs of this critical group.