2020 Next Gen Advisory Board Meeting Agenda

Annual Governance Meetings
October 5, 2020  |  3:00 – 4:00pm Central

Chair: Sidney Ingelson, CPM®
Vice Chair: Christina Spratley, CPM®
Staff Liaison: Eileen Patton

3:00pm  Welcome, Call to Order, and Roll Call
Sidney Ingelson, CPM®
Eileen Patton
  * Exhibit 1: 2020 Meeting Attendance

3:05pm  Approval of Minutes from May 7, 2020 meeting – Motion/Vote Required
Sidney Ingelson, CPM®
  * Exhibit 2: May 7, 2020 Meeting Minutes

3:10pm  HQ Update
Eileen Patton

3:15pm  Continued discussion (30 Under 30 and Next Gen CPM Leaders)
Christina Spratley, CPM®

3:30pm  Engaging next gen professionals – strategy & resources
Sidney Ingelson, CPM®
Christina Spratley, CPM®
  * Exhibit 3: IREM Next Gen Strategy

4:00pm  Adjournment
Sidney Ingelson, CPM®
## 2020 Next Gen Advisory Board Attendance

<table>
<thead>
<tr>
<th>Member Name</th>
<th>3-Feb</th>
<th>7-May</th>
<th>Global Summit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adler, Gerald</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Bottos, Michael</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Dasher, Ariana</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Fink, Jared</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Grissom, Parker</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Ingelson, Sidney</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Lekganyane, Andrica</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Long, Roseanne</td>
<td>absent</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Pepper, Matt</td>
<td>absent</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Rearick, Benjamin</td>
<td>absent</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Sanford, Shaniece</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Spratley, Christina</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Stewart, Lawrence</td>
<td>absent</td>
<td>X</td>
<td></td>
</tr>
</tbody>
</table>
2020 Next Gen Advisory Board Meeting Minutes
May 7, 2020  |  3:00 – 4:00pm Central

Chair: Sidney Ingelson, CPM®
Vice Chair: Christina Spratley, CPM®
Staff Liaison: Eileen Patton

1. Welcome and Roll Call: The meeting was called to order at 3:00pm. Sidney welcomed everyone and walked through virtual meeting protocols.

2. Eileen Patton conducted roll call.
   + See Appendix A for Attendance

3. Approval of Minutes from Previous Meeting: The minutes from the February 2, 2020 meeting were approved by unanimous consent.

4. HQ Update: Eileen shared an update from HQ. With the COVID19 situation, there are many things changing at a fast pace and IREM is working hard to adapt and provide support and resources to our members. We have resources on our website available to all. College and university students have been affected by this pandemic in unique ways and IREM is working to put together programs to help support these next gen members. We will be hosting free webinars for students and recent graduates and putting together other support resources. IREM staff is currently in discussions about how to best streamline recognition programs and awards.

5. Discuss 30 Under 30 Program: Sidney led discussion about the 30 Under 30 program, taking a look at historical data and brainstorming changes moving forward. IREM first did 30 Under 30 in 2017 and the application numbers for the past 4 years are as follows: 2017-66, 2018-47, 2019-39, 2020-42. 30 Under 30 recipients are recognized in JPM, at the Global Summit, on the IREM website, and in a press release. 30 Under 30 recipients also receive a physical award mailed to them. In the discussion, the board agreed that they think the program is relevant and beneficial to next gen. There was a discussion about what the requirements should be for who is chosen. Some board members felt like those chosen should be involved at the chapter level, whereas other board members felt like this might be an opportunity to engage non-members as well who are newer to the industry and this could be an introduction to IREM. Discussions will continue at the next meeting.

6. Discuss Next Gen CPM Leaders Program: Christina led discussion about the Next Gen CPM Leaders program, taking a look at historical data and brainstorming changes moving forward. IREM started this program in 2017 and the historical numbers are as follows: 2017-2018 cohort – 21 nominations / 21 final participants, 2018-2019 cohort – 19 nominations / 11 final participants, 2019-2020 cohort – 18 nominations / 14 final participants, 2020-2021 cohort – 19 nominations / 10 final participants. Participants pay a one-time program fee that covers course and exam tuitions, registration fees, application fees, and two years of national and chapter dues while in the program. This program has produced 31 new CPMs so far and the 2019-2020 cohort members are expected to earn their CPMs by the end of the year. The biggest hurdles have been funding for travel/lodging and time away from the office. The group felt like this program is relevant and liked the cohort learning model. The other concern at the moment is living in a more virtual world and not having the same bonding that
previous cohorts have had and how that affects the program. Discussions will continue in future meetings.

7. IREM Strategic Plan: Board members were asked to review the draft of the new IREM Strategic Plan and specifically how it relates to next gen. The board was happy with how next gen was incorporated into the strategic plan draft and that it is a priority.

8. The meeting was adjourned at 4:00pm.
IREM Next Gen Strategy

Background

IREM is an international institute for property and asset managers, providing complete knowledge to take on real estate management’s most dynamic challenges. Engaging and empowering the next generation workforce is a priority for IREM. The initiatives related to next gen outreach are supported by information provided by the U.S. Department of Labor showing that in the decade of 2018-2028, property management will grow by 7% which is faster than the general employment market.

The purpose of developing a Next Gen Strategy is to increase IREM memberships and certifications for those under the age of 40. As we know, property management is in need of young talent and we hope to help raise awareness of opportunities for next gen in property and asset management and provide those individuals with resources, support, and guidance for their career ahead. This will in turn increase our membership segment under the age of 40 and keep IREM relevant in a constantly evolving industry. We plan to engage next gen through different tactics listed below in more detail. On an ongoing basis, we plan to measure the success of these tactics through tracking metrics in relation to our certifications, memberships, and interaction through programming.

The Next Gen Strategy will focus on all individuals under the age of 40 (including students). Although we identify all individuals under the age of 40 as part of the Next Gen category, we acknowledge that there is a difference between those who are full-time students and those that have more work experience. However, with the variety of programming we plan to implement, we will be able to engage all next gen members. IREM has also developed an Academic Outreach Strategy which will have some overlap with this Next Gen Strategy, but will more specifically focus on relationships with academic institutions.

Next Gen = Individuals under the age of 40 who are in the early stages of their career or will soon be entering the workforce
## Goals & Objectives

<table>
<thead>
<tr>
<th>Strategic Goal</th>
<th>IREM equips the next generation of real estate managers to impact the future success of the profession.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Objectives</td>
<td>Increase the impact of next gen within IREM leadership  Improve digital/social engagement with next generation  Increase engagement &amp; participation of next gen in non-certification benefits  Increase membership of next generation</td>
</tr>
<tr>
<td>Action Items/Initiatives</td>
<td>Work with chapters on succession planning initiatives that involve next gen members  Identify ways to connect IREM leadership with next gen professionals  Develop leadership pathway map for those that have earned IREM certifications  Develop an annual or (every 6 months) meeting of next gen members and IREM leadership  Enhancement of social media strategy &amp; building social media component into all next gen programs  Identify needs &amp; develop tools to enhance career success  How value of IREM membership and resources and network available  Show case the value of IREM certifications in the workforce  Provide guidance to chapters on best practices for next gen engagement  Develop materials for chapters regarding next gen outreach best practices (similar quality to careers booklet)  Quarterly open forum with chapter leaders and next gen members  Quarterly live webinars specifically for next gen  Quarterly on-demand course  Career starter non-certification courses  Identify clear pathways to certification  Develop certification course promotions targeted to next gen  Develop mentorship program  Bi-weekly Need to Know emails highlighting resources/events  Annual virtual career fair every spring (free for students and employers)  Promote IREM career development</td>
</tr>
</tbody>
</table>
highlight for next gen (announced at ever webinar and then through promotions after)

Identify important ongoing benchmarks that we should be tracking related to next gen and follow up touch points

Look at cross section of members under the age of 40 (Membership type, life cycle, purchases, volunteer engagement, events, demographics)

resources and partnership with Careers Building Communities

Increase awareness of property management as a career to next gen

Develop a more streamlined and high touch onboarding process for student members as well as student members converting to associate members

Identify ways to ensure a more consistent member experience.