

2020 STRATEGIC PLAN

EDUCATE

GOAL #1

Improve Ethical Standards

- A. Increase participation in the ombudsman program and continue to refine the process. Explain the purpose of the program and meaning of term, “ombudsman”.
- B. Solicit and train members to serve on Pro Standards and Grievance and encourage experienced members to continue to serve.
- C. Educate members and encourage them to report unethical violations.
- D. Provide a minimum of two educational scholarships

OUTREACH

GOAL #2

Enhance Consumer Outreach and Public Relations

- A. Be the “Voice for Real Estate” and promote market statistics.
- B. Enhance community involvement to promote the value and/or engage in community activities.
- C. Solicit compelling stories of REALTOR value to consumers from members and communicate to the public via social media.
- D. Boost consumer advocacy efforts and engage in public legislative/political issues that impact homeownership, real estate investment and related issues.

COMMUNICATE

GOAL #3

Improve the Quality of our Communications with the Members and the Public

- A. Incorporate key committee and association information members need to know on the website
- B. Separate websites for Members and the Public with a clear focus on each target audience.
- C. Encourage Staff and Committee Chairs to summarize action items occurring at the committee level and communicate this information to the members.

ADVOCATE

GOAL #4

Increase the Effectiveness of our Political Advocacy

- A. Raise 125% of RPAC goal.
- B. Achieve participation rates on NAR & CAR Calls-to-Action better than average.
- C. Be more vigilant: discover, provide education and take positions on new issues.
- D. Create talking points covering issues which the association has taken a position.
- E. Expand LGR to include Lincoln, Auburn & Rocklin.
- F. Develop & review policies to encourage influential members to serve locally.
- G. Invite more local dignitaries to make presentations at marketing and membership meetings.

PROTECT

GOAL #5

Support, Encourage and Protect Property Rights, Housing and Real Property Ownership

- A. Provide active campaign assistance for local political candidates friendly to REALTOR Party issues.
- B. Communicate to members regarding which candidates PCAR supports and encourage them to vote. Distribute voter registration materials.
- C. Encourage participation in the State and National lobbying days.

Association *TASK FORCE/COMMITTEE CHART*

Ashley Haney
2020 President

Strategic Goals

EDUCATE

- ◆ **Education Committee**
Chair: Bill Angobve
BL:
SL: Robin Howes
- ◆ **Grievance Committee**
Chair: John Hughes
BL: Gail Hargis
SL: Dulce Jaimes
- ◆ **Professional Standards**
Chair: Kim Tucker
BL: Hayden Butterfield
SL: Dulce Jaimes

OUTREACH

- ◆ **Affiliate Committee**
Chair: Zack Finley
BL: Zack Finley
SL: Sheri Ebert
- ◆ **Communications**
Chair: Maxine Feil
BL:
SL: Jessica Morales
- ◆ **Masters Club**
Chair: Tracy Young
Co-Chair: Dayna Summers
BL: Tracy Young
SL: Dulce Jaimes
- ◆ **Young Professional Ntwk**
Chair: Jordan Giani
BL: Ashley Haney
SL: Natalie Denney
- ◆ **Foundation**
Chair: Dayna Summers
BL: Dayna Summers
SL: Dean Anderson

COMMUNICATE

- ◆ **Ambassador Committee**
Chair: Liz Andersen
BL:
SL: Robin Howes
- ◆ **Auburn Marketing Mtg**
Chair: Taffy Maurer
BL: Taffy Maurer
SL: Dean Anderson
- ◆ **Lincoln Marketing Mtg**
Chair: Shaunda Holt
BL: Amy Rivers
SL: Jessica Morales
- ◆ **Rocklin Marketing Mtg**
Chair: Mike Bailey
BL: Ashley Haney
SL: Dia Divine

ADVOCATE

- ◆ **CAR Directors**
Bill Evans
Maxine Feil
Ashley Haney
Ben Herb
John Hughes
Cheryl Keller
Kevin McDonald
Debbie Newton
Geoffrey Poulos
Dayna Summers
Kim Tucker
- ◆ **NAR Director**
Kevin McDonald (PCAR)
- ◆ **LCRC**
Chair: Geoffrey Poulos
BL:
GAD: Nick Alexander
SL: Jessica Morales
- ◆ **REALTOR Action Fund**
Chair: Kevin McDonald
BL:
SL: Dean Anderson

PROTECT

- ◆ **LGR Committee**
Chair: Kim Tucker
Co-Chair: David Uhte
BL: David Uhte
GAD: Nick Alexander
SL: Jessica Morales
- ◆ **Finance Committee**
Chair: Bill Evans
BL: Bill Evans
SL: Dean Anderson & Jessica Morales
- ◆ **Nominating Committee**
Chair: Ashley Haney
BL: Ashley Haney
SL: Jessica Morales
- ◆ **Past Presidents' Society**
Chair: Dayna Summers
BL: Dayna Summers
SL: Jessica Morales