

2021 STRATEGIC PLAN

EDUCATE

GOAL #1

Improve Ethical Standards, Fair housing & Standard Education

- 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. Educate members on fair housing.
- E. Promote an At Home with Diversity course.
- F. Provide a minimum of two educational scholarships

OUTREACH

GOAL #2

Enhance Consumer Outreach, Public Relations

Be the “Voice for Real Estate” and promote market statistics.

- A. Enhance community involvement to promote the value and/or engage in community activities.
- B. Solicit compelling stories of REALTOR value to consumers from members and communicate to the public via social media.
- C. Boost consumer advocacy efforts and engage in public legislative/political issues/fair housing issues that impact homeownership, real estate investment and related issues.
- D. Be cognizant of DEI in all outreach .

COMMUNICATE

GOAL #3

Improve the Quality of our Communications with the Members & 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, and Inclusion.

Raise 125% of RPAC goal.

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

PROTECT

GOAL #5

Support, Encourage and Protect Property Rights, Housing & 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*

Cheryl Keller
2021 President

Strategic Goals

EDUCATE

- ◆ **Education Committee**
Chair: Bill Angove
BL: Taffy Maurer
SL: Robin Howes
- ◆ **Grievance Committee**
Chair: John Hughes
BL: Gail Hargis
SL: Dulce Jaimes
- ◆ **Professional Standards**
Chair: Maxine Feil
BL: Hayden Butterfield
SL: Dulce Jaimes

OUTREACH

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

COMMUNICATE

- ◆ **Ambassador Committee**
Chair: Michael Thompson
BL: Karen Asay
SL: Robin Howes
- ◆ **Auburn Marketing Mtg**
Chair: Taffy Maurer
BL: Taffy Maurer
SL: Dean Anderson
- ◆ **Lincoln Marketing Mtg**
Chair: Shaunda Holt
BL: Liz Andersen
SL: Jessica Morales
- ◆ **Rocklin Marketing Mtg**
Chair: Mike Bailey
BL: Bill Evans
SL: Dia Divine

ADVOCATE

- ◆ **CAR Directors**
Cheryl Keller
Bill Evans
David Uhte
Ashley Haney
Dayna Summers
Kevin McDonald
Kim Bryant
John Hughes
Geoffrey Poulos
Maxine Feil
Debbie Newton
- ◆ **NAR Director**
Kevin McDonald
- ◆ **LCRC**
Chair: Geoffrey Poulos
GAD: Nick Alexander
SL: Jessica Morales
- ◆ **REALTOR Action Fund**
Chair: Kevin McDonald
BL: Jill Ottaway
SL: Dean Anderson

PROTECT

- ◆ **LGR Committee**
Chair: Kim Bryant
Co-Chair: Nick Brooks
BL: David Uhte
GAD: Nick Alexander
SL: Jessica Morales
- ◆ **Finance Committee**
Chair: David Uhte
BL: David Uhte
SL: Dean Anderson & Jessica Morales
- ◆ **Nominating Committee**
Chair: Cheryl Keller
BL: Cheryl Keller
SL: Jessica Morales
- ◆ **Past Presidents' Society**
Chair: Ashley Haney
BL: Ashley Haney
SL: Jessica Morales