

# 2015 STRATEGIC OBJECTIVES

OUR MISSION: The mission of the Kansas Association of REALTORS® is to promote and support ongoing member profitability.



## STRENGTHENING ADVOCACY

### Strategic objectives:

- Enhance the power of Kansas REALTORS® through ongoing legislative initiatives and political activities.
- Strengthen the grassroots strength and engagement of Kansas REALTORS®.
- Continue to increase the political strength of Kansas RPAC with increased investments.

### KEY INITIATIVES:

- Develop a program to recruit, activate and communicate with grassroots volunteers.
- Utilize the NAR Broker Involvement Program on state Calls for Action.
- Expand independent expenditures and other direct political activities.

## PROFESSIONAL DEVELOPMENT

### Strategic objectives:

- Define and incorporate the REALTOR® Code of Excellence into KAR's education strategies.
- Assist the Kansas Real Estate Commission in updating continuing education standards.
- Continue to develop and implement the national Keynote program.

### KEY INITIATIVES:

- Appoint task force to develop the REALTOR® Code of Excellence.
- Create and implement regional real estate events.
- Increase engagement with non-members.
- Reestablish the GRI program.
- Establish Keynote video library program.

## IMPLEMENTING CORE STANDARDS

### Strategic objectives:

- Educate and inform local associations on how to comply with the Core Standards.
- Identify solutions to assist local associations with Core Standards compliance.
- Ensure that KAR completes all necessary requirements under the Core Standards.

### KEY INITIATIVES:

- Update the multi-board Professional Standards administration program.
- Work with REBR to offer local association websites.
- Monitor the compliance of local associations through NAR's online tools.
- Work with KREC to obtain ongoing electronic access to licensee database.

## MEMBER ENGAGEMENT

### Strategic objectives:

- Enhance volunteer opportunities.
- Reevaluate awards and recognition programs.
- Identify, measure and grow member engagement.
- Enhance communications to the membership.

### KEY INITIATIVES:

- Implement a systematic ambassador program using members of the Leading Edge program.
- Create a communication and marketing plan for ongoing promotion of association activities and events.
- Work with REALTORS® and local associations to increase awareness of key housing trends in Kansas through our state housing market statistics.

## UPDATING GOVERNANCE

### Strategic objectives:

- Update qualifications for members of the Board of Directors and Executive Committee.
- Restructure the association meetings.

### KEY INITIATIVES:

- Appoint task force to evaluate and make recommendations on updating qualifications for members of the Board of Directors and Executive Committee.
- Appoint task force to evaluate and make recommendations on association meeting scheduling and structure.