

KANSAS REALTORS®, INC.
MEMBER ENGAGEMENT WORK GROUP
STATEMENT OF ORGANIZATION AND PROCEDURE
Approved by Executive Committee – April 15, 2026

COMPOSITION:

The Work Group shall consist of at least 13 members with at least one member from each of the five largest local associations. The Chair and Vice Chair shall be selected by the KR President-Elect and Vice President respectively during the committee selection process. Members shall serve two-year staggered terms. The KR Senior Director of Association Services shall serve as staff liaison.

It is recommended work group members include members who have attended the last three annual conferences and/or have been actively involved as a KR volunteer for the past three years.

PURPOSE:

To provide member input into the programming, content, events and promotion of Association conferences, in-person events and virtual events. To provide member input into growing committee involvement and member engagement. To develop and administer the KR Conference Scholarship Program.

Beginning in 2026, the Work Group shall also support and enhance KR's communication efforts to members by serving as ambassadors, content contributors, and feedback conduits to improve member awareness, engagement, and understanding of KR initiatives, programs, and services.

RESPONSIBILITIES:

1. The Work Group will work with staff to provide input on the development and planning of KR conferences. The Work Group may provide suggestions for session topics, speakers, exhibitors, sponsors, and entertainment as deemed necessary and appropriate.

2. The Work Group may assist in planning the “fun night” event held during the annual conference.
3. The Work Group may assist in planning, hosting and speaking during the “first timer orientation” held during the KR conferences.
4. The Work Group may assist in planning and hosting various networking events held during KR conferences.
5. The Work Group will work with staff to provide input on the committee appointment process, online application, website information, and other topics with a focus on growing member involvement on committees and volunteer groups.
6. The Work Group shall serve as ambassadors for the REALTOR® Relief Foundation and coordinate statewide fundraising efforts annually.
7. The Work Group will work with KR staff to improve communication messaging through available platforms and communication methods.
8. Members shall serve as content contributors for The Buzz and other KR communication channels, sharing relevant updates and insights from their communities.
9. Members shall serve as ambassadors within their local associations, brokerages, and at KR meetings and events to promote awareness of KR initiatives, programs, and key messages.
10. The Work Group shall serve as a communication conduit to gather member feedback when necessary to gauge the effectiveness of KR’s communication strategies and engagement efforts.
11. The Work Group will provide feedback to KR staff and serve as a “test group” for ideas, messaging, and communication methods prior to broader distribution to the membership.

MEETINGS:

1. The Work Group shall meet during each of the KR conferences and at other times deemed necessary by the Chair.
2. KR Staff shall prepare meeting materials and provide minutes of each work group meeting.
3. The Work Group will have a Member Engagement Work Group Community on The Buzz where meeting information and discussion topics will be shared and dialogue amongst work group members will be encouraged.