**NARPM® Core Ideology**

Core ideology describes an organization’s consistent identity that transcends all changes related to its relevant environment. Core ideology consists of three notions: vision, mission and core values. The vision describes the organization’s reason for being. The mission describes who we are, what we do and how we do it. Our core values are the enduring principles that guide the behavior of the organization.

**Vision:**

NARPM® will be the recognized leader in residential property management

**Mission Statement**:

NARPM® provides resources for residential property management professionals who desire to learn, grow, and build relationships.

**Core Values**:

* Networking – Cooperation and sharing as colleagues.
* Education – Promotion of education and business development.
* Advocacy – Advance the profession by influencing issues that impact the residential property management industry.
* Professionalism – Recognize expertise through professional designation.
* Ethics – Respect and integrity among members brought about by ethical, honest and credible behavior.

**2 Year Planning Focus**

The following represents the focus for the next two (2) years. These foci are outcome-oriented statements that represent what will constitute the organization’s future success.

**Focus 1: Education**

Become the primary educational resource for property managers through nationally recognized credentialing and professional development programs

**Focus 2: Advocacy**

Become the leading force in creating a positive regulatory environment for the residential property management industry

**Focus 3: Engagement**

Become “the” place for property managers to engage with peers to network and learn

**Focus 1: Education**

Become the primary educational resource for property managers through nationally recognized credentialing programs and professional development programs.

**Goals:**

1. Provide enhanced learning opportunities at the chapter level to have all chapters to hold at least one 6/8 hour NARPM® education class. Main: Professional Development Committee Support : Communications Committee for marketing courses

**Committee to provide measureable to demonstrate when goal will be met:**

1. Raise the demand for designation/certification by enlarging the current number of offerings of all 6/8 hour NARPM® education classes. Main Professional Development Committee- Support from the Communications Committee

**Committee to provide measureable to demonstrate when goal will be met:**

1. Increase the number of members holding at least one NARPM designation and/or certification. Main Professional Development Committee- Support from the Member Services Committee

**Committee to provide measureable to demonstrate when goal will be met:**

1. Increase the completion rate from the current level for those who undertake the process to hold a designation/certification. Professional Development

**Committee to provide measureable to demonstrate when goal will be met:**

1. Improve current course contents and delivery of information which will increase satisfaction rating in member and course surveys. Professional Development

**Committee to provide measureable to demonstrate when goal will be met:**

1. Ensure that NARPM® offers consistent and continuous quality improvement on all courses, both online and classroom, that will enhance the participation and positive feedback from students Professional Development

**Committee to provide measureable to demonstrate when goal will be met:**

Strategies that were suggested by the Strategic Planning Committee:

1. Determine a means for each chapter to hold a 6/8 educational classes
2. Develop a workgroup and charge them with a top to bottom evaluation of NARPM’s certification and designation programs including, but not limited to, seeking accreditation, continuous quality improvement (CQI), new investments, etc. (see attached)
3. Develop a communications platform for each designation and credential specifically for the target audience and implement a targeted marketing campaign for each NARPM member and non-member communication channel
4. Develop stratified content and self-assessment tools to focus participants on completing designation appropriate for their experience level
5. Examine the relationship between chapter structure and educational offerings

**Focus 2: Advocacy**

Become the leading force in creating a positive regulatory environment for property managers

**Goals:**

1. Increase the influence of NARPM on key issues including decisions made by executive branch through participation in call to actions. Governmental Affairs Committee

**Committee to provide measureable to demonstrate when goal will be met:**

1. Demonstrate the value of NARPM advocacy to members and non-members through marketing efforts that will help grow the legislative involvement. Main: Governmental Affairs Committee Support: Communications Committee to assist in marketing efforts

**Committee to provide measureable to demonstrate when goal will be met:**

1. Increase PAC participation by members to make NARPM® a greater influencer at the National level of the executive branch. Governmental Affairs Committee

**Committee to provide measureable to show how goal will be met:**

1. Assist chapters who currently do not have a legislative program to build their presence locally and on the state level. Main: Main: Governmental Affairs Committee Support: Member Services Committee encourage chapters to build program

**Committee to provide measureable to demonstrate when goal will be met:**

1. Market the legislative successes of NARPM® to enhance members and legislators understanding of the value NARPM® brings to members in the legislative arena. Main: Governmental Affairs Support: Communications Committee to assist in marketing

**Committee to provide measureable to demonstrate when goal will be met:**

1. Encourage increased membership involved in Day on the Hill activities that will assist in NARPM® becoming an influencer on the federal level. Main: Governmental Affairs Support: Communications Committee to market to increase involvement

**Committee to provide measureable to demonstrate when goal will be met:**

Strategies that were suggested by the Strategic Planning Committee

1. Develop a comprehensive PAC fundraising strategy
2. Develop a program that enables NARPM® to partner with similar organizations to assist in increasing NARPM®’s influent on key issues
3. Increase grassroots engagement in both the legislative arena and the PAC
4. Issue NARPM branded guidance documents on key policy and regulatory issues and connect the impact of NARPM as a resource to the membership value proposition (“fear” factor)
5. Assist local chapters in distributing call to actions when needed.
6. Train chapters on how to build successful legislative committees.
7. Work on communication pieces to the members and legislators that demonstrate the impact NARPM® has on the industry
8. Enhance the usage of the Engage platform to keep members up to date on legislative activities
9. Market and promote Day on the Hill activities to build member participation throughout the country

**Focus 3: Engagement**

Become “the” place for property managers to engage with peers to network and learn

**Goals:**

1. Enhance the relationships between NARPM and its members which will be evident in increased satisfaction rating in member surveys. Member Services Committee

**Committee to provide measureable to demonstrate when goal will be met:**

1. Communicate the value of increased participation from company staff at NARPM® events that will lead to increased attendance at all events. Main: Member Services Committee Supported: Communications Committee to assist in communicating value

**Committee to provide measureable to demonstrate when goal will be met:**

1. Engage employees below management level to bring more diversified membership to NARPM®. Main: Member Services Committee Supported: Communication Committee to assist in getting word out on membership

**Committee to provide measureable to demonstrate when goal will be met:**

1. Increase members opportunity for networking and learning based on survey feedback Member Services Committee

**Committee to provide measureable to demonstrate when goal will be met:**

1. Increase and promote “next generation” activities and leadership opportunities to grow the younger base of membership and leaders. Main: Member Services Committee Support: Communication Committee to promote opportunities.

**Committee to provide measureable to demonstrate when goal will be met:**

1. Determine avenues to attract younger people to the profession and to the association so the average age of a NARPM® member decreased Main: Member Services Support: Communication Committee to assist in attracting young professionals

**Committee to provide measureable to demonstrate when goal will be met:**

Strategies that were suggested by the Strategic Planning Committee

1. Use the online discussion community to take advantage of user generated content, badges, scores, etc.
2. Develop content creation strategy and consider hiring an online community manager or creating a voluntary ambassador program for blogging, social media, and member-to-member content
3. Use the member/non-member surveys to inform members of the benefits of being a member of NARPM®
4. Design marketing program that communicates how NARPM programming and content enhances the membership value proposition
5. Develop a program to attract more young people into the profession and become a resource for adequately preparing them for leadership roles in business and in NARPM
6. Continue to examine and refine chapter structure to remove barriers to engagement including addressing volunteer leader burnout and administrative overhead
7. Determine ways to have relationships with stakeholders that are not members: use vendor relationships to promote educational offerings, work with allied organizations to complement vs. compete
8. Look at membership structure to determine if they are still satisfying future needs of members. (Tier membership versus office membership).
9. Develop enhanced marketing efforts of all NARPM® events to build enhanced engagement
10. Engage members to determine future needs for NARPM® events to ensure meeting members desires
11. Develop a marketing plan to get the NARPM® name out in the industry to enhance participation and engagement.
12. Determined how NARPM® can get the word out on the learning and networking opportunities within the organization
13. Engage affiliates through their trade shows to assist in marketing the NARPM® brand
14. Determine if the current NARPM® brand is still relevant or needs updating to attract younger members.
15. Career fairs