



National Association of Residential Property Managers

2022-2023

STRATEGIC PLAN

final draft, October 12, 2021

National Association of Residential Property Managers

Vision

NARPM® will be the recognized leader in residential property management.

Mission

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

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

Areas of Strategic Focus, 2022-2024

Actively add, engage and support new members

Grow and strengthen the size, engagement and effectiveness of our local and state chapters

Increase member engagement and the visibility of NARPM's legislative and advocacy efforts

Help NARPM members grow through continued education, peer-to-peer learning, and member networking

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STRATEGIC FOCUS #1

Actively add, engage, and support new members

1. **Strategy: New Member Engagement** – Establish new approaches to quickly onboard new members, while engaging them with both a local chapter and in NARPM national.
 - a. Enhance the process to welcome and orient new members to the organization (quarterly webinar, “Getting Started with NARPM,” update mentor checklist so it is usable by chapters, etc.). **Member Services Committee with involvement by NARPM leadership**
 - b. Enhance communications with new members once they join NARPM.
 - i. Electronic welcome packet and invitation to the next New Member Orientation webinar from NARPM. (Welcome packet should emphasize NARPM’s overall services, national conference, designations and certifications offerings, and advocacy and legislative efforts.) **Staff to update with current info**
 - ii. Make sure a welcome email is sent to new members from the Regional Vice President (RVP). **President Elect and Staff**
 - iii. Ensure that a call and follow-up email from the local chapter president (or their assignee) is sent to new members inviting them to the next scheduled chapter meeting. **RVP/Ambassadors**
2. **Strategy: Member Retention** – Develop a process to retain members over time.
 - a. Create a focus group of existing members to identify programs and services that would promote engagement and retention. **Member Services Subcommittee to set up Focus Groups**
 - b. Create an active exit interview process with a summary report generated annually for NARPM leadership and communicated to members. **Member Services Subcommittee**
 - c. Study creating a vehicle/white paper that will assist in the formation of peer networking groups within NARPM. - **Member Services (NEW 2023)**

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STRATEGIC FOCUS #2

Grow and strengthen the size, engagement, and effectiveness of our local and state chapters

1. **Strategy: Strengthen Chapters** – Create more consistency and effectiveness at the local chapter level.
 - a. Simplify the “chapter success guide” to ensure that it contains all standard operating procedures expected of local chapters **Task Force of Chapter Leaders to work with staff**
 - b. Make sure twice annual meetings held by RVPs and state leaders with local leaders are effective. **President Elect, RVP and Chapter Leader in 2023 will be holding 4 session for leaders and RVPs**

 - a. **Strategy: At-Large Member Engagement** – **Launch the** pilot virtual chapter to support all NARPM at-large members **Member Services and Technology to work together to launch program**. Launch a pilot at-large chapter program by Spring 2022
 - i. Establish a simple set of guidelines for participation in a pilot at-large virtual chapter, that includes metrics for success.
 - ii. Identify and invite existing and potential at-large members
 - iii. Hold an at-large orientation program for pilot participants
 - iv. Hold quarterly virtual chapter events (Spring, Summer, Fall, Winter)
 - v. Survey participants on the overall effectiveness of the virtual at-large chapter experience, and ways to strengthen it
 - vi. Report program outcomes to the Board at the end of 2022 with a recommendation on the future of the project.
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2. **Strategy: New Chapter Development** –Review current requirements for Chapters in Formation

STRATEGIC FOCUS #3

Increase the visibility of and member engagement in NARPM’s legislative and advocacy efforts

1. **Strategy: Member Education** – Develop a campaign to educate members about the purpose and impact of the PAC.
 - a. Develop and distribute a video from the Governmental Affairs Committee explaining its work, why it matters to members, and how individuals can get involved. **Governmental Affairs and Communications Committee**

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- b. Develop and include overview information in new member orientation materials and provide specific engagement areas for members. **Governmental Affairs**
- c. Advance the legislative affairs committee's presence at state and national events. **Governmental Affairs**

2. Strategy: Local/State Engagement – Strengthen the engagement of members at a local and state level around issues that affect our members. **Governmental Affairs and Chapter Leaders**

- a. Highly recommend that each chapter to have a legislative chair and commit time on the agenda at all chapter meetings for a legislative update.
- b. Provide advocacy training at the local and state chapter level and to at-large members
- c. Encourage state chapters to establish a “Day on the Hill” for all members at a state level

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STRATEGIC FOCUS #4

Help our members grow through continued education, peer-to-peer learning, and member networking

1. **Strategy: Designations** – Expand efforts to encourage members to pursue designations and certifications. **Professional Development and Communications**
 - a. **Develop a marketing plan that** more clearly define the benefits and value of designations and communicate regularly to new members through orientation and other touchpoints. **Communications Committee take lead**
 - b. Identify new levels of designation or certification that meet the anticipated future needs of a significant number of members who already have current designations and make recommendations to the Board about adding new offerings.
 - c. Create an outline for each designation or certification that clearly maps a step-by-step process of applying for and completing each offering.

2. **Strategy: Strengthening Curriculum** – Adapt and deepen our education content to better meet current and future needs of our members and engage and support more members-instructors. **Professional Development subcommittee/ Instructors/ Course Designer**
 - a. Review our existing curriculum, and make recommendations to maintain, revise, eliminate, and add offerings.
 - b. Convene a focus group of members, including a core group of member-instructors, to annually identify changing professional education needs, and recommend new courses and/or conference topics.
 - c. Determine methods for volunteers to support the professional course designers to guide in the development of new courses and the modification of exiting courses
 - d. Support growing the number of members-instructors that are more age diverse.

3. **Strategy: Refocus Conference** – Revisit our conference framework to maximize member-to-member learning and networking opportunities. **2 Task Force to look at (1) Convention and (2) Broker Owner events**
 - a. Create a conference curriculum focus group with members that have a sense of industry trends, while surveying members to determine the most current and/or relevant topics for the next conference.
 - b. Put out a “call for presenters” to members anchored by the topics identified by member focus group.
 - c. Create an industry-relevant topic for each conference to provide direction and focus for keynote speakers and other learning sessions.

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- d. Create an attractive speaker experience for key presenters and instructors by providing a benefits package or otherwise compensating them for their work.
 - e. Incorporate Mastermind groups into the conference schedule.
4. **Strategy: Technology Standards:** Investigate NARPM establishing technology standards that will enable the various software's used by to interconnect and talk to each other. Technology Committee