



CHAPTER REPORT FORM

CHAPTER #: 44
CHAPTER NAME: Southern Nevada
CHAPTER LOCATION: Las Vegas, NV
DATE OF THIS REPORT: October 3, 2011

MEMBERSHIP

Year-End total Regular/Senior Members as of December 31st - 80
Total Regular/Senior Members as of this report - 69
Total Regular/Senior Membership Annual Growth Goal - **73**
(The total should be a specific number, i.e. obtain 100 members)
Year-End total Regular/Senior Membership Goal 70
1st Quarter Goal (Jan-Mar) - 71
Objective:

Add 1 new member (per quarter);

Strategy to achieve objective:

Our chapter will likely lose 1 or 2 members who are moving to another state/region this year. We also have an employer who is going through a reorganization and the chapter may well lose additional members due to lay-offs.

Ensure that IRWA information is available at each monthly meeting: brochures for education, pdc, and membership, as well as application forms. Board members will remind non-members attending monthly meetings of the educational benefits of joining the IRWA.

Plan one or two meeting per year in combination with the local surveyors association and invite their members to join the IRWA.

Contact expired members to inquire how we might encourage them to get involved with the association again.

2nd Quarter Goal (Apr-Jun) 72
Objective:
The remaining quarter goals & objects are the same as 1st quarter.
Strategy to achieve objective:

3rd Quarter Goal (Apr-Jun) 73
Objective:
Strategy to achieve objective:

4th Quarter Goal (Apr-Jun) 74
Objective:
Strategy to achieve objective:

EDUCATION

1st Quarter Goal (Jan-Mar) –
Increase number of attendees taking in-person courses.

Objective:
Encourage members and non-members to attend both in-person and online courses.

Strategy to achieve objective:

Guarantee the class – no cancellations. (This practice began in mid-2011 and has been successful for the chapter.)

Remind members of the availability of online courses when they are unable to attend in-person classes of the same course.

Send e-mail “blasts” to chapter and region members.

Promote the use of the chapter-sponsored \$100 education coupon.

2nd Quarter Goal (Apr-Jun)
Objective:
Goals for the remaining quarters are the same.
Strategy to achieve objective:

3rd Quarter Goal (Apr-Jun)
Objective:
Strategy to achieve objective:

4th Quarter Goal (Apr-Jun)
Objective:
Strategy to achieve objective:

COMMUNICATION/OUTREACH

1st Quarter Goal (Jan-Mar) –

Ensure that our chapter reaches members and non-members via our newsletter and website to provide information on the IRWA and chapter events and/or education opportunities.

Objective:

Enhance chapter newsletters and the website to always include general IRWA information, pdc, membership, and upcoming courses.

As with our membership goal, combine one or two member meetings with another association, such as they surveyors and/or appraisers.

Strategy to achieve objective:

Offer a \$100 education coupon to those members in good standing and attending a minimum number of chapter meetings and whose employers do not cover their education expenses.

Donate items to the chapter to give away via raffle at a few monthly meetings.

2nd Quarter Goal (Apr-Jun)

Objective:

Strategy to achieve objective:

3rd Quarter Goal (Apr-Jun)

Objective:

Strategy to achieve objective:

4th Quarter Goal (Apr-Jun)

Objective:

Strategy to achieve objective:

CHAPTER WISH LIST

Not to lose any additional members!