



CHAPTER REPORT FORM

FALL FORUM SACRAMENTO CA
OCTOBER 2, 2010

SAN DIEGO CHAPTER 11, San Diego, CA

CHAPTER INITIATIVES / SEMINARS / PROJECTS, CHAPTER GOALS FOR THE YEAR 2010/2011, NEW IDEAS FOR MEMBERSHIP RETENTION AND GROWTH

We have really focused the above three tasks into two basic actions: retaining existing members and creating an environment to attract newcomers. With the economy still slow we have experienced the decreases in some of the participation numbers. However, there has also been a noted increase in activity among the core members that were already active in the chapter, but have found some new interest or excitement.

The number one attraction to our Chapter for those currently involved is the San Diego 2015 bid for the International Education Conference. At Calgary this past June we were successful in bringing the conference to San Diego for 2015 and this effort created a wave of excitement and interest from people within the organization.

Under the leadership of Jim Anthony, last years Chapter 11 President, we strengthened our Executive Board positions with a reorganization of the Committee positions and a new organizational chart. This effort clarified our roles and really gave people an understanding of what they are getting into when they volunteer and also clear direction of what to do once they are part of the organization.

Taking advantage of this new excitement for being involved, we have reached out to the local universities to develop relationships with their real estate programs. Our pitch was to develop a few key relationships, attend some of their functions and invite them to ours. We also developed a program to offer scholarships for two free classes so they can get a feel for what we offer. So far, we have had very good interest from San Diego State and the University of San Diego.

What we have learned is that by jumping up and being even more involved, people will rise up and feel good about being part of the team. Our existing members have become more involved and, while our overall membership has not shown a boost, we are maintaining our previous numbers while bringing in some very involved new people.

Courses offered over the last year: 16 (two cancelled)

Average Luncheon attendance: Approx. 60

Chapter Involvement: Increasing