

Chapter Ideas Swap Summary

May 13, 2024

NAIOP Corporate Updates

NAIOP will report [monthly local/state advocacy updates](#) through the 5 Things newsletter.

If you would like NAIOP Corporate to provide your chapter with membership marketing support, please utilize this easy-to-use [Excel template](#) to share your prospects' information and send to [Beth Gulding](#).

Chapters that are eligible to nominate NAIOP Corporate Board members for the Board term beginning in 2025 should send their appointment forms and new nominee biographical information to [Kelly Lempel](#) no later than May 30.

Chapters Best Practices: Board Succession Planning

NAIOP Chicago/Abbie Olson – Large Chapter

- Chapter had an issue with Board members not wanting to vacate their board seats. Board term limits (4 years) were developed. These can be extended if the member is moving into a leadership/officer position.
- Each board member is presented with a [list of expectations](#) they are required to sign and if they don't meet these expectations, they will be asked to leave the board the following year. Expectations include chairing a committee and making a financial contribution (sponsorship) to the chapter.
- Five to six board seats open per year. Board member nominations are chosen from current committee members, the chapter's Developing Leaders Board, and from companies active in the Chicago market but not yet NAIOP members.
- Once someone is on the board, even after the term has ended, the member is still engaged with the chapter and can be counted on to assist when needed.
- The Emeritus Board is comprised of the chapter's past presidents. They meet three times per year. The board oversees the chapter's financial investments, chapter's foundation, and the Awards of Excellence.
- The chapter is committed to DEI regarding gender/ethnicity and industry sectors.
- Chapter officers and Emeritus Board identify possible board members.

NAIOP Washington State/Danielle Duvall – Large Chapter

- Sixteen committees each having a different leadership structure. Committee chairs have as much operational control as possible while staying within the chapter's guidelines. Over 200 members participate in a committee.
 - For some committees (those needing subject matter expertise), a committee chair or member may be recruited from outside the board.
 - Chapter reviews scope and remit of committees regularly to ensure the committee best meets the chapter's needs and the volunteers' needs.
 - Four-year terms for committee chair.
 - Incoming Chair
 - Year 2 & 3 – Co-Chair
 - Year 4 – Outgoing Chair
 - Outgoing Chair is commonly nominated for a chapter Board seat.

- Governing Committees (Executive Committee, Board of Directors, Past President Council) are very structured.
 - Board of Directors (23 total people):
 - Can serve two, two-year terms.
 - Both Principal members and Associate members are eligible.
 - Participation on the Board is based on Engagement Metrics:
 - Event Attendance
 - Committee Attendance
 - YOY Sponsorship Commitment
 - Gender/Race are considered as well. Chapter strives for 50/50 gender representation.
 - Occasionally, a member is nominated to the chapter board based on their community engagement.
 - Five to six open slots per year.
 - Executive Committee:
 - Follows Board of Directors term limits unless individual is named president-elect. Then member can stay on the board through their president-elect/president/immediate past president terms.
 - Past Presidents Council:
 - Newest leadership group that provides counsel and historical knowledge to the chapter board.
- Chapter Executive communicates to each new member the importance of committee participation and communicates to committee chairs the chapter's path to board participation.
- Chapter executive meets with member and non-member companies to stress the importance of chapter leadership participation.
- [Outline of chapter succession program](#).

Chapters Best Practices: Membership Recruitment and Retention

NAIOP North Texas/Lori Stone – Large Chapter

- Membership recruitment is driven by the Developing Leaders. This cohort is seen as the “place to be” for young professionals in the North Texas area. DLs are now approximately 30% of the chapter membership.
 - When term is over, the DL Board president usually transitions to the NAIOP Texas Board. The DL Board has better diversity which is now transferring to the chapter board.
 - DLs manage most of the large social events of the chapter (comedy night, spring concert).
 - Cohort holds membership “kick-off” event in January.
- Chapter is very active on LinkedIn to promote membership and events.
- New membership chair is looking to increase company participation within the chapter by adding more members or increase sponsorship.

NAIOP Southern Nevada/Katrina Bruce – Large Chapter

- Membership has grown since the financial crisis from approximately 300 members to 700 members.
- Member benefits are the key to recruitment and retention. Chapter offers:
 - Member event pricing.
 - Exclusive member only events.
 - Members only mixers
 - Free educational workshops four times per year.
 - Leadership programs and committee participation.
 - Developing Leaders Institute
 - Developing Organizational Leadership Institute
 - Participation in awards programs.
 - Bus Tour Property Listing
- Membership Committee
 - Committee meets monthly.
 - Has eight – twelve engaged members.
 - Each committee member reaches out to new members.
 - New member coffee three times per year where committee chairs speak and network.
 - Committee members write notes thanking non-members who attend chapter monthly meetings and encouraging membership.
- Recruitment
 - Fall social event with targeted follow-up.
 - [Video campaign](#) via social media.
 - NAIOP focused presentations at brokerage firms by a leading developer and membership committee member.
 - Membership committee call-a-thon. Contact prospects to encourage membership.

NAIOP Washington State/Danielle Duvall

- October – January, as part of sponsorship and renewal process, the chapter executive director, and board members, will personally contact and converse with development companies and corporate members regarding their company's participation and how to increase involvement.