

Chapter Executive Ideas Swap Summary – September 8, 2020

NAIOP Greater Philadelphia/Sarah MAGINNIS on chapter's diversity program with Drexel University:

- NAIOP Greater Philadelphia plans and funds the entire program. It is also the responsibility of the chapter to recruit interested students to participate. The chapter has worked with Drexel for the past few years. The program was held virtually in 2020.
- Finding the right partner school is key. Criteria in selecting a university includes the school's reputation with parents and students. Drexel is a very well respected local university.
- Drexel hosts other summer programs resulting in a lot of on-campus activities for the students, other same-age students to socialize with, and plenty of university staff for student management.
- It has been a challenge for the chapter to identify an academic lead at the school to act as point person for planning program content and managing the case study. It is ideal if the school can find a real estate professor to be a constant presence with the program. The school must buy into the mission of the program to ensure success. Drexel's leadership is fully committed to the NAIOP program.
- One to two committed chapter committee members is also important, especially during the first year. Tasks include spending time with the university planning logistics, developing curriculum, coordinating the off-campus experiences for the students (project tours, panels, etc.), lining up speakers and recruiting the students. Quite a bit of time is needed to plan this program with the school.
- Drexel and NAIOP Greater Philadelphia created their curriculum based on the case study developed by the NAIOP Greater Philadelphia program chair. Drexel University also includes general educational programs, such as Excel training and presentation skills. NAIOP Greater Philadelphia uses their connections to recruit real estate executives to speak to the students or host tours.
- It is important to make connections with a variety of community stakeholders to recruit students, such as local schools (public & private) and church groups. The chapter relies on the networks of board members to find students and encourage them to apply to the program. The overall number of applicants has grown over the years.
- The 2019 residential program was budgeted at \$60,000. The chapter targeted their largest companies in the area asking them to commit to \$10,000 each. Three companies agreed, which brought in \$30,000. The additional budgeted amount was raised by personally contacting other chapter companies and members. Some financial support was provided by NAIOP Corporate. University room and board cost \$32,000 for 28 on-campus students. Other costs included professor fees, school staffing, activity costs, and transportation. The university is considered a vendor in this program, but sponsored two students in 2019.

- The length of the 2019 in-person program was six days. The 2020 virtual program cost considerably less and ran for eight days.
- The chapter had very little concern about cannibalizing their other event sponsors. In 2019, the chapter hired a videographer to produce a [highlight video](#) of the program. The video was then shown at the chapter's holiday luncheon. Members and companies were so impressed, they approached Sarah to offer sponsorship dollars, volunteering their time and other support. The chapter's Battle of the Bands event is also a fundraiser for this program.
- The chapter starts as early as possible to raise the funds and plan the curriculum.
- Students are surveyed at the end of the program to identify their interest in commercial real estate as a future career/area of study. Results from the 2019 Summer Program attendees were as follows:
 - 65% interested in majoring in commercial real estate
 - 76% interested in minoring in commercial real estate
 - 35% plan to change major to commercial real estate
 - 65% interested in commercial real estate career
 - 81% interested in commercial real estate internship
- Contact [Sarah](#) with questions concerning the program.

Senior Director of State & Local Affairs Toby BURKE on virtual state advocacy efforts and access:

- Approximately two dozen states authorized virtual legislative sessions, particularly at the committee level.
- If the state holds Zoom or other virtual meetings, it is important to log in early to ensure a chapter can participate in a virtual session. Many more stakeholders want to participate in virtual meetings.
- Some states hold very sophisticated virtual meetings. In California, participants log into meetings based on their position for or against an issue.
- There may be constitutional questions that arise from holding virtual sessions. The New Mexico Supreme Court recently ruled that the state constitution, written in 1911, never anticipated an event such as this, so exceptions can be made to accommodate their virtual meetings.
- Challenges to advocating virtually include technical difficulties and lack of face-to-face contact.
- Establishing relationships with legislators, especially newer ones, is a challenge virtually. Chapters with established relationships with legislators are conducting business as usual, though at a slower pace.
- Unscheduled meetings between legislators and NAIOP advocates are not happening since there are no opportunities to casually meet.
- Candidates are either no longer holding fundraisers or holding smaller ones. This results in less time to meet and no opportunity to personally deliver a PAC check

along with the chapter's message. The PAC check may not have the same effectiveness when delivered through the mail.

- Virtual meetings won't take the place of personal advocacy once the pandemic is over.
- It is anticipated that state and local budgets will be the big issue going into 2021. Most states are waiting on the federal government's response to state/local budget needs before deciding how to proceed.
- Chapter examples:
 - NAIOP San Francisco participated in a Zoom meeting with a local assemblyman and other local like-minded organizations. A mixologist was on hand at the beginning to lighten the mood. The meeting was arranged by the chapter's local lobbyist and was very successful.
 - NAIOP South Florida presented their PAC money via Zoom meetings with legislators. The chapter also presented the three or four high level agenda items for next year. These meetings have been very well received.

NAIOP Washington State/Danielle DUVALL and Peggi LEWIS-FU on virtual meeting platform [Airmeet](#):

- Once joining the new platform, attendees can take a seat around a virtual table.
- All participants can view the entire attendee list and can begin chatting with anyone at any time regardless of what table they join.
- Individuals can also leave their original table and create a smaller table to privately talk to another meeting participant.
- The platform allows hosts to seamlessly transition from the networking (table) mode to a broadcast (all participant) mode.
- The entire event can be branded, each table can be branded, and there is also a "sponsored by" program banner.
- Program speakers have their own "lounge" where they can report in, conduct mic checks and prepare for presentation.
- The program allows for multiple sessions in the same meeting.
- The program can be livestreamed to Facebook and YouTube.
- New attendees need to create a profile within the platform.
- Pricing is comparable to Zoom. Unlimited use for up to 300 attendees is \$99 per month. Up to 500 attendees cost \$199 per month.
- No other organization from the Washington State market is using this platform.

Miscellaneous Updates:

- NAIOP Corporate is actively looking for a virtual platform to produce the 2021 Chapter Leadership & Legislative Retreat Virtual conference.
- NAIOP San Francisco is using Hopin for their upcoming Real Estate Challenge on September 23 from 3 pm – 5 pm PT. Chapters interested in viewing the

platform as an attendee can email Chezka Solon at admin@naiopsfba.org for a registration link.