



IAAO BC Chapter – July Member Letter

Dear members,

The second quarter of 2019 has been busy thus far. As you may recall, the chapter established five focus areas for 2019 to provide both the chapter executive and members with a roadmap of priorities and deliverables.

I am pleased to announce that your chapter has delivered on some of these focus areas.

Increased Value to Members

Thank you to everyone who participated in the IAAO BC chapter membership survey. In Appendix 1 you'll find a summary of the results. For those who entered the prize draw, the executive will present the prizes by the end of July.

The Membership Committee has created an action plan with the following goals:

- To increase the value of services and information provided to chapter members; and
- To increase chapter membership by 30 members by the end of 2020.

Stay tuned for upcoming initiatives in support of this action plan.

Member Digital Experience

The IAAO BC chapter website continues to be updated and the BC chapter page within the international IAAO website has been refreshed recently.

The IAAO Connect pilot has been well received and will continue to be integrated as part of the BC chapter communication plan.

Professional Development Offerings

Your executive is working to create a series of Lunch and Learn sessions for the chapter featuring IAAO webinars. This will support the chapter continuing education action plan and is expected to begin in the fall of 2019.

Increased Brand Visibility and Relationship Building

The IAAO BC chapter has submitted a proposal to host the 2023 IAAO Annual Conference in British Columbia. The chapter executive is working hard to create a presentation for the IAAO Executive Board should our proposal be accepted into the next phase of the process. In addition, strategic partnerships have been launched with key conference and tourism partners to support this initiative.

A task force has been struck to obtain not for profit status of the IAAO BC chapter. Please let your chapter executive know if you would like to participate on this task force or any other volunteer opportunity.



U40 Development

Several U40 chapter members have been successful in obtaining IAAO scholarships this year which have enabled their participation in Emerging Leaders Summit in Washington, DC on May 30-31, 2019 and upcoming Annual Conference in Niagara Falls, Ontario on September 8-11, 2019. I encourage any members interested in these opportunities to consider these scholarships for future IAAO events.

Thank you for your continued support of the IAAO BC chapter. Please contact me if you have any questions or would like to discuss these focus areas and initiatives in more detail.

Your chapter vice president,

Laura

Lcmacl83@gmail.com

250-896-3705

President	Brian Gay
Vice-President (President elect)	Laura MacLean
Past-President	Bill MacGougan
Secretary	Joe Baich
Treasurer	Mariana Janusic
Director	Pete Alexander
Director	Tamanna Hamid
Director (U40)	Shannon Brown-John

Webpage: <https://www.iaaobc.com>

Email: administration@iaaobc.com



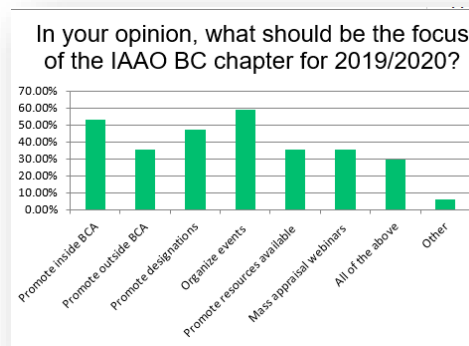
Appendix 1: IAAO BC Chapter 2019 Survey Results

Hello members,

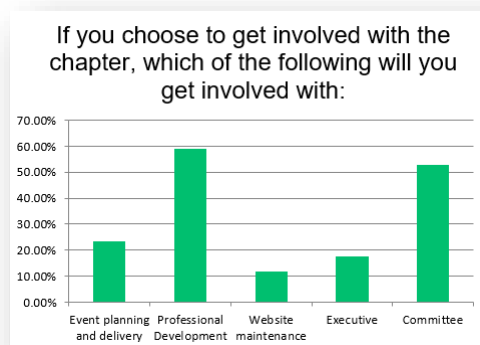
Thank you for taking the time to complete the IAAO BC Chapter survey. The results are valuable to the Executive and will be used to focus on ways to improve your membership experience in 2019/2020.

To summarize, members have requested the chapter focus on three areas going forward:

1. Organize events based on relevant mass appraisal topics and guest speakers (should be a combination of in person and virtual events throughout the province)
2. Promote the chapter within BC Assessment
3. Promote the IAAO resources available to chapter members



The majority of members satisfied with IAAO BC chapter membership. However, to further engage our members to become more involved with the chapter, their preferences concentrated on professional development or joining a committee or task force.



Members stressed the importance of the chapter working with employers to officially recognize and support IAAO designations. Currently, IAAO BC membership is identified as a medium priority to members and their work.



Future expectations for the chapter focused on:

- Support accessing IAAO resources/events
- Support accessing IAAO mass appraisal resources
- Support obtaining latest assessment news/knowledge sharing