

STRATEGIC PLAN

2017

MISSION

“...to advance professionalism...through market leadership, superior education and networking, and to ensure the financial success of our members by optimizing their value to the commercial real estate community.”

VISION

To be the leading authority for commercial real estate through networking, education and technology.

Strategic Goal #1 Increase Membership And Participation

Strategies/Projects

1. Increase membership to 250 people.
2. Hold a chapter luncheon in Sacramento and Silicon Valley.
3. Reinforce District meetings with leadership support.
4. Directors help market events through their personal networks.
5. Plan at least two Infrastructure Tours.
6. Recruit more committee members.
7. Host a broker forum in Oakland highlighting the 880 corridor.
8. Take education to AORs, other associations and brokerage houses that do not have internal training.
9. Expand course marketing to other CRE membership organizations.
10. Increase participation by CRE houses to diversify member base.
11. Tap member experts for Mentoring and luncheon programs.
12. Target marketing: new commercial agents, large brokerage houses, members with 5-10 years of experience who are stagnant in career path.
13. Develop networking event with SIOR, CRE, and other associations.

Strategic Goal #2 Improve Quality & Value Of Membership by expanding networking and business opportunities

Strategies/Projects

1. Strengthen luncheon programs with panels.
2. Monitor website hits.
3. Create & market Google Group for all members.
4. Expand social media campaign to include CCIM Connect and DealShare.
5. Social media messages to be funneled through Chapter Secretary.
6. Market successful deals within chapter through “CCIM In The Spotlight” news releases and videos.
7. Develop Deal Review Forum—live case studies with Q&A.
8. Update membership brochure.

Strategic Goal #3 Generate Income-Enhancing Opportunities for the Chapter

Strategies/Projects

1. Budget for marketing expense with possible matching funds from CCIM.
2. Support the chapter districts with budgets for income and expense.
3. Simplify Marketing Session submission process with form on website.
4. Conduct and fill 3-5 Core courses
5. Increase participation in MVP program
6. Ensure all events and programs are fiscally responsible
7. Every board member to bring in at least one new sponsor.