

Creating Spirit in a Community



Independence Valley Subdivision
Association

2024



Background

Independence Valley Subdivision Association (IVSA) was established in 1998 and is located in Southeast Michigan. It is a small, private community of 56 homes in a rural setting. The average household income in the area is \$132,620 and 77.78% of households do not have children (point2homes.com).

The HOA Board is comprised of a President, Vice President, General Counsel, Treasurer, and Secretary. All Board members are resident volunteers. The HOA dues are very low, and volunteers are needed to serve on the Board, maintain common areas, help on committees & projects to reduce costs. Less than 10% of the community volunteers.

Until recently, Board members had little to no technical skills and the HOA management systems were archaic and most were never updated. There was little interaction between the residents and the Board.

Problem:

Residents were not engaged in the community, lack of communication, outdated HOA management systems



Solution:

Create branding for the community and update systems to require less manual updating. Increase communication between residents and the HOA board, giving residents 'a voice' and keeping them informed.

Analytical Goals

WHY: Lack of engagement by residents

HOW: Identify issues important to residents by rank

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Resident Participation

Lack of communication with residents resulted in complacent attitudes.

- Emails sent to the Board were not answered
- Newsletters and emails were not regularly sent out because the resident directory was not updated with email addresses
- Mail was addressed to "IVSA Resident" and not by name

The IVSA website was antiquated with only the occasional blog post.

Total Annual Visitors to the IVSA Website 2019 -2023

Year	Count of 1/1-12/31 2019	Sum of 1/1-12/32 2020	Sum of 1/1-12/31 2021	Sum of 1/1-12/31 2022	Sum of 1/1-12/31 2023
Visitors		133	198	293	390
Annual Total		133	198	293	390

Therefore,
we need to:



- Create a sense of community through branding
- Survey the residents
- Update the resident directory
- Increase communications through various formats
- Update management systems to be more automated thereby decreasing time and labor

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Branding

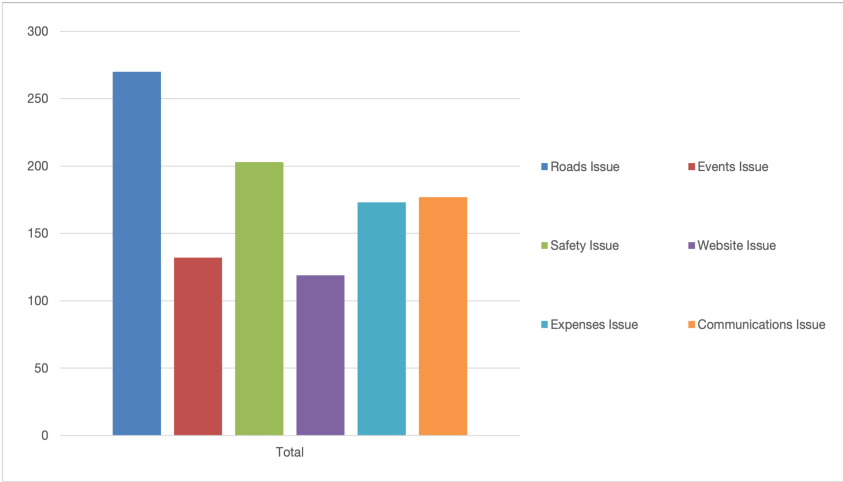


Design a logo that represents the desirable features of IVSA and create an identity for the community.

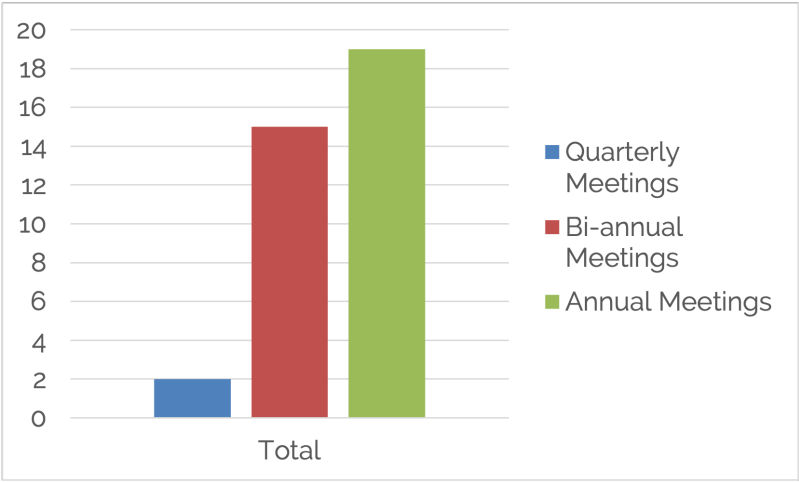
Use:

- IVSA email signature
- Forms
- Website
- Newsletters
- Documents

What issues are important (ranked 1-10)?



How many times a year to have HOA meetings?



Survey – Resident Satisfaction Survey



Additional Survey Questions

Additional questions on the Survey included:

- Willingness to volunteer from which a volunteer list was created
- What they liked most/what can be improved to gain further insight

Contact Information



Along with the Survey, a contact information form was sent out to update the old resident directory. The requested information included name, address, email, cell phone number for the resident & spouse. The form also included the option to opt out of the public directory which was made available to IVSA residents.

The old directory had few email addresses and all correspondence had to be created, printed, folded, and mailed. It was labor and cost intensive.



IVSA Residents Directory



A new branded IVSA website was launched in March 2024. The home page included announcements, Neighborhood Watch updates, a monthly calendar, links, community homes for sale, an area map, regulations notices, carousel of community photos, and blog posts. This has resulted in an **increase of 200% usage** over the same period last year.

Engaging emails and newsletters are sent out on a regular basis. Resident emails are now answered promptly.

IVSA Website Visitors 6 ½ months 2023 vs. 2024



Communication



Update HOA management systems



Financial: previously the finances were tracked on a simple spreadsheet. Now converted to QuickBooks Online with branded forms that can be accessed and maintained by future Treasurers. Financial statements can be quickly created and made available to residents to promote transparency.

Documents & Forms: created branded templates for future Secretaries.

PayPal: set up business account linked to bank to enable residents to easily pay their dues and automate payments into QuickBooks. Also, vendors are paid through PayPal or bank account to eliminate late payments and track spending.

Added Expenses: although there are now additional expenses for the updated website and QuickBooks, these expenses should be greatly offset by the reduction in expenses of printing and mailing communications.

Going forward, the IVSA Board will be able to maintain the management systems more easily to attract volunteers and communicate more effectively to engage the residents and promote a community spirit.



Thank you.

Antoinette de Janasz