





IREM Institute of Real Estate Management

**Leadership and Legislative Summit
Washington, DC**

**Education and Knowledge Products Agenda
Sunday, April 6, 2014
8:00 a.m. – 9:30 a.m.**

Chair: Carolyn Perrigo, CPM
Vice Chair: Dr. Debbie Phillips, CPM
Staff Liaison: Lynne Magnavite

Purpose Statement:

- Contribute to the achievement of IREM's mission and strategic goals through scanning, research, and providing strategic guidance relative to educational and knowledge product delivery methods, promotional initiatives, and growth of Institute industry content
- Monitor the progress, impact, and metrics of education and knowledge product initiatives and recommend adjustments to the appropriate governance bodies and staff

Time	Agenda Item	Presenter	Objective	Background Materials
8:00 a.m.	Welcome, Call to Order, Introductions	Carolyn Perrigo, Chair	Information	Purpose Statement; Roster
8:05 a.m.	Review Knowledge Products Sales, Student Counts and Other Metrics	Carolyn Perrigo, Chair	Information	Handout
8:10 a.m.	Review Marketing Intel and Analytics	Staff	Information	Handout
8:20 a.m.	Update on Content Pipeline, JPM, and Work in Progress	Carolyn Perrigo, Chair	Information	Handout
8:30 a.m.	Transformational Leadership Impact and Analysis	Dr. Debbie Phillips, Vice Chair	Information & Dialogue	Handout
9:25 a.m.	Evaluation	Carolyn Perrigo, Chair	Information	
9:30 a.m.	Adjournment	Carolyn Perrigo, Chair	Action	None



Report of the IREM® Education and Knowledge Products Committee

To Executive Committee
IREM® Leadership & Legislative Summit
Washington DC
Sunday, April 6, 2014

Chair: Carolyn Perrigo, CPM®
Vice Chair: Dr. Debbie Phillips, CPM®
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Chair, Carolyn Perrigo walked committee members through the following reports:

- 1st Quarter credentialing course enrollments and revenues
- 1st Quarter non credentialing course enrollments and revenues
- 1st Quarter revenues for publications, JPM, Income & Expense and other products
- Marketing analytics

The reports showed that we are on track for credentialing course enrollments and revenues. Carolyn pointed out that the bar is set high for 2014 and we are partnering with chapters to develop ways to meet our goals.

Carolyn also pointed out that we are concentrating on the \$100K in Knowledge Products. The goal seems lofty, but we have new products launching in the 2nd-4th quarter that will help meet the budget. We need the committee's help to serve as Ambassadors to spread the word about our new products. Dr. Debbie asked the group to Try. Endorse and Share.

Staff presented the marketing analytics which included product revenues, top products and resources, top referring sites and the demographic of who takes our courses.

Highlights

- Video downloads: Finance and asset management – most popular content arena.
- Top tools: Building operations - most popular content arena.
- IREM Chapter sites are one of the top referrals to our website.
- Forms and checklists continue to be our top downloads.
- More females take classroom courses vs. males and vice versa with online courses:

Classroom:	Online:
62% female	53% female
38% male	47% male
- More 20-39 year olds take online courses vs classroom courses:

Age: 55% = 20-39	Age: 64% = 20-39
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- 57% of students took a course because of word of mouth vs. 2% because of email campaigns.
- 6% of students registered for a course for general knowledge. Our goal is to increase this percentage.

Vice chair Dr. Debbie Phillips and staff presented the content pipeline and a demonstration of our new products; *Intro to Property Management, Residential Budgeting and Accounting* and two new Workshops in a Box; *Conflict Management and Using IREM's Best Practices*.

The committee broke out into work groups discussing the results of a pre-conference activity. Members were asked to read the 100 Predictions from Chris Lee's *Transformational Leadership: In The New Age of Real Estate* and rank the predictions. Debbie broke the ranked predictions into 4 groups; Residential, Office, Workforce and Company and Investors. The committee was asked to break out into the groups of

interest. Committee members shared ideas which will help real estate managers gain the education and knowledge to manage the buildings and companies of the future. Some of the discussion points surrounding the topic areas included:

- Residential: Additional tenant services and amenities that may require special customer service training for staff
- Office: Hoteling for parking vs just for office space
- Workforce: The need for certificate programs that real estate managers can add to their resumes to create value.
- Company & Investors: Sustainability and costs

Carolyn adjourned the meeting with a promise to continue the discussion not only during the next conference call, but another discussion forum.

Committee members present:

Carolyn Perrigo, CPM
Dr. Debbie Phillips, CPM
Christopher Becker
Susan Considine, CPM
Jo Anne Corbitt, CPM
Robert Demson, CPM
Jennifer Fishkin
Richard Forsyth, CPM
Kenneth Goodacre, CPM
Laurie Gral, CPM
Saul Gumedde, CPM
Enis Hartz, CPM
Larry Johnson, CPM
Paul Kastes, CPM
Gisela Medek, CPM
Jennifer Mesey, CPM
Lynne Miller, CPM
Anca Morar, CPM, ARM
Steven Rea, CPM
Philip Schneidau, CPM
Katherine Shipllett, CPM
Farzaneh Tofighi, CPM
Michelle Wong, CPM
Julie Yesnick, CPM
Edward Zehfuss, CPM

Not Present:

Sheila Austin, CPM
Stephanie Burg-Brown, CPM
Sam Chanin, CPM
Cynthia Clare, CPM
Matthew Coulam CPM
Robert Daniels, CPM
Sarah Hurd
Victoria Johnson, CPM
Patricia Jones, CPM
Saadat Keshavjee, CPM, CMOC
Ann Kesmodel, CPM
Morikuni Kono, CPM



ARM Track Classroom Student: New





IREM Institute of Real Estate Management

IREM® Fall Leadership Conference
Scottsdale, AZ

Instructor Symposium Agenda
Tuesday, October 15, 2013
12:00 pm - 5:30 pm

Host: Enis Hartz, ICAAB Board Chair
Staff Liaison: Lynne Magnavite, Josie Hernandez

Purpose Statement: The purpose of the Instructor Symposium is to deliver training and development for IREM Instructors to insure that they remain consistent in their performance and are kept up to date with adult education facilitation and content delivery trends.

Time	Agenda Item	Presenter	Objective	Background Materials
12:00 p.m.	Welcome Introductions	Enis Hartz, ICAAB Board Chair	Information	Purpose Statement; Roster
12:05 p.m.	Ice Breaker/Lunch	Steven Rea, Instructor		
12:35 p.m.	Wheel of Education <ul style="list-style-type: none">Interactive Activity where we will discuss delivery techniques, content trends, and highlight Instructors who have received outstanding evaluations in the last year	JoAnne Corbitt, Instructor Trainer	Information	
1:35 p.m.	Round Table discussions <ul style="list-style-type: none">Group Instructors by their Content Arenas and lead discussions on current content trendsPresent feedback and best practices as a group	Cindy Clare, CEAB board Chair	Information	
2:10 pm	Instructor Training Outtakes <ul style="list-style-type: none">Instructors will be grouped together and participate in Instructor Training activities relating to managing the classroom environment, presenting the benefits of the CPM and membership, etc	Natalie Brecher, Instructor Trainer		
3:00 p.m.	Break			



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3:30 p.m.	Presentation: Managing Change <ul style="list-style-type: none">• Presentation on managing change as it relates on a generational, professional and personal level	Sheila Birnbach, Presenter Birnbach Success Solutions
5:00 p.m.	Q & A Session <ul style="list-style-type: none">• Taking questions on ICAAB Board Changes, MPSA delivery changes and online exam roll out for 2014	Enis Hartz, ICAAB Board Chair Sheila Birnbach, Presenter
5:30 p.m.	Symposium ends	

