



## IREM<sup>®</sup> Chapter Standards of Excellence

These Standards of Excellence serve as a roadmap for chapter success and will:

- Ensure alignment across the organization
- Provide a framework for consistent delivery of the customer/member experience across the chapter network, thereby creating long-term value for members
- Provide a means for holding chapters accountable to deliver on the IREM brand in their local markets
- Guide chapters in the development of annual initiatives and goals
- Reinforce chapter commitment to the IREM strategic plan and the core values outlined in the plan (leadership, collaboration, integrity, inclusion, knowledge sharing)
- Ensure diversity, equity, and inclusion (DEI) are at the forefront
- Promote and demonstrate commitment to IREM ethics

These standards will be supported and reinforced by the development of a “how to” chapter guide, a chapter self-assessment tool, and key performance indicators (KPIs).

IREM is committed to fostering a welcoming environment that continues to embrace equity, inclusion, and diversity. IREM recognizes that strength comes from DEI and should be at the forefront of everything the organization does.

Chapters are an integral part of the execution of IREM’s strategic plan, each objective below should be delivered with strong consideration of IREM’s DEI vision, definitions, and strategy.

### Purpose of a chapter

As defined by the 2020 Chapter/Regional Presidential Task Force, an IREM chapter prioritizes its focus around these objectives based on market and member needs, which may shift emphasis and change over time as a chapter grows and evolves:

- Networking – creating diverse forums for establishing and maintaining ongoing professional connections
- Learning – providing opportunities for professional growth through IREM certification education and/or other career development offerings
- Leadership – developing, cultivating, and mentoring strong and diverse leaders within the profession
- Member Engagement – providing consistent experiences for members that support the IREM brand across all asset classes

## **Networking**

The chapter creates diverse forums for establishing and maintaining ongoing professional connections

- Offers an array of networking opportunities designed to effectively connect members, potential members, clients, industry partners, and others in the real estate management profession.
- Ensures all offerings are appealing to every asset class and those in various career stages.
- Partners with other organizations to advance connections and knowledge sharing.
- Utilizes Industry Partner relationships to facilitate knowledge sharing and connections.

## **Learning**

The chapter provides opportunities for professional growth through IREM certification education and/or career development offerings

- Provides professional development opportunities that are geared toward the specific needs and trends of the local market and aims to advance the knowledge, skillset, and expertise of real management professionals.
- Actively and continuously promotes IREM certification education opportunities.
- Follows prescribed guidelines and ensures the IREM brand is prominent if sponsoring IREM classroom certification courses.
- Educates, activates, and engages members on legislation and regulation impacting the real estate management industry at all levels – federal, state, and local – following the IREM legislative priorities and policy statements.
- Actively works toward open conversations and learning – advocating for, encouraging, and participating in cultural curiosity.

## **Leadership**

The chapter develops, cultivates, and mentors strong, diverse, and culturally curious leaders within the profession

- Facilitates opportunities to grow the IREM leadership pipeline through various leadership paths.
- Provides a clear pathway to become a volunteer leader within the chapter.
- Supports chapter leaders' attendance at IREM meetings and conferences – Chapter Leadership Retreat, Global Summit, Advocacy Impact Day, etc.
- Supports volunteers and IAE participation in IREM virtual training/learning opportunities.
- Supports IREM's next gen initiatives and provides opportunities for mentoring and growing the next generation of real estate management professionals.
- Supports the community through service projects, effectively positioning IREM as a community leader.

## **Member engagement**

The chapter provides consistent experiences for members that support the IREM brand across all asset classes

- Strives to deliver exceptional value and experiences to IREM members, industry partners, and others in the real estate management industry.
- Actively embraces new members into the IREM community.
- Actively seeks to attract and recruit new members to the Institute.
- Provides communication vehicles to keep members in-the-know.

## **Chapter operations**

The chapter maintains operational and financial viability

- Utilizes IREM's strategic plan as the foundational source for planning initiatives and programming.
- Chapter Executive Council meets on a regular basis to conduct the business of the chapter, including oversight of the chapter's IAE.
- Maintains and adheres chapter bylaws and policies, ensuring that the chapter Executive Council understands the importance of compliance.
- Documents and maintains all decisions/actions made by Executive Council and committees.
- Maintains accurate financial and business records in accordance with state and federal laws.
- Responds to requests from IREM HQ within prescribed timeframes, including membership endorsements, updates of membership records, etc.
- Utilizes IREM HQ membership and customer data and certification reports as the main source of information for maintaining up-to-date chapter records.
- Adheres to data integrity and privacy policies as established by IREM policy.
- Employs resources and toolkits provided by IREM to conduct its business and to market the Institute.
- Adheres to and utilizes the IREM Brand Guidelines in everything the chapter does.