

STATE LEADERSHIP IDEA EXCHANGE

ILLINOIS: The Illinois Association of REALTORS® hosted a first-of-its-kind REALTORS® Political Involvement Committee (RPIC) Strategic Planning Session on July 25, 2015, at the IAR state headquarters in Springfield, IL.

Invitations to the day-long strategy meeting were sent to all Illinois local REALTOR® Association Executives (AEs), all local Governmental Affairs Directors (GADs), all local association presidents and incoming presidents, and all local association Government Affairs Committee Chairs and incoming Chairs.

The meeting featured presenters including: NAR REALTOR® Party Member Involvement Committee (RPMIC) Chair, Arlene Davis (GA); two RPMIC members – Mike Drews (IL) and Ed Neaves (IL); NAR Broker Involvement Chair Mike Oldenettel (IL), IAR CEO Gary Clayton; IAR RPIC Vice Chair Mabel Guzman; Neil Malone of the IAR Government Affairs Staff; and REALTOR® Party Consultant, Chip Ahlswede.

Topics Covered included:

- Creating a Culture of Advocacy
- The Role of Advocacy in Strategic Planning and NAR Core Standards
- The Structure of IAR Advocacy Efforts – Statehouse Lobbyists, Local GADs, Federal Political Coordinators (FPCs), State Legislative Contacts (SLCs), Calls for Action (CFA), and the Broker Involvement Program (BIP).
- Promoting the REALTOR® Party to Local Associations
- REALTOR® Party Services, Tools, and Resources.
- Community Outreach – Placemaking, Diversity, Housing Opportunity, and Smart Growth
- Independent Expenditures, Issue Mobilization Campaigns, and Candidate Campaigns
- Building REALTOR® Party Strength

After the presentations, each local association group was given a framework for Strategic Planning. Local AEs and GADs facilitated individualized group discussions aimed at establishing consensus and buy-in from the local association leaders. This included a SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis for each local association, specific steps to be taken to strengthen advocacy efforts, and an eighteen month timeline to begin setting internal deadline for completion of these goals.

Copies of all completed materials were provided to IAR, and given to the Local AEs for implementation.

