

## Ohio Association of REALTORS®

The Ohio Association of REALTORS® is embarking on two new initiatives to better serve its 28,000-plus members:

- The organization will be conducting a Communications Audit during the last quarter 2015, the first comprehensive study on the organization's delivery and content of industry news and information since the 1980s.
- OAR will be establishing a Leadership Academy in 2016, designed to help foster new leadership voices and encourage an enhanced vision to move the organization forward.

Specifically, the Communications Audit will provide a comprehensive review of the Association's various communication offerings – from its printed magazine to various online initiatives – via a random telephone survey. OAR has retained the services of a company with an extensive background of working with REALTOR® groups across the country, with the intent of discovering our strengths and areas of weakness in an ever-changing environment.

Equally important, OAR is working in conjunction with a number of our Local Boards/Associations to incorporate some questions into the survey specific to the local marketplace. The Boards/Associations participating will be able to examine their outreach to members at a reduced cost and help ensure that financial resources are spent wisely in their respective communication with membership.

At the recent OAR Annual Convention & Expo the Board of Directors gave unanimous approval to a proposal to establish a Leadership Academy beginning in 2016. A special task force spent the past year reviewing Leadership Academies across the country, even visiting a session in North Carolina. The Academy will be designed to help participating REALTORS® enhance their understanding of the challenges and opportunities that exist for Associations, as well as help encourage the development of new leaders.

Bob Fletcher

Chief Executive Officer, Ohio Association of REALTORS®