

APPENDIX A: REALTOR® Party Member Involvement Committee (RPMIC) Advocacy Work Group REALTOR® Party Promotion and Utilization

Introduction

As part of the 2012 National Association of REALTORS® (NAR) committee restructuring, the REALTOR® Party Member Involvement Committee (RPMIC) was tasked with two responsibilities. The first area involves REALTOR® advocacy activities, which was the primary responsibility of the REALTORS® Political Involvement Committee (RPIC) before the restructuring. The second area was an additional responsibility added to the RPMIC purpose and involves the committee's promotion and review of REALTOR® Party resources. The new areas of responsibility assigned to the RPMIC as defined in the committee purpose document are:

- *Promote the array of REALTOR® Party tools and services available to state and local associations;*
- *Track the implementation and use of REALTOR® Party tools, evaluate and report on the growth in usage and creative applications of the tools by state and local associations;*
- *Track REALTOR® Party activities in the states and recognize member involvement and results;*
- *Promote understanding and use of REALTOR® Party Tracker;*
- *Communicate with membership on the usage of tools, success stories and lessons learned.*

The Advocacy Workgroup will have an opportunity to consider the role of the committee in meeting these goals, as well as an opportunity to discuss the tools and resources that will be provided to the committee by NAR to conduct their holistic evaluation of the REALTOR® Party. Staff has identified four areas where feedback and direction from the committee will be essential to ensure the growth and success of the REALTOR® Party.

Measuring Progress – The REALTOR® Party Tracker

The RPMIC is tasked with tracking the implementation and use of REALTOR® Party resources, as well as reporting the success of state and local associations in using those resources. NAR has created the REALTOR® Party Tracker (www.realtoractioncenter.com/realtorpartytracker) (also available via the REALTOR® Party Mobile App) in order to be able to provide state and local associations the ability to view what tools and resources other associations have used from available REALTOR® party resources. The system was designed to provide the ultimate in transparency and accountability for REALTOR® Party activity and the funds spent on behalf of REALTORS®. The REALTOR® Party Tracker allows any member to view the REALTOR® Party activity for any local or state association in the country. The Tracker also shows the dollar value of the resources utilized, as well as a breakdown of local REALTOR® Party activity, state REALTOR® Party activity and all REALTOR® Party activity totaled by NAR region.

Possible ideas to provide the RPMIC information to measure REALTOR® Party progress include:

- Providing RPMIC members training regarding how to access and use the REALTOR® Party Tracker,
- Producing a “REALTOR® Party Summary” document that would show all REALTOR® Party related activity, any respective program goals associated with each activity by that program’s committee members, and historical totals for each program activity where available,
- Having the Managing Directors of each REALTOR® Party department make a presentation to the committee discussing the tools offered from their area, discussing the goals associated with their programs and the progress made by the programs on a yearly basis,
- Providing the RPMIC with information from every area of the REALTOR® Party. This in turn allows the RPMIC to be in a position to review REALTOR® Party activity holistically and then to offer recommendations for all areas based on a view of the entire spectrum of the REALTOR® Party, rather than just focusing on one area or a specific program.

Promotion of the REALTOR® Party

A second area of responsibility for the RPMIC deals with having members of the committee assist with the promotion of REALTOR® Party activities. Having members of the RPMIC assist with the promotion of the program is reinforced by the diverse composition of the committee having at least one member from every state. RPMIC members would be provided information regarding REALTOR® Party activities and would be provided opportunities to highlight REALTOR® Party resources in their local area.

Possible ideas to assist the RPMIC to promote the REALTOR® Party include:

- Training on using the REALTOR® Party Tracker to access individual state and local association use of REALTOR® party resources,
- Opportunities to speak at state or local REALTOR® association meetings in the RPMIC member’s own state regarding promotion of REALTOR® Party tools and resources,

- Opportunities to accompany REALTOR® Party consultants as they visit state and local associations in the RPMIC member's state to promote the REALTOR® Party,
- Providing success stories to NAR staff of state or local associations that have successfully used REALTOR® Party tools and resources,
- Acting as a "ghost writer" of REALTOR® Party related stories that the RPMIC members would submit for publication in state and local association magazines and newsletters promoting the successful use of REALTOR® party resources. NAR staff would write the stories on behalf of the member and answer any questions needed to assist with the publication of the story.

Reporting and Evaluation of REALTOR® Party Activity

The RPMIC is the unique NAR committee that is charged with the evaluation and reporting aspects of all REALTOR® Party activities. There are several committees that have jurisdiction over certain aspects or programs associated with the REALTOR® Party, such as the RPAC Fundraising Trustees or the Issues Mobilization Committee, but the RPMIC is the only committee designed to examine the REALTOR® Party program holistically. Committee members need to be provided with information to make evaluations of REALTOR® Party programming and make recommended program adjustments.

Possible ideas to assist the RPMIC in reporting and evaluating REALTOR® Party Programming include:

- For REALTOR® Party program areas where the RPMIC has primary responsibility, members should examine program goals and results and then recommend appropriate adjustments to goals for programing that will be approved by the RPMIC,
- For REALTOR® Party program areas where the RPMIC does not have committee jurisdiction, but the holistic review of the REALTOR® Party activity shows that a change or adjustment in a certain program may benefit the entire REALTOR® Party, the RPMIC should make a recommendation to the committee with jurisdiction that a suggested adjustment to their program be considered,
- The RPMIC members could be provided, at their two scheduled meetings the opportunity to view all REALTOR® Party progress and any additional information that would enable their evaluation of the program,
- RPMIC members could be provided at the REALTOR® Party December Training Conference an opportunity to meet NAR staff and REALTOR® Party Consultants, review the process for evaluating programs and recommending changes, and to understand their role in promoting the REALTOR® Party,
- The composition of the committee could be evaluated to include the chairs and/or vice chairs of all of the committees that make up the REALTOR® Party. This might provide the individual committee leaders the ability to view all REALTOR® Party activity and also would allow committee leaders to respond directly to any concerns raised by the RPMIC.

Communications about the REALTOR® Party

Members of the RPMIC are charged with communicating the successes of the REALTOR® Party. This is a natural tie-in with the RPMIC promotional responsibility for the REALTOR® Party, but also provides members the ability to reach out to their fellow REALTORS® to show the value and effectiveness of REALTOR® Party resources. The RPMIC can assist this process by insuring that their state or local associations spread the word about the work being done by the REALTOR® Party or by being a contact for others to share their success stories.

Ideas for consideration for promotion of the REALTOR® Party by the RPMIC:

- RPMIC member could act as a contact for state or local association to discuss REALTOR® Party success stories,
- RPMIC can assist state and local associations report success stories to NAR REALTOR® Party staff. REALTOR® Party staff would then follow-up with the RPMIC member and respective state or local REALTOR® association to insure the association's success was recognized,
- The RPMIC could be used to brainstorm additional communication tools and ideas used to communicate with members regarding the REALTOR® Party,
- Members of the RPMIC could be used as a focus group for program messages and communication pieces used for REALTOR® party communications,
- RPMIC members can aide in the promotion of REALTOR® Party success stories by using social media to repost and retweet success stories via social media,
- RPMIC members can also speak directly to state and local association leaders to encourage REALTOR® Party resource use.
- Members of the RPMIC could serve as sources for the NAR REALTOR® Party Newsletter, a monthly communications piece sent to all NAR members that highlights REALTOR® Party success stories.

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