Women's Council of REALTORS | NETWORK 360° Leadership Conference

Governance and Management

Planning Your Year for Growth!

Welcome to the Chicago!

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PLANNING YOUR YEAR

HIGHLIGHTS:

- Effective Meeting Management
- Governance Structure
- Reporting
- Efficient Elections
- Creating a Balanced Budget
- Successful Strategic Partnerships
- Reminders and Resources

Effective Meeting Management!

[An Example of a Nightmare Meeting]

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Effective Meeting Management

How would you handle this type of person?

Get Here When You Can Guy
Late Every Time

The Dominator
Never heard a better idea than their own

The Negator
Can find a hole in anything

The Social Networker
Fully present somewhere else

The Rambler
Can fit 1 sentence into 14 paragraphs

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Effective Meeting Management
Plan a Set Time for your meetings early

Doodle 2019 State of Meetings Report

- **70% of professionals prefer mornings between 8:00 am - noon**
- **19% of professionals prefer afternoon meetings between 12 pm - 5 pm**
- **9% of professionals prefer before work between 6:00 am - 8:00 am**

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Planning your meetings

Key Elements of a Successful Meeting

- Set Clear Objectives
- Have a Clear TIMED Agenda
- Send out the Agenda in advance
- Consider the number of people in the room
  - - Attendees that are allowed to participate by speaking
  - - Attendees that participate by listening only
- Stay on Topic and within time limits

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Governing Board Meeting Agenda

What should be included

- Location, Date and Time
- Purpose
- Mission
- Ground Rules
- TIMED Agenda

Women's Council of REALTORS® Athens

Governing Board Meeting Athens Area Board Office
September 3, 2015, 12:00noon – 1:00pm

OUR PURPOSE:
Information sharing; Planning for the Network; Problem-solving; Consensus building; No COMMITTEE PLANNING or COMMITTEE WORK.

OUR MISSION:
We are a Network of Successful REALTORS® advancing women as business leaders in the industry and in the communities we serve.

Call to order-	President	12:00-12:01
Approval of Minutes		12:01-12:02
Financial Report	Treasure	12:02-12:10
Officers/Directors Reports		
a. Program Director		12:10-12:25
b. Membership Director		12:25-12:35
Old Business		12:35-12:45
New Business		12:45-12:55

Upcoming Dates:	
Membership Social	Date; Time; Place
Next Industry Event	Date; Time; Place
New Member Orientation	Date; Time; Place
Next Governing Board Meeting	Date; Time; Place
Adjourn	1:00

Ground Rules
Be on time. Put cell phones on vibrate
Be positive and respectful of others
Address ALL comments to the presiding officer and avoid side conversation

Thank you for being a part of Women's Council of REALTORS Governing Board!
Together we can have another extraordinary year!!!

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Governing Board Meetings Requirements

- **What's the required minimum # of times a year your board should meet**
  - **4**
- **How many members is required to establish a Quorum?**
  - **3 REALTOR® members**
  - **which MUST include either President or President-elect**

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Network Governance Structure includes:

Officers

President

- Must be a REALTOR® member
- Elected as President-elect and automatically moves up to the position of President

President-elect

- Must be a REALTOR® member
- Elected by the membership

Treasurer

- Can be a REALTOR® member or National Affiliate member
- Elected by the membership

Secretary

- Must be a REALTOR® member
- Appointed by the incoming President-elect and ratified at the last Governing Board meeting prior to the year taking office

2020 President-Elect appoints the 2020 Secretary

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Your Governing Board Composed of

The 4 Officers PLUS

Events Director

- must be a REALTOR® member
- appointed by the incoming President and ratified at the last Governing Board meeting prior to the year taking office

Membership Director

- can be a REALTOR® member or National Affiliate member;
- appointed by the incoming President and ratified at the last Governing Board meeting prior to the year taking office

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Group Activity

You are The President of your Local Network and The Chair at Governing Board Meeting.

First, on your own, write down how you would handle the 6 different scenarios and what, if any, action would you take.
Then, among the Leaders at your table, Discuss your responses.

Governance
Tax Returns, Tax-Exempt, Event/Liability Insurance

Something To Do BEFORE Your year starts!

From www.WCR.org

- **Click "Network Tools"**
- **Scroll down to "Governance Structure & Systems "**
- **Click "Guidance on filing State and Federal Tax Returns"**
- **Information plus 28 most commonly asked questions on:**

How to apply for a Federal Employer Identification #

How to File annual State and Federal Tax Returns.

How to File and Maintain a 501c6 IRS tax-exempt status

Tips on fundraising activities and giving to charities

How to Maintain Event/Liability Insurance policies.

Info on Incorporations of networks

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Governance
Your Required Reports

Develop and submit to your State Network by this 4th Quarter an "*Annual Budget*" for the following year (if required)

- Your State leadership will give you more details and provide the deadline

Sign & Submit the "*Local Network Affiliation Agreement*" by February 2020

- National will send this to your email to e-sign (jotform)

Submit your "*Annual Business Plan*" to your State Network (if required).

- Your State leadership will provide the deadline

Conduct a "*Periodic Financial Review*" and "*Year-end Audit*".

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Governance
Your Quarterly Reports to National

Submit your Quarterly Report to National

- Reporting is done electronically and submitted online
- You will receive a reminder email from national to the link
  - *You will provide information on each event (up to 4 events)*
  - *Title and Description?*
  - *Type of Event (several options/check all that apply)?*
  - *If it was a collaborative event?*
  - *# REALTOR® members that attended?*
  - *# Strategic Partners that attended?*
  - *# Guest that attended?*

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ELECTIONS

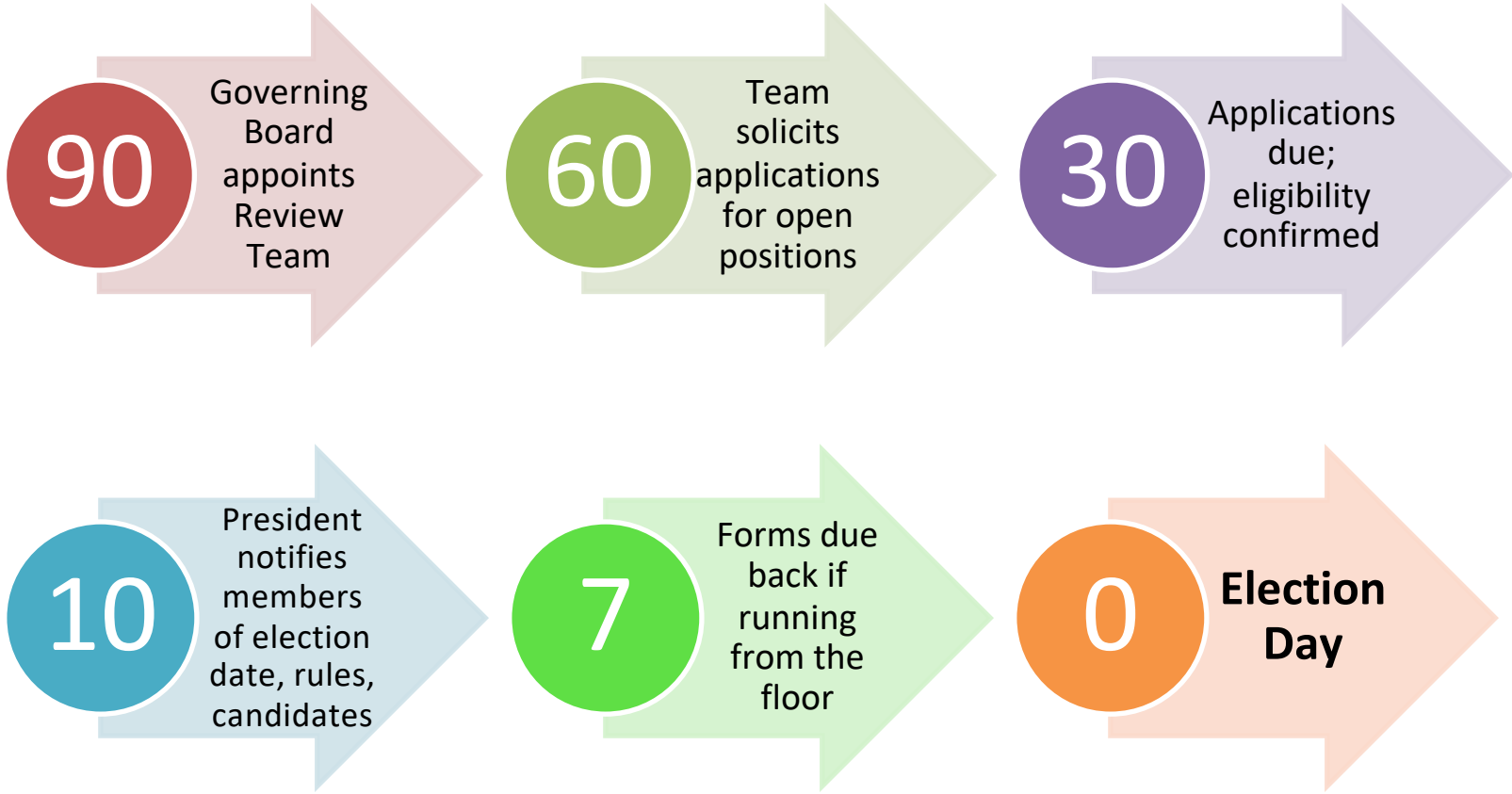
HIGHLIGHTS:

- Candidate Review Project Team
- No slate of nominated candidates
- Officers do not automatically move up – only President-elect to President

Candidate Review Team Composition

- Minimum of 3, maximum of 5 members
- Active REALTOR® members
- No more than 1 National Affiliate
- 1 or more active Past Presidents
- 1 or more active Past Event Directors
- President-elect (non-voting, ex-officio)
- Current Governing Board members not eligible

Elections Process



Officer reporting is due to National by November 1st.

- If elections in October, applications due in Sept (30 days), solicitations in August (60 days)
- You should already have appointed your Candidate Review Team!

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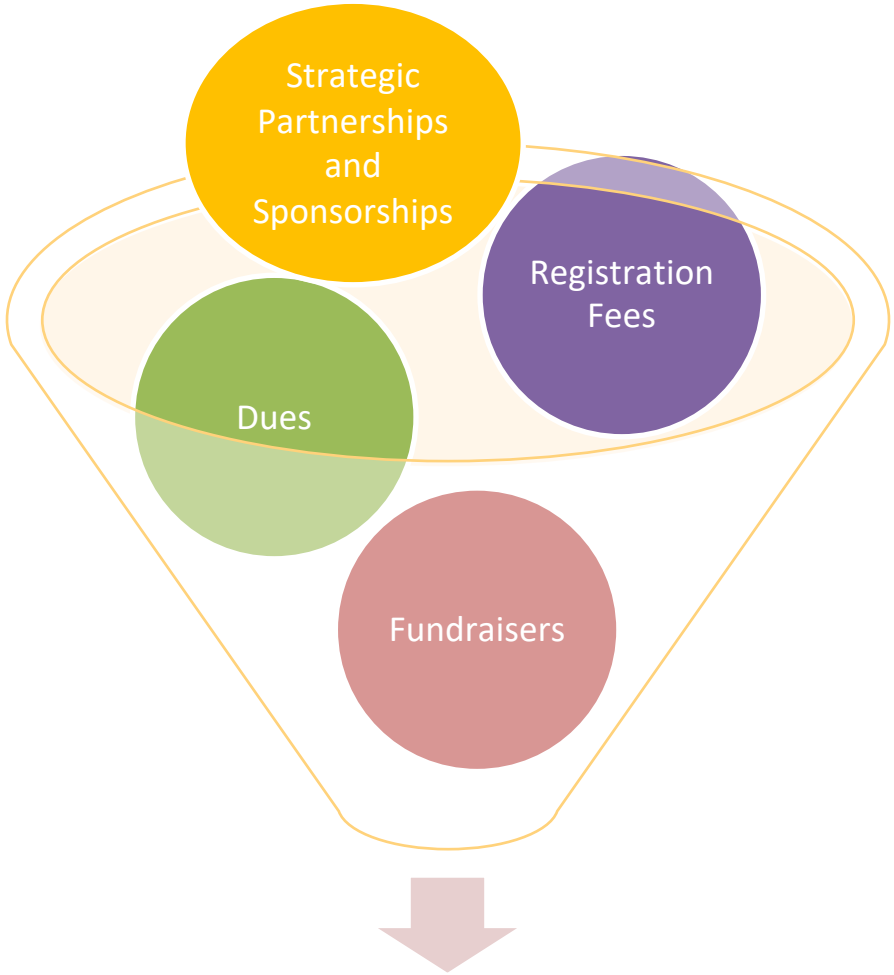
Network Revenue – Funding Your Budget



Mission-focused Revenue

Setting a Balanced Budget

- What is a Balanced Budget?
  - Income and expenses match.
- Cannot approve a negative budget – must balance!
- Best practices:
  - Travel line items funded by office
  - Utilize Standing Rules and set Policy as to whether or not your Network will reimburse meals/per diem expenses
    - Deadlines to book flights, submit for expense reimbursement
  - Industry events – budget to be flat.
    - Ex: Income:$5,000 Expenses $5,000. NEVER in the red!
- Fundraisers are for network and member benefit
  - Not for outside groups / charities

President	
Mid Year	
Airfare	1000
Lodging	750
Meals / Per Diem	200
Registration	0
National Conference	
Airfare	1200
Lodging	750
Meals / Per Diem	200
Registration	390
President-Elect	
Mid Year	
Airfare	1000
Lodging	750
Meals / Per Diem	200
Registration	0
National Conference	
Airfare	1200
Lodging	750
Meals / Per Diem	200
Registration	390

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What does a Budget Look Like?

INCOME:	Budget	Actual
Fundraiser Income		
Spring	7500	0
Raffle	1000	0
Membership Dues ($25x40)	1000	0
Strategic Partners	8000	0
Spring Event income	5000	0
Total Income:	22,500	0
EXPENSES:		
Events		
Spring	5000	0
Summer	4000	0
Fall	5000	0
Winter	3000	0
Networking	500	0
Travel		
President	6000	0
President-Elect	5000	0
Secretary	3000	0
Treasurer	3000	0
Total Expenses	34,500	0
NET INCOME:	-12,000	0

Sub-Budgets

- The main budget is a summary and has only the totals of an event, e.g.:

INCOME:	
Spring Event	5000
EXPENSES:	
Spring Event	5000

- A sub budget breaks out the line items for the income and expenses

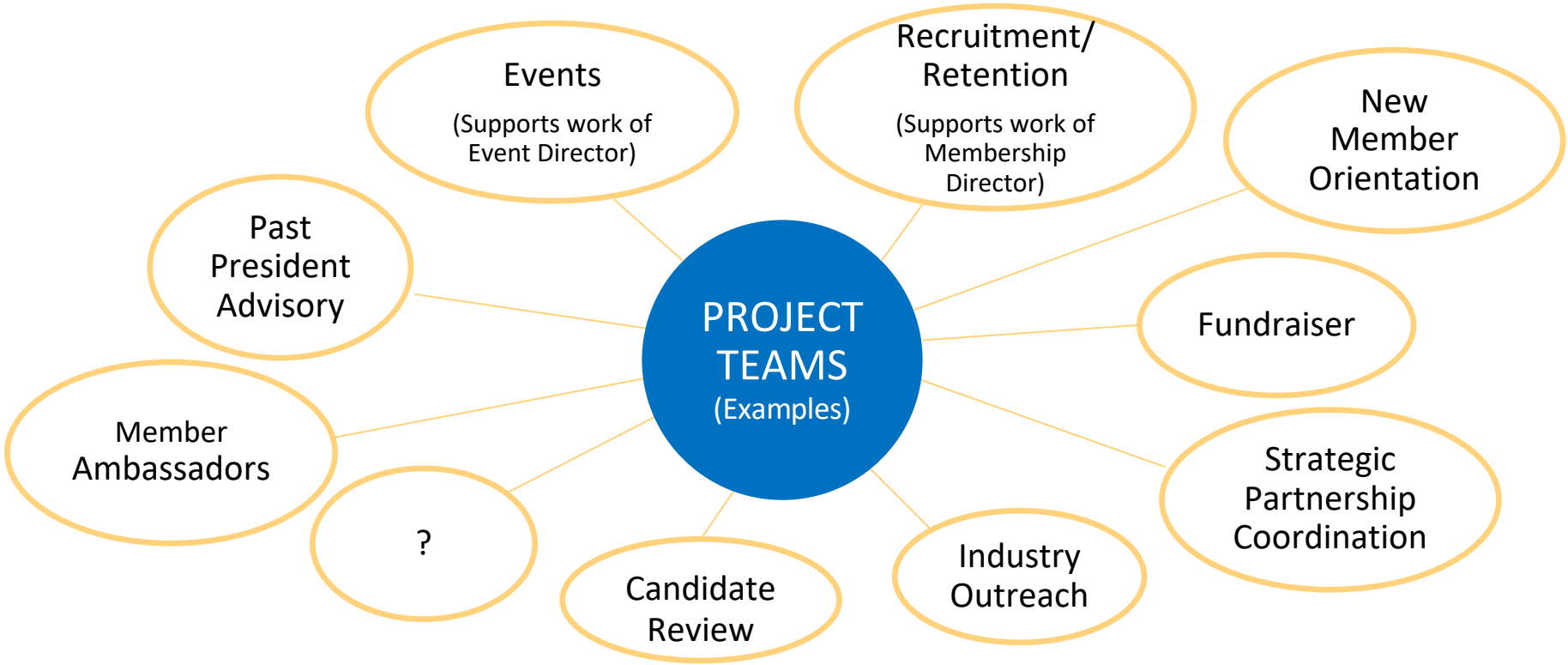
SPRING EVENT P&L (Sub-Budget):	
INCOME:	
Sponsor A	1000
Sponsor B	2000
Ticket Sales	4000
Total Income:	5000
EXPENSES:	
Venue:	1000
F&B:	4000
Total Expenses:	5000
EVENT NET INCOME:	**0**

Project Teams and Sub-Budgets

- Event sub-budgets are distributed by the Governing Board to Project Teams as a guideline
- Any deviations must be approved by Governing Board!
- Lining out the sources of income/expenses provides an outline for future events.

Project Teams

- Used for a defined period of time
- Disband at end of project
- Members and outside support as needed
- Ratified by Governing Board
- Strategic Partners can serve on a team, but cannot be a team leader
- Examples:



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STRATEGIC PARTNERSHIPS

HIGHLIGHTS:

- Increased revenue to local Network

Strategic Partners

Benefits to Strategic Partner

- Multiple levels and benefits
- Visibility with REALTORS®
- Opportunities to showcase products/expertise
- Participate on Project Teams

Benefits to Network

- More revenue opportunities
- Emphasizes REALTOR® members
- Enables best fit between services and member needs
- Use of Strategic Partner expertise on Project Teams

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Strategic Partnerships

- Strategic Partners have a range of packages available. Access to network events should be at the member rate.
  - A network can decide how many Strategic Partner reps can get ‘member rate’ access depending on level of benefit package.

Strategic Partnerships

Find it at: wcr.org > Network Tools > Local Information and Forms

Women's Council Annual Strategic Partnership Opportunities					
Benefits	**Partnership Levels**				
	Platinum	Gold	Silver	Bronze	Basic
	$2,400 [example only] Suggested dollar amount = 2x Gold Amount	**$1,200 [example only]** Suggested dollar amount = 2x Silver Amount	**$600 [example only]** Suggested dollar amount = 2x Bronze Amount	**$300 [example only]** Suggested dollar amount = 2x Basic Amount	**$150 [example only]**
Certificates for complimentary Network meeting attendance*	8	4	2	1	**Admission at Member Rate**
Certificates for complimentary Network meeting attendance for REALTOR® guests	4	3	2	1	
One 2-minute presentation at a Network meeting	*	*			
Recognition on meeting promotional materials	*	*			
Company materials on display table at Network meetings	*	*	*		
Display of banner at Network meetings**	*				
Recognition on Network website	*	*	*	*	*
Live link to Company website on Network website	*	*			
PowerPoint recognition at Network meetings (if available)	*	*	*	*	
Mailing list of Network members	*	*			
First opportunity to sponsor education event when speaking	*				

Reminders…

- Submit an *annual business plan* to your State Network, if required
- Conduct *election process*
- Review your *Bylaws and Standing Rules*
  - found under your Local "Network Documents" on www.wcr.org
- Review ALL documents under *"Governance Structure and Systems"*
  - "Network Tools", "Local info. & forms", Governance Structure & Systems"
- Sign and Submit your *Local Affiliation Agreement*
- File State and Federal *Tax Returns*
- Maintain *501c(6) tax-exempt designation*

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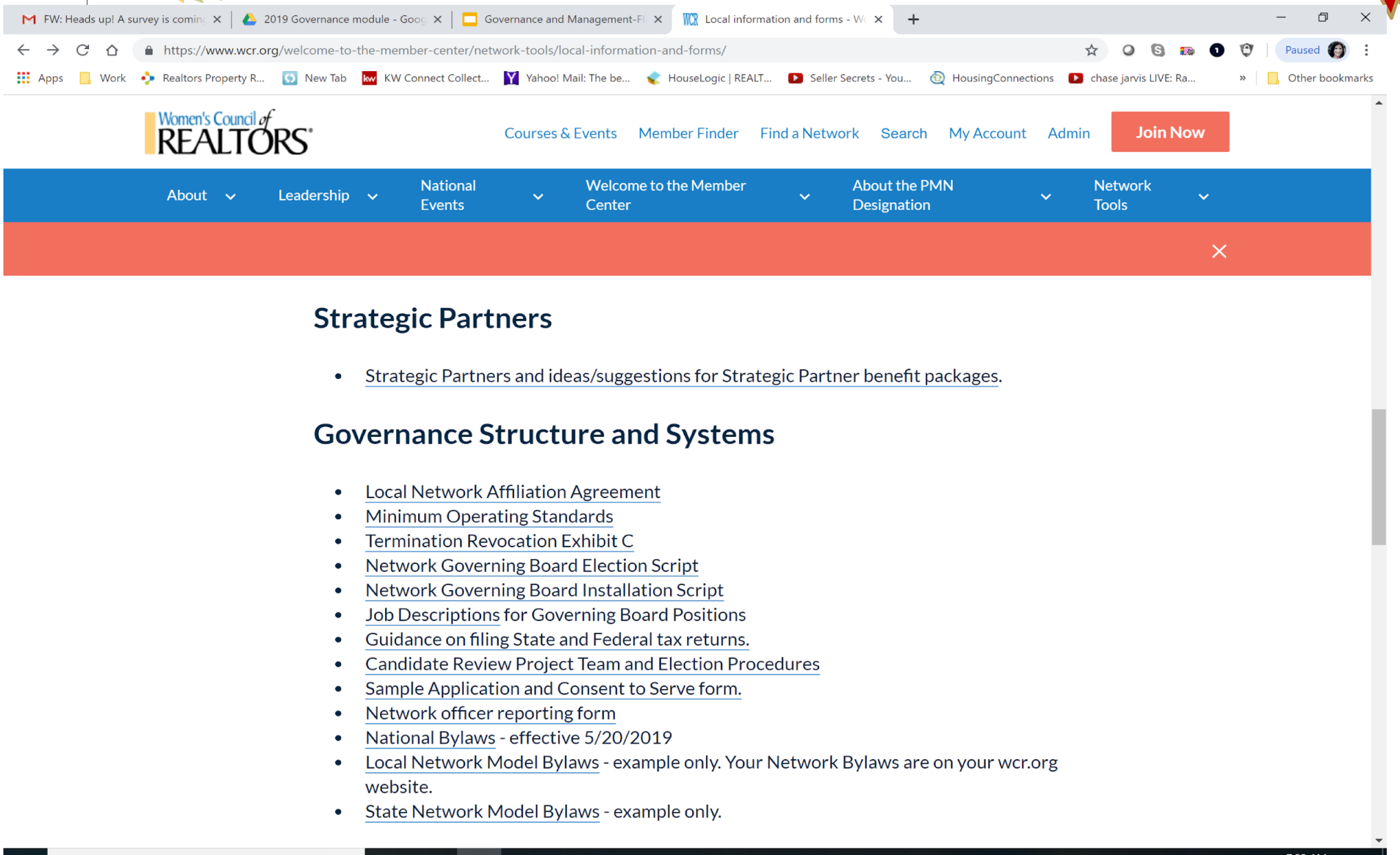
Resources

WCR.org website



Strategic Partners

- Strategic Partners and ideas/suggestions for Strategic Partner benefit packages.

Governance Structure and Systems

- Local Network Affiliation Agreement
- Minimum Operating Standards
- Termination Revocation Exhibit C
- Network Governing Board Election Script
- Network Governing Board Installation Script
- Job Descriptions for Governing Board Positions
- Guidance on filing State and Federal tax returns.
- Candidate Review Project Team and Election Procedures
- Sample Application and Consent to Serve form.
- Network officer reporting form
- National Bylaws - effective 5/20/2019
- Local Network Model Bylaws - example only. Your Network Bylaws are on your wcr.org website.
- State Network Model Bylaws - example only.

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Resources

"News you Can Use" Publication

- **A flagship publication distributed to Network leadership on a monthly basis (sent mid-monthly)**
- **A guide to assist you w/ resources, timelines & tips to run your network efficiently**
- **Network leaders are automatically added to it (Pres/PresElect/Sec/Trea/Mem**

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Reminder Dates - Assist your local President 2020 Officers!

- Now – Appoint Candidate Review Team
- August – Notice/solicit membership for Candidates
  - 60 days prior to elections
- September – Applications due, Candidate Review Team validates
  - 30 days prior to elections
- **October 15 – Elections Completed!**
- **November 1 – Deadline to report officers to National**

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Thank you for attending Governance and Management

Onward and Upward!