

## Operating Standards: Local Networks

### Local Purpose, Focus and Scope

1. A Network will be focused solely on delivering value to members in the following areas:
  - Raising member professionalism
  - Providing relevant professional development opportunities focused on timely business issues and needs and that incorporate practical application of business principles and related tools and resources
  - Developing business leadership skills that are transferable to the exercise of leadership in all personal, professional and public arenas
  - Facilitating member networking and relationship-building

### Member Programs and Services

Conduct a **minimum** of 6 mission-focused events annually as follows:

2. A **minimum** of 4 industry events:
  - All industry events must provide content that is timely, issue focused and member income-generating
  - One of the four industry events must be focused on development of business leadership skills
  - One of the four industry events must be conducted collaboratively with other local networks, with the local REALTOR® association, or with a related real estate organization
3. Conduct a **minimum** of 2 events focused on member networking/relationship building that could also include professional development content; examples include:
  - Smaller events, such as mastermind groups, lunch and learns, topical roundtables, etc.
  - Networking events and Members-only events
  - Social events that facilitate relationship building
4. Facilitate member-to-member support for the purpose of meeting members' individual business goals, with a special focus on new members (see 'welcome and orientation' strategy under Membership Recruitment and Retention standards).

## Membership Structure

5. Maintain a minimum of 20 REALTOR® members, or if below that number after the March 31 membership drop date, attain 20 REALTOR® members by September 30.

*Note:* Local Network membership numbers are reviewed after the March 31 membership drop date. If the Local Network does not have a minimum of 20 REALTOR® members by September 30 of the same year, they will be disbanded. The percentage of a Local Network's National Affiliate Members ratio is available on the Network Management Center's main page so networks can track this % year-round. Local Networks who have more than 20% National Affiliate Members at that time will need to focus on recruiting REALTORS® to ensure a 20% or less National Affiliate Member ratio by September 30.

6. New Networks must have a minimum of 30 REALTOR® members to charter.
7. Networks do not have 'local affiliate members', but are encouraged to have Strategic Partners who are provided a range of sponsor benefit packages. Part of the benefit of being a Strategic Partner should be access to all Network events at the 'member' rate. (A Network can decide how many Strategic Partner representatives are provided access at the 'member rate' depending on the level of benefit package.)
8. 20 percent of a Network's membership can be comprised of National Affiliate Members\*; rights and privileges of National Affiliate Members include:
  - Service as Treasurer or Membership Director
  - Service as a Program or Recruitment and Retention Chair
  - Service on a Project Team
  - Vote
  - Use of the Women's Council logo with Strategic Partner label.
  - Access to the Women's Council website

## Governance Structure

9. The Network governance structure includes:

Officers:

- President
  - Must be a REALTOR® member
  - Elected as President-elect and automatically moves up to the position of President
  - One-year term
- President-elect
  - Must be a REALTOR® member
  - Elected by the membership
  - One-year term
- 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)
  - Can serve consecutive appointments
- Treasurer
  - Can be a REALTOR® member or National Affiliate member
  - Elected by the membership
  - One-year term

Governing Board:

- Composed of the four Officers, plus:
  - Program 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)
- Governing Board would meet a **minimum** of four times a year
- Governing Board quorum is 3 REALTOR® members of the Board, and must include either the President or the President-elect

Project Teams:

Officers and Directors each oversee, as needed, Project Teams that focus on particular functions, tasks, projects, events (such as planning an industry or member networking event, putting on a membership drive, hosting a fundraiser, etc.). Project Teams:

- Are composed of members and outside expertise/support as needed
- Strategic Partners can serve on Project Teams and be co-Team leaders, but cannot be the Team Leader (who must be a member)
- Disband at the end of the project
- Must be ratified by the Governing Board
- Receive appropriate recognition for contribution

*Optional:* Event Chair, and Recruitment and Retention Chair

The Governing Board may approve an Event Chair or a Recruitment and Retention Chair to assist the Program Director or Membership Director with oversight of their functions and related Project Teams. These Chair positions can be REALTOR® members or National Affiliate members, and are appointed by the incoming President and ratified by the Governing Board. Chairs do not serve on the Governing Board.

## **Governance Systems**

10. Submit annually a Business Plan to the State Network.
11. Develop and submit to the State Network by the 4<sup>th</sup> Quarter an Annual Budget<sup>7</sup> for the following year.
12. File annually State and Federal Tax Returns.
13. Maintain a 501c6 IRS tax-exempt designation.
14. Maintain Event/Liability Insurance policies.
15. Conduct a Periodic Financial Review and year-end Audit.
16. Conduct an Election Process as follows:
  - A minimum of 90 days before the election, establish a Candidate Review Project Team that can review candidate information to ensure complete candidate understanding of roles and responsibilities, and confirm agreement to serve.
  - A minimum of 60 days before the election, send a notice to the membership soliciting candidates for open positions
  - A minimum of 30 calendar days before the election, require candidates to submit an application and Consent to Serve form to the Candidate Review Project Team Leader.
  - Members may run from the floor if they notify the Candidate Review Team Leader and submit the Consent to Serve Form at least 7 calendar days prior to the election.

## **Women's Council Branding**

17. The Network mission statement is the mission statement of the National Women's Council: *We are a network of successful REALTORS®, advancing women as professionals and leaders in business, the industry and the communities we serve.*
18. The official Women's Council logo must be used on all media/communications according to the official Council branding guide provided; no deviations or alterations allowed.
19. The Network must use and maintain the website provided by National. If the Network has a secondary website or a presence on social media (such as a Facebook page), these must link to the site provided by National.
20. All Network events and communications (including any graphics, fundraisers, etc.) must reflect that of a professional, business organization.

### **Member Communications**

21. Promote Network events with a minimum of a 60-day lead time.
22. Use a consistent, online reservation platform.
23. Use a 'drip system' for communication to members throughout the year, including information and key messages provided by National Women's Council and branded locally.

### **External Communications**

24. Conduct target marketing of Network events to appropriate outside audiences.
25. Develop and implement a strategy to establish (or reinforce) and maintain a positive, productive relationship with the Local Association/Board of REALTORS®.

### **Membership Recruitment and Retention**

26. Implement a new member 'welcome and orientation' process that includes a personal interview with each new member on her business needs and goals
27. Develop and implement a first-year member communications strategy focused on ensuring membership renewal.
28. Develop and implement a strategy focused on recruitment of REALTORS®.

### **Participation/Reporting to State and National**

29. Network President-elect is expected to attend the National Leadership Academy.
30. Submit the Quarterly Report to National by the deadline.
31. Submit Business Plan and Annual Budget to State.
32. Make every effort to participate in all State and National meetings.