

## Google form #1 – local network certification

Please fill out each benchmark completion. Note, for networks that submit certification paperwork earlier in the application cycle with specific milestones that are not met by the submission date (but expected to be completed), please note and denote “pending, anticipated completion date by <<date>>”. National will verify that expected milestone was completed.

### **1. Member Services.** *This benchmark ensures that the local network adheres (in general) to the Network model standards.*

1A: The network adheres to the model standard on industry events

- Please enter the industry events held (or to be held) in 2021. Include topic, speaker, date, attendance numbers. For events scheduled in the future (Fall), please provide event links if available or describe event in detail. \_\_\_\_\_

1B: The network adheres to the model standard on networking events

- Please enter the industry events held (or to be held) in 2021. Include topic, speaker, date, attendance numbers. For events scheduled in the future (Fall), please provide event links if available or describe event in detail. \_\_\_\_\_

### **2. Leadership Development and Engagement.** *This benchmark ensures connectivity and engagement with other Women’s Council entities, including National, State (if applicable), and National Liaisons*

2A: The President-elect attends Network 360 in August

- Please enter who attended the event (National will verify): \_\_\_\_\_

2B: The President attends a minimum of one National flagship Meeting (Elevate - February, Midyear - May, National Conference - November)

- Please enter which events were attended and/or registered for (National will verify): \_\_\_\_\_

2C: Leadership teams have attended an orientation in the first quarter of the year (by March 31<sup>st</sup>, 2021).

- Networks with state network support: Please enter when event was held and who attended (subject to verification by District Vice President or State Liaison, 50% governing board attendance of required to meet benchmark). \_\_\_\_\_
- Networks with no state network: New Year Kickoff on 1/11/2021 fulfills the orientation requirement in 2021 only, please enter who attended the event, 50% governing board attendance required to meet benchmark. If benchmark was not completed, please request a copy of recording at [jsaltman@wcr.org](mailto:jsaltman@wcr.org) and viewing recording must be completed by 3/31/21). \_\_\_\_\_

### **3. Administration and Governance.** *This benchmark ensures operational excellence and thorough administration to ensure network continuity annually.*

3A: 2021 officers are formally reported to National by December 1st of previous year (National will verify). Please note date of submission \_\_\_\_\_

3B: Affiliation agreement is signed by 2/1/21 (National will verify). Please note date of submission \_\_\_\_\_

3C: Treasurer files taxes on time (subject to verification by National). Please note date taxes were filed: \_\_\_\_\_

3D: 2022 elections are completed and names are submitted to National no later than 10/31/21. Please note submission date (or expected submission date, National will verify): \_\_\_\_\_

3E: Network has recent Standing Rules and they are posted for public display on documents section of microsite. Please post link here, National will verify: \_\_\_\_\_

3F: Annual budget for current year is submitted to State Liaison (or National Liaison, if no state network) no later than 12/1/21. Please note submission date (or expected submission date) and to whom it was sent to (National will verify): \_\_\_\_\_

3G: Network possesses a file share system (electronic or paper) that ensures annual officer teams obtain historical administrative paperwork, relevant information, and other tools to ensure continuity of operations. Please describe in brief the file share system: \_\_\_\_\_

3H: Network has officer positions filled and/or replaces officers in a timely matter. Please list any vacancies throughout the year, and how long it took to replace the position (note, National will audit site to ensure that officer positions are filled): \_\_\_\_\_

**4. Communications: Image and Branding** *This benchmark ensures that the network's image is consistent and meets standards as set forth by National.*

4A: Microsite training completed by officers who have Admin privileges. Please note who attended training and on what dates, National will verify (note, training dates were 12/1/20 and 12/8/20, on-demand training available under network tools section of wcr.org): \_\_\_\_\_

4B: Microsite is used as the network's primary communications vehicle with current, timely, and relevant information, including the following benchmarks (timely welcome message, current strategic partner logos and links, listing of current events live or online, officer photos, and post current key network documents). Note, please list your microsite here, as part of this benchmark process, National will audit the page and ensure compliance. If benchmarks are not met, National will advise with 7-day correction period: \_\_\_\_\_

4C: Network has a minimum of one (1) social media platform in use with timely and brand compliant information. Please insert link for verification by National: \_\_\_\_\_

4D: Network adheres to brand standards as outlined in branding guide (<https://www.wcr.org/media/1839834/final-wcr-brand-guidelines-0619.pdf>). Note, that National will audit 4A-4C to ensure compliance. If benchmarks are not met, National will advise with 7-day correction period.

4E: Network possesses systematized communications vehicles in order to keep its membership informed of activities (ex: email newsletters). Please describe your communication mediums (ex: service such as mailchimp, group emails) and frequency in brief: \_\_\_\_\_

4F: Three officers regularly read the National RoadMap newsletter and its contents. Note, please confirm by saying "yes" that the applicant has reached out to officers and ensured that they regularly receive, read and digest the newsletter and its contents, sent bi-weekly by National. Note: National has access to open rates and click through rates, and to meet this benchmark, 50% of officers must click (open) the newsletter and read its contents \_\_\_\_\_

4G: The network has a program that recognizes the business leaders and their success/achievements through a regular, specialized communications system, including but not limited to: awards program, social media shout-outs, press coverage or other vehicles and programs that recognize the achievements of the network's business leaders. Note, please describe the program in brief, its activities, key communications or dates:\_\_\_\_\_

**5. Recruitment and Retention** *This benchmark ensures that processes are put in place in order to recruit and retain members in order to have a viable network. It also assesses that the network has a specific strategy coupled with measurable activities that attract new members and keep existing ones.*

5A: The network maintains a minimum of 30 REALTOR® members during the 6/1/2021 to 8/30/2021 timeframe. Please enter membership count and date (note: National will verify):\_\_\_\_\_

5B: The network conducts specific recruitment and retention strategies, including but not limited to: calling/email campaigns, membership drives, etc. Please enter in brief your activities and what you felt the results/outcomes were:\_\_\_\_\_

5C: How many members (estimated) did you recruit in 2021 (from 1/1/2021 to submission date)? *Note, subject to verification by National* \_\_\_\_\_

5D: What is your estimated member retention rate in 2021? *Note: your best estimate only, subject to verification by National*

5E: The local network has an onboarding system for new members, including but not limited to: welcome email, welcome call, recognition in social media to peers, etc. Please enter in brief your activities here:\_\_\_\_\_