Local Network Certification
Draft 021121

Please fill out each benchmark. 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), should denote "pending, anticipated completion date by <date>". National will verify that milestones were 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.
   ● Enter the industry events held (or to be held) in 2021. Include topic, speaker, date, attendance numbers. For events scheduled in the Fall, provide event links if available or describe event in detail.

   1B: The network adheres to the model standard on networking events.
   ● Enter the networking events held (or to be held) in 2021. Include topic, speaker, date, attendance numbers. For networking events scheduled in the Fall, 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 the National Liaisons.*

   2A: The President attends a minimum of one (1) National Flagship Event(Elevate - February, Midyear - May, National Conference - November).
   ● Enter President name, which events were attended and/or registered for (National will verify):

   2B: The Leadership team has attended an orientation in the first quarter of the year (by 3/31/21).
   ● **For Networks with State Network support:** Enter when event was held and who attended (subject to verification by District Vice President(if applicable) or State Liaison. Fifty percent (50%) of the governing board attendance is required to meet the benchmark. (If benchmark was not met, you may request a copy of recording at jsaltman@wcr.org and viewing the recording must be completed by 3/31/21).

   ● **For Networks without State Network support:** New Year kickoff held on 1/11/21 fulfills this orientation requirement (for 2021 only). Enter who attended the event. Fifty percent (50%) of the governing board attendance is required to meet the benchmark. (If benchmark was not met, you may request a copy of recording at jsaltman@wcr.org and viewing the recording must be completed by 3/31/21).

2C: The 2022 President attends Network 360 in August 2021.
- Enter the name of the person who attended (National will verify):

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

3A: The 2021 officers were formally reported to National by 3/1/21 (National will verify).
- Enter date officers were reported.

3B: Affiliation agreement is signed by 3/1/21 (National will verify).
- Enter date affiliation agreement was sent.

3C: Elections for 2022 are completed and names are submitted to National no later than 10/31/21.
- Enter date officers names were sent to National utilizing the online form (or expected submission date). (National will verify):

3D: Network has recent Standing Rules which are posted for public display on documents section of microsite. Post link here. (National will verify):

3E: Budget for 2021 is submitted to State Liaison (or **if no state network** your National Liaison) no later than 3/1/21.
- Enter date budget was sent (or expected date) and to whom it was sent. (National will verify):

3F: Network utilizes an electronic file share system. This ensures the officer teams obtain historical administrative paperwork, relevant information, and other tools to ensure continuity of operations.
- Briefly describe your file share system:

3G: Network has officer positions filled (and/or replaces officers in a timely fashion). Please list any vacancies throughout the year, and how long it took to replace the position.

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4. Communications: Image and Branding. *This benchmark ensures that the network's image is consistent and meets standards as set forth by National.* **NOTE:** Network adheres to brand standards as outlined in branding guide (https://www.wcr.org/media/1839834/final-wcr-brand-guidelines-0619.pdf). National will audit 4A-4C to ensure compliance. If benchmarks are not met, National will advise with seven (7) day correction period.

4A: Microsite training completed by officers who have Admin privileges.
- Enter who attended training and on what dates. (National will verify). Training dates were 12/1/20 & 12/8/20. On-demand training is 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: (current president welcome message, current strategic partner logos and links, list of events(held or to be held) live or online, current officer photos and current key network documents are posted). (National will audit the microsite for compliance). If benchmarks are not met, National will advise with seven day (7) correction period. List your microsite here:

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

4D: Network utilizes systematized communications vehicles and an electronic registration platform in order to keep its membership informed of activities and meetings (ex: email newsletters, mailchimp,group emails). Describe briefly your communication medium and frequency:

4E: Three (3) officers regularly read the National Roadmap newsletter (sent bi-weekly by National) and its contents. Confirm by saying "yes" that the applicant has reached out to officers for assurance that they are reading the Roadmap. NOTE: National has access to open and click through rates. To meet this benchmark, fifty percent (50%) of the officers must open and read the Roadmap.

4F: The network has a program that recognizes the successes/achievements of their members. This could include social media shout-outs, press coverage, awards, or other vehicles or programs of recognition.
- Describe in brief what you utilize or how you do this and how often?

5. <u>Recruitment and Retention.</u> *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 REALTORS® members during the 6/1/21 - 8/30/21 time-frame.
- Enter REALTOR® membership count and date. (National will verify).

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

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5C: How many members (estimated) did you recruit in 2021? (from 1/1/21 to submission date). (National will verify).

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5D: What was your <u>estimated</u> member retention rate in 2021? (National will verify).

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5E: The local network has an on-boarding system for new members (ex: welcome call, welcome email, announcement in social media to peers etc.).
- Briefly describe your onboarding process:

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