

MINUTES
Professional Development Committee
Charlottesville Area Association of REALTORS®
Friday, January 12, 2024

ATTENDANCE

Members in Attendance: Ashleigh Abrams (Chair), Deb Jewell, Marcella Johnson, Katelyn Mancini, Percy Montague, Melissa Moody (Vice-Chair), Sally Neill, Errin Searcy. CAAR President: Anne Burroughs

Excused: Carol Carder

Absent: Carol Davis, Woody Fincham (Board Liaison)

Staff in Attendance: Lauren Graf, Teresa Kirkhart

CALL TO ORDER

Chair Ashleigh Abrams called the first Professional Development Committee meeting to order at 9:31 a.m.

WELCOME

Chair Ashleigh Abrams went over the mission statement, emphasizing that the Professional Development Committee is a group that comes together “to build a diverse, equitable, and inclusive association that equips members to grow as ethical and responsible professions.”

This year, the Professional Development Committee is going to plan CAAR’s 2025 education and events calendar. To achieve this, the committee will be meeting once a month, typically the third Monday of every month (except for January and February due to federal holidays). The Professional Development Committee will function in a hybrid format. Consequently, the committee members attending in person will make dedicated efforts to ensure that members joining via Zoom feel at ease and can actively participate.

MINUTES APPROVAL

Approval of November 13, 2023 Meeting Minutes – **MOTIONED**, **SECONDED**, and **APPROVED** at 9:37 a.m.

BOARD UPDATE

Board Liaison Woody Fincham was not in attendance today, therefore, there were no Board Updates presented to the Professional Development Committee.

OLD BUSINESS

Staff Liaison Teresa Kirkhart outlined the achievements of the Professional Development Committee during the years 2022 and 2023. She correlated these accomplishments with the CAAR Strategic Plan implemented in 2022. The CAAR 2022-2024 Strategic Plan places a strong emphasis on removing obstacles for members and cultivating an inclusive and equitable environment. Consequently, the Professional Development Committee collaborated closely with the DEI committee for CAAR's classes and events in 2023. Through this collaboration, the committee has successfully integrated the At Home with Diversity course into CAAR's offerings on an annual basis, and this course is also a part of the Virginia GRI program.

Staff Liaison Teresa Kirkhart also provided the new committee members with all the 2023 Professional Development Committee meeting minutes to allow the new members to gain a better understanding of how the Professional Development committee operates and the pace of planning needed to reach deadlines. She went over the various classes that CAAR hosts on a regular basis and will continue to host on a regular basis:

- Four times a year CAAR hosts Sweet 16, which is a two-day program that allows REALTORS® to obtain all 16 hours of their required Continuing Education (CE) credits as well as some Post-License Education (PLE) credits for new licensees.

- Twice a year, CAAR hosts Broker CE days. These days take place in April and October and allow Brokers to obtain their remaining 8-hour credits that they need on top of their 16 CE credits.
- PLE classes are throughout the year. New licensees are required to obtain 30 PLE hours within their first year. CAAR's GRI program covers all 30 PLE hours. There are additional opportunities throughout the year as well.
- New Member Orientation happens four times a year, the first New Member Orientation of 2024 occurred yesterday, Thurs., Jan. 11th. President Anne Burroughs emphasized the importance of New Member Orientation. CAAR is leading the charge with education and events in Virginia, as evident by feedback from yesterday's New Member Orientation.
- Each year, CAAR provides safety courses for our members. This year, there will be two safety classes: Cyber, Social, Identity & Personal Protection (CSI) on February 29th from 10 a.m. - Noon and another Safety Course in September for National REALTOR® Safety Month.
- CAAR provides numerous NAR Designation courses. This year CAAR is offering ABR®, Bias Override, and the Virginia GRI Program.
- CAAR provides technology training for our members. Paragon Training takes place 4 times a year, RPR training takes place 2 times a year, and CRS training takes place 2 times a year.
- There are 6 Latte & Learn sessions in 2024, 4 are planned by the Professional Development Committee and 2 are planned by the Charlottesville Young Professionals Network. The February 9th session, "Pricing Strategies," has been changed to "Zoning" at the request of President Anne Burroughs. The Professional Development Committee is still looking for an instructor for Appy Hour.
- Twice a year, CAAR has New Member Incentive classes. This year they are taking place on March 5th and October 16th. These classes are titled: "How to Avoid Being the Agent No One Wants to Work With" and "Listing Entry Workshop: AKA How to Not Get a Fine in MLS."
- The Pat Jensen Leadership Academy (PJLA) will be returning this year and running until March 2025. The application window opens on March 1st and will close on May 31. The 2024-2025 PJLA sessions being on September 26th with seven sessions going until the participants graduation ceremony, which take place during the March 2025 General Membership Meeting.
- Lastly, CAAR hosts three Broker Forum's a year. After each Broker Forum, there is a class for the brokers to attend if they please. This year, the three classes are "Creating a Successful Exit Strategy Part 1," "Creating a Successful Exit Strategy Part 2," and "Tax Minimization for REALTORS®."

NEW BUSINESS

Anne Burroughs underscored the significance of incorporating flexibility into the education and events schedule. This flexibility aims to enable REALTORS® to gain a better understanding of the legal landscape and zoning discussions taking place both in the Greater Charlottesville Area and on a national scale as they arise.

The CAAR 2025 Education Catalog is going to be released on September 1, 2024. Meaning that planning needs to be finalized by June. Staff Liaison Teresa Kirkhart has already begun budgeting for 2025 to allow the Professional Development Committee to plan as productively as possible. The Sponsorship packet also needs to be released before September, so our Affiliates can adequately prepare their budget. To understand what the CAAR Education Catalog is going to look like, Staff Liaison Lauren Graf provided the 2024 CAAR Education Catalog that can be found at this link: <https://bit.ly/CAAREducationCatalog>

CAAR Education aims to be at least 1 year ahead when it comes to planning and scheduling. To prepare for this year, the 2025 Education Survey was released on Monday. So, by the end of the month, CAAR Staff will have a better understanding of what CAAR members want in terms of education & events.

Last year, the Professional Development Committee began planning and setting up a task force for the CAAR Expo, which is going to replace the Economic Summit September General Membership Meeting this year. This CAAR Expo task team will have two meetings, Fri., Jan. 19th and Fri., Jan. 26th. The CAAR Expo does have a location set. The event will take place at The Point Church for \$2,000 for a day, which is where CAAR's Sentrilock training and lockbox exchange took place in July 2023. Currently, the task force has four confirmed members: Errin Searcy, Melissa Moody, Ty Smith, Alex Rayfield. This task force will be working on the Expo's branding (i.e. DAAR's Expo was called REALTOR® Recharge), instructors, and the theme of the event (Staff Liaison Teresa Kirkhart suggested monopoly).

The Professional Development committee needs to work quickly and efficiently when planning CAAR's CE and PLE courses for 2025. Staff Liaison Teresa Kirkhart revealed that DPOR recently changed their approval panel, which has resulted in the process taking longer.

The team collectively reviewed a document containing NAR class topic suggestions to brainstorm ideas for General Membership Meetings and Latte & Learn sessions. General Membership Meetings necessitate a 30-minute class with a subsequent 10-minute question and answer session. Latte & Learn sessions, on the other hand, are one-hour-long classes that generally do not offer any CE or PLE credits.

Several topics immediately captured the attention of committee members. These include Pricing Strategies Certification, Divorce, Bankruptcy, Probate, Teams REALTOR® App, Real Estate Scams, Rental classes, and Property Management. Committee members will individually revisit this list and generate ideas for topics and identify instructors to teach these selected subjects.

Percy Montague inquired about how CAAR selects and budgets for instructors. Staff Liaison Teresa Kirkhart explained that instructors undergo an audition and, if successful, complete a DPOR application and attend a Train-the-Trainer class. Instructors receive \$100 per hour, with some teaching pro-bono and others requesting \$5,000 for two classes, travel and expenses.

NEXT MEETING

Fri., Feb. 16th, 9:30 – 10:30 a.m., Hybrid

IMPORTANT DATES

- a. 1/18 and 1/25 – Sweet 16
- b. 1/23- GRI 503 Business Planning
- c. 2/8- GMM Contract Updates

ADJOURNMENT

Chair Ashleigh Abrams adjourned the meeting at 10:32 a.m.

Respectfully submitted, Lauren Graf, Staff Liaison