



2010 PLANS OF WORK

AFFORDABLE HOUSING TASK FORCE

- Build federal effort for concerns to be heard with Congress and the Treasury Department.
- Foster and leverage relationships to enable the industry to require renter's insurance for affordable housing without reducing rent rate (e.g. IRS).
- Grow Task Force of industry leaders into working discussion group for membership affordable housing issues.
- Develop NAA into the leading advocate for sustainable affordable housing.
- Build Task Force into permanent NAA committee.

ASSOCIATION EXECUTIVES COUNCIL

- Increase efforts to promote NAA's Leadership Lyceum to Association Executives.
- Create task force to review current AEC Bylaws and provide necessary revision for council review.
- Create template for regional and committee liaisons to strengthen communication and streamline reporting processes.
- Review AE mentoring program and develop methods for greater participation and accountability.

BUDGET & FINANCE COMMITTEE

- Monthly review of financial reports of all entities (NAA, NAAEI, PAC, NAAC) including accounts payable/receivables.
- Committee conference calls to review quarterly financial statements and/or as deemed necessary.
- Review and recommend budgeting software.
- Review and recommend 2011 annual budget for presentation to Board of Directors & Assembly of Delegates.
- Review of internal controls and documentation.
 - Review and recommend dollar limit for dual check signers.
- Review Investment and Reserve Policies.

COMMUNICATIONS ADVISORY BOARD

- Consider and evaluate the merits of the addition of an electronic version of UNITS, including suggesting strategies for distribution.
- Discuss and offer input on the types of information to include in the proposed NAA Web site Industry Information Repository, which will be created and managed by NAA in 2010.

- Brainstorm resources and sources to accumulate information to be placed in the repository.
- Ongoing suggestions about relevant topics, sources and examples for UNITS content.

2010 CONFERENCE COMMITTEE

- Meet Budget and Attendance Goals
- Increase Region Participation to Meet Region attendance/goal
- 2010 Sponsors and Exhibitors to Provide Contacts for Potential Attendees and Recruit Attendees to Increase Attendance
- Successfully Launch the Executive and the Management Company Programs. Secure 30 Attendees for the Executive Program and Secure at least 3 New Companies to Host their Management Company Meetings in Conjunction with the Conference.

GOVERNANCE COMMITTEE

- Review Governance and its Process as it Relates to:
 - Delegate Allocation & Distribution
 - Allocation of Regional Vice Presidents
 - Regional Structure
 - Assessment of Recent Amendments to the Bylaws and Policies & Procedures

INDEPENDENT RENTAL OWNERS COMMITTEE

- Create a stronger synergy with affiliate AEs through conference calls, emails and in-person meetings and create a marketing plan that will assist interested affiliates in attracting more IROs.
- Promote the IROC Manual to AEs to assist them with developing local/state IROCs.
- Design an IRO forum at the 2010 NAA Education Conference that encompasses timely and relevant information on IRO issues.

LEASE ADVISORY COMMITTEE

- Achieve Greater Market Penetration in California and Other Strategic Markets in 2010.
- Select Markets for Roll Out of the Lease Instructional Video Currently being Completed for Use in Florida.

LEGISLATIVE COMMITTEE

- Further develop/grow the Government Affairs Web presence to better serve as a resource to the affiliates and membership.
- Engage committee members to actively participate as a working group by tasking responsibilities throughout the year.
- Identify NAA members with elected official relationships to leverage industry positions when needed (Grassroots/Grasstops.)
- Committee members to identify a minimum of two new companies to share employee information for grassroots purposes.
- Identify and report state/local issues that may percolate to the federal level and work with the JLC and NMHC on the issues pipeline.

MEMBERSHIP COMMITTEE

Membership

- Refocus strategic growth efforts to expand growth activities within existing affiliates in major metro areas that are underserved.
- Update affiliate repository to include "Best Practices" based on successful local membership recruitment/retention programs.
- Evaluate possible resources to assist smaller affiliates in the management of their association.
- Develop and monitor a plan to recruit direct members and associations in California
- Launch affiliate performance plan to include dashboards that will provide meaningful metrics to track performance and strength of each affiliate.

Member Relations

- Establish "Best Practices Repository" to include affiliate and membership resources for both associations and members.
- Continue to brand NAA in all affiliate publications, highlighting benefits of membership.
- Develop plan to encourage Regional Vice Presidents to visit affiliates in their respective regions and track it.
- Develop tracking mechanism to track visits conducted by staff and volunteer leaders and provide updates at each membership meeting.
- Appoint Task Force to review membership collateral materials.
- Set goals to track communications with affiliates on a regular basis to ensure NAA's commitment to provide support.

Member Services

- Identify additional services to maximize the value of NAA membership.
- Promote the Annual Survey of Income & Expenses to increase participation and support of the program.

NAAPAC

- Reach NAAPAC Contribution Goal of \$300,000 within 2010.
- Reach BGF Contribution Goal of \$150,000 within 2010.
- Achieve 100% Participation (both PAC and BGF) from the NAA Board, Legislative and PAC Committees.
- Strongly Encourage Mentioned Groups to Give or Raise at Recommended Levels.
- Implement Captain Volunteer Program at the Affiliate Level.
- Implement Internal Corporate Solicitations at Larger Member Companies.

NATIONAL SUPPLIERS COUNCIL

- Increase Active NSC Members by 10%
- Develop and Implement Panel/roundtable Series with Owners/managers to Share Business Partnership Insight to NSC Members.
- Develop, Present, and Implement NSC Bylaws Amendments Supporting Long Term Plan of Work Goals including the Creation of NSC Sub-committees:
 - NSC Membership Committee
 - NSC Member Benefits-Programs
 - Communications-Buyers Guide, NAA Web and print imaging
- Position the NSC Goals in Alignment with the Strategic Plan Initiatives.
- Better Differentiate the Value of NSC Members as Industry Suppliers Including CAS Designation, Company Involvement, etc.

NOMINATING COMMITTEE

- Establish Committee and Charge based on Changes in 2009 to the Nominating Process.
- Interview identified candidates at Fall Board of Directors meeting.
- Identify and Notify Assembly of Delegates of the Slate of Officers for 2011 at least 30 Days Prior to Annual meeting.
- Receive any Other Nominations at Least 15 days prior to the Annual Meeting. No Other Nominations will be accepted from the Floor.
- Present Slate of Officers for Election at the AOD Meeting.

PRIVATIZED MILITARY HOUSING COMMITTEE

- Develop Informational Brochure to Use with Military and External Audiences.
- Identify and Foster Key Capitol Hill Contacts.
- Build NAA Web site Presence for Military Housing.
- Further Develop/grow the Annual Roundtable.
- Develop Session ideas for NAA Education Conference to Grow Presence.

STRATEGIC PLANNING COMMITTEE

- One-Year Plan, with Two-Year Term of Committee Service.
- Fourth Quarter 2009 - 18-20 Stakeholder Interviews.
- January 2010 - Environmental Scan/facilitated Board Conversations.
- March 2010 - Facilitated Focus Groups/key Stakeholders.
- March-June 2010 - Plan Formation. Submit for Board Approval at June conference.
- Approach Allows Strategic Plan Input for 2011 Budget Process.

STUDENT HOUSING COMMITTEE

- Meet and Exceed Budget, Exhibitor and Sponsorship Registration Goals for the 2011 Student Housing Conference.
- Provide Premiere Education Programming at the 2011 Student Housing Conference.
- Prepare a Strategic Plan for a Student Housing Designation that Would Be Implemented in 2011.

NAA EDUCATION INSTITUTE BOARD

- Appoint a New Products Task Force that will study and recommend new products and services that will meet the current needs of NAA members. The marketing of these new products and services will also be addressed.
- Reinstigate Campaign Cabinet to begin development of a Case Statement and Fundraising Strategy that can be launched when the Economy Improves and Fundraising is Realistic.

NAAEI APARTMENT CAREERS COMMITTEE

- Convene second *HR and Training Summit*, in March 2010. The proceedings from this Summit will assist in the development of NAAEI's Case Statement.
- Disseminate electronic copies of Apartment Career related materials to NAA affiliated associations for use with local and state workforce organizations, career academies and community colleges.
- Evaluate success of 2010 Apartment Career Month and develop 2011 Apartment Career Month strategies with measurable goals.
- Submit proposals to present Apartment Career Promotion Opportunities and Success Stories at state apartment association education conferences.
- Complete Military Spouse Career Advancement Accounts (MyCAA) Eligibility Questionnaire and, if NAAEI certificate programs are approved, developed a plan to promote careers in the apartment industry and industry training to military spouses through our privatized military housing members.

NAAEI CURRICULUM DEVELOPMENT COMMITTEE

- Achieve ANSI accreditation of the Certificate for Maintenance Technicians (CAMT) program and begin development of the application to have the Certified Apartment Manager (CAM) program accredited by ANSI.
- Review and approve product and service recommendations from the New Products Task Force, immediately starting the development of products that fit within budget parameters.
- Explore the feasibility of developing a 2-day seminar that will meet the requirements of the Certificate for Green Property Management (CGPM) and can be offered regionally with revenue being shared with NAA affiliated associations.
- Develop a Webinar "Editorial Schedule" with topics and potential facilitators for 2010 and the first half of 2011.
- Update CAMT and CAPS curriculum and exams.

NAAEI PROGRAM ADMINISTRATION COMMITTEE

- Facilitate the implementation of a Learning Management System (LMS) across the NAA Network by year end.
- Review, provide input and approve procedures for the delivery of NAAEI Webinars.
- Review, provide input and approve a policy for converting ARM and RAM designations to CAM.
- Review, provide input and approve any policies that must be changed in order to attain ANSI accreditation.
- Review and provide feedback on NAAEI marketing efforts.