

NAAEI Education Directors Conference

Brainstorming - What is your problem?

1. What are your Social Media Trials and Tribulations

- a. Relevant content
 - i. Determine your target audience and customize accordingly
- b. Not enough engagement
 - i. More posts about current members
 - ii. Advice and tips of the day
- c. Audience size (it matters!)
 - i. Create LIKE campaign
 1. Check ins
 2. Likes
 3. Shares
 4. Contests
 5. Find your social media hubs and offer discounts
- d. Lack of engagement
 - i. Encourage volunteer leadership support by having them participate with photos, comments and using key people
 - ii. Calendar Set-up
 - iii. Monitoring it
 - iv. Asking members "How do you want to be engaged?"
 - v. Facebook is entertainment, make it entertaining
- e. Visibility
 - i. Create private groups
- f. Keeping the content professional
 - i. Create checks and balances, have two sets of eyes on every post
 - ii. Be sure the person posting speaks a "social" language
 - iii. Designated responsibility
 - iv. Use a central posting system like Hootsuite
- g. Lack of followers
 - i. Send a mass e-mail offer at with an incentive to Like your page
 1. A discount to attend a class
 2. A raffle
 3. A \$5.00 gift card , etc.
- h. No time to manage your social media
 - i. Utilize volunteers and interns
 - ii. Use apps like Hootsuite
 - iii. Organize the time spent with a calendar

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- iv. Include regional or state content
- v. Share in monitoring
- i. No time for posting
 - i. Use a calendar of categories
 - ii. Set aside a specific time for your social media
 - iii. Assigned different people to different topics or different social media outlets
 - iv. Brainstorm topics as a group
- 2. What are your challenge is related to online training?**
 - a. Marketing a CPS
 - i. Hold a Webinar Wednesday
 - 1. Get help with ads
 - 2. Revenue share
 - ii. In a crunch CEC credits
 - iii. Upload your own courses
 - b. Lack of interaction
 - i. Lunch and learn as a group at association - projects for all to learn together
 - ii. Partnering one on one to chat and learn together
 - iii. Create an online course club AKA book club take the class and then meet later and share
 - c. Information is not retained
 - i. Offer a backup or secondary format
 - d. Do it just to get it done
 - i. Make sure you have interactive and practical content
 - e. Engagement
 - i. Choose interactive programs that are dynamic, quizzes
 - f. Loss of revenue
 - i. Market online classes to our members
 - ii. Promote to designate for CEC's to go through association website
 - g. Losing attendance for in-person education training
 - i. Create a hybrid program encompassing both in person and online training
 - h. Not completing the course
 - i. Find out if online training is a fit for the student
 - ii. Blended learning
 - i. The lack of networking and social interaction
 - i. Hold interactive webinars with group share and chap options

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- ii. Not just web based training

3. What are your Leadership concerns?

- a. Buy In Exec's
 - i. Negotiate employee contracts to improve stability
 - ii. Push for grants and scholarships
 - iii. Set-up one on one time with company executives
 - iv. Board members must commit to education through the association
- b. Cliques
 - i. A leadership training with suggestions of inclusiveness within the board
 - ii. Assigned tasks with a board members they don't normally associate with
 - iii. Team building activities at board meetings & retreat
 - iv. Change up sitting arrangements or have assigned seating
- c. Growing young leaders
 - i. Starting young professionals committee
 - ii. Start by identifying young leaders
 - iii. Give them specific assignments
 - iv. Leadership Lyceum
 - v. Cross your fingers!
- d. Lack of participation
 - i. Blackmail - come so you're not on the list
 - ii. Call top leaders with personal invites to key people
 - iii. Professional speakers and contact local business people or others outside the industry
 - iv. Board buy in to attend events and incentives
- e. They won't retire
 - i. Strike the bylaws and limit the term
 - ii. Leadership Lyceum
- f. Stuck in their ways
 - i. Automatic bylaws term limits
 - ii. Strategic plan with outside consultant
 - iii. Board retreat with a change strategist
 - iv. Bylaws review every 3 to 5 years
 - v. Recruitment campaign
 - vi. Challenge the board to create and implement one new idea each year
- g. Lack of the active leadership participation
 - i. Have an application or a oath to promise to participate sign and date agreed
 - ii. A nominating committee to screen for active participation

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- iii. Signature page as proof of attendance and accountability
 - iv. Mentors to correct and encourage good participation it's like shaming
 - h. Not sharing information to lower levels example education programs and events
 - i. Send out an e-mail info update sheet
 - ii. Use facts as a way to advertise
 - iii. Leader recognition based on participating in events and committees
 - i. Developing leaders
 - i. Develop a white P group to build leaders and require a white piece spot on the Board of Directors
 - ii. Lyceum class
 - iii. Mentor in YP
 - j. Grooming the new leaders
 - i. Create a future new next leader organization club
 - ii. Mentorship or existing leader partnerships in addition to educating them on a career path
 - iii. An advisory council to existing board members
- 4. What issues do you have about designation programs?**
- a. Attendance
 - i. Partner with large management companies
 - ii. Reach out to other areas or other states
 - iii. Bring awareness through
 - 1. Big deal campaigns
 - 2. Giving certificate's at dinners
 - 3. Fax campaigns
 - b. Enrollment
 - i. Creative video tutorial that can be emailed in advance as well as at the start of classes or breaks for example Flipagram
 - c. Cost
 - i. Provide sponsorship and scholarships or start a foundation
 - d. Scheduling
 - i. Poll members and schedule courses well in advance
 - e. Passing the exams
 - i. Before taking the exam assign a coach or mentor
 - ii. Hold a study group before the exam
 - f. Finding qualified instructors
 - i. Use designates they can earn their CC's
 - ii. Subject matter experts
 - iii. NAAEI instructors (AIT)

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- iv. Leadership lyceum graduates
 - v. Board members
 - vi. Suppliers (who are subject matter experts)
 - vii. Create an inhouse train the trainer program
 - viii. Local leadership including Chamber, IREM, etc.
 - g. Increasing the value of designation courses
 - i. Recognizing designates in person on social media
 - ii. Improved ratings
 - iii. National certifications
 - iv. Improved sales
 - v. Improves future job prospects
 - h. Getting students to take the exams and finish the course
 - i. Add a day or a test date to your course schedule
 - ii. Offer study groups
 - iii. Assigned mentors to each student
 - iv. Create a mentor panel at the end of each course preferably the same day
- 5. What is your biggest marketing problem?**
- a. People don't read
 - i. Create short an interesting subject lines
 - ii. Timing of emails is important 4 PM
 - b. Getting emails to the right people
 - i. Create creative subject lines to catch attention
 - ii. Weekly newsletter with one tagline colorful and consistent
 - iii. Short and sweet emails that get to the point
 - iv. Volume and scheduling of marketing
 - c. The right people are not receiving the message
 - i. Find out their communication preferences
 - ii. Build your e-mail list and database
 - iii. Fax campaign multi channel distribution text in visits and calls
 - iv. This is an ongoing issue
 - d. Not opening the post and reading them
 - i. Creative subjects lines as a teaser
 - ii. Work at changing the time of day when they are sent out and the day itself
 - iii. Post once a month on a specific subjects example
 - 1. Weak one legislative
 - 2. Week two education
 - 3. Week three events

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4. Week four miscellaneous?
 - iv. Watch the length of the e-mail
- e. Targeting an audience
 - i. Create a database with codes to designate jobs etc. then change the marketing avenue based on the audience IE fax is just for maintenance
 - ii. Target people who attend similar workshops with personal emails
 - iii. Personalized e-mail from members
 - iv. Markets EC's to all designates
 - v. Designate discounts
 - vi. Primary audience listed in course materials
- f. Cutting through the clutter
 - i. Use text messaging, make it short and concise
 - ii. Marketing guidebook
 - iii. Marketing plan and scheduling
 - iv. Face to face contact
 - v. Communication
- g. Getting to your target audience
 - i. Promote that you want to follow them through their career not just their employment
 - ii. Encourage personal e-mail on registrations so you can keep up with them
 - iii. Utilize your product and service members to gather data
 - iv. Promote that you're an association that's "all about you"
 - v. ALN (data)
- h. Getting the message to the maintenance team
 - i. Get personal e-mail addresses from the maintenance team
 - ii. Utilize ambassadors or vendors to deliver the message or deliver fliers to the property with their orders
- i. Marketing mediums for various types of classes
 - i. Hand deliver course information to your properties at least twice per year