

National Association of REALTORS®
2015 NAR Commercial Innovation Grant
Executive Summary

Innovation Name: On-demand continuing education
Association Name: Indiana Commercial Board of REALTORS
Contact Person: Lindsey Knight or Ashley Roy

1. Project Summary (purpose and concept)

- a. In an effort to enhance educational offerings, ICBR recorded the closing keynote and one breakout session during the Indiana Commercial Real Estate Conference (June 5) to be used for on-demand learning opportunities.
- b. The goal of this project was to take the recorded videos, have them approved for online CE, and upload them to the board's online learning system "LearnDash" which is a plugin that works with the association website via WordPress.
- c. By providing on-demand sessions, members and state licensees are provided an additional opportunity to receive education, a requirement under Indiana license law. Attendees are given the opportunity to view the breakouts they chose not to attend during the conference, and commercial real estate professionals looking for education opportunities can be introduced to ICBR. This exposure increases awareness of the board and its members, and highlights their knowledge and professionalism as it pertains to the industry.
- d. The measure of success for this project was to be the number of on-demand sessions viewed following conference, and the ratio of members to non-members.

2. Project Financials

- a. \$0
- b. \$0
- c. \$1500 (NAR grant funds) to pay for the recording and editing of the video.

3. Performance Measures & Benchmarks (i.e. how many attended your event, how many used your product or outcomes from your meeting)

- a. Just more than 350 professionals attended the Indiana Commercial Real Estate Conference. To date, we have not had anyone participate in the on-demand session being offered.

4. Project Timeline (how long did it take)

- a. The content of the videos were sessions already scheduled as part of the annual conference so no additional time or planning was needed for that. We contracted with a local videographer who came out and filmed the day of conference. Editing the videos into parts or “chapters” and compressing the file size took approximately two weeks.

Our website host then spent a couple weeks increasing the size limits allowed for files and permissions so we could upload the videos in “chapters” to the learning management system.

Although the live sessions were already approved for continuing education, they had to be resubmitted for approval to be offered online. Only the breakout was submitted for additional education credits. It was approved within three weeks. The keynote is being offered as a free on-demand industry topic with no CE. The files were then uploaded and marketing began. Overall the process took approximately six weeks.

5. Project Management

- a. Initial promotions of the on-demand education sessions began with an e-blast to conference attendees that did not go to the in-person teaching of the breakout session being offered online. Advertising was also included in ICBR’s Commercial Focus, a bi-weekly industry newsletter with aggregated content that is distributed to members and a non-members prospect list for a total audience of approximately 2500. Additional e-blast promotions are being scheduled for late fall, as an end-of-the-year education opportunity promotion.
- b. Once registrations begin coming in, day-to-day tasks will include monitoring the progress of each on-demand “attendee” through the learning management system, and providing electronic CEU certificates to those that successfully complete the class.

6. Lessons Learned/Outcomes

- a. All commercial real estate professionals in Indiana and outlying states can benefit from the content being provided. There is a free membership benefit opportunity to review the keynote and lessons learned there, or you can purchase the CE class and get two hours toward license renewal there. It increases awareness of ICBR and the industry.
- b. Advice to other associations is to be strategic in which sessions you choose to record. Make sure it will stay relevant and is an engaging topic that people want to hear about.