



APPRAISAL INSTITUTE CHAPTERS:

YOUR ULTIMATE GUIDE TO ENGAGING UNIVERSITIES

Prepare your chapter to foster robust partnerships and meaningful experiences for students interested in appraisal careers. This engaging and detailed guide offers practical and visually appealing tips to maximize your university outreach efforts.



MISSION

Branding the Appraisal Institute positively among students enhances engagement, trust, and opportunities for future real estate professionals across various career tracks.



Val U. Reminder: *Clearly communicate the unique benefits and opportunities provided by the Appraisal Institute to resonate strongly with students.*



BEST PRACTICES

ALLIE WITH ALUMNI



- Establish a dedicated committee of at least three members to develop comprehensive engagement strategies, coordinate activities, serve as ambassadors, and train chapter members.
- Leverage alumni connections as a primary tool for effective outreach, building credibility and fostering trust.

Val U. Reminder: Highlight alumni success stories to inspire students and demonstrate real-world career pathways.

UNDERSTANDING CHAPTER GOALS

Define clear short-term and long-term goals to ensure consistent progress and measurable outcomes.

Develop well-defined strategies and realistic budgets that align with these goals, ensuring financial sustainability and adaptability.



Val U. Reminder: Regularly revisit and adjust your goals to accommodate changing opportunities and challenges.

SETTING EXPECTATIONS

Prioritize addressing student and faculty needs over the chapter's expectations for more effective and relevant engagement.

Listen actively to university partners to precisely identify their specific needs and expectations.



Val U. Reminder: Remember that listening actively builds trust and opens doors to deeper collaboration.

GETTING STARTED: ACTIONABLE STEPS

1

IDENTIFY INSTITUTIONS

Research all community colleges and universities offering real estate and related programs & Identify and connect with relevant student clubs and groups.

2

ENGAGE CAREER CENTERS

Establish relationships with institutional career centers to explore mutual opportunities.

3

SELECT OPTIMAL OPPORTUNITIES

Participate in career fairs, event sponsorships, speaking engagements, student socials, internships, and on-campus seminars.

4

CREATE NEW OPPORTUNITIES

Organize off-campus events, invite students and faculty, or provide experiential "day in the life" training sessions.

5

BUILD PERSONAL CONNECTIONS

Personally meet faculty and administrators to tailor chapter offerings to match university curricula.

6

ESTABLISH MENTOR PROGRAMS

Pair students interested in appraisal careers with experienced AI members through structured mentorship programs.

7

LEVERAGE CONTACTS FOR INTROS

Facilitate valuable introductions between students and professional appraisers to expand their industry network.

8

PROMOTE AI CURRICULUM

Encourage the integration of AI educational content into university real estate programs and explore opportunities for members to teach or sponsor these courses.

Val U. Reminders

- **Database Management:** Regularly maintain an updated database of university contacts and relevant program details.
- **Career Path Clarity:** Conduct informative sessions highlighting diverse appraisal career paths to uniquely position the Appraisal Institute.
- **Aligned Engagement:** Match chapter activities to student interests and available resources to maximize effective participation.
- **Experiential Learning:** Offer unique hands-on experiences like "day in the life" sessions to significantly enhance student interest and involvement.

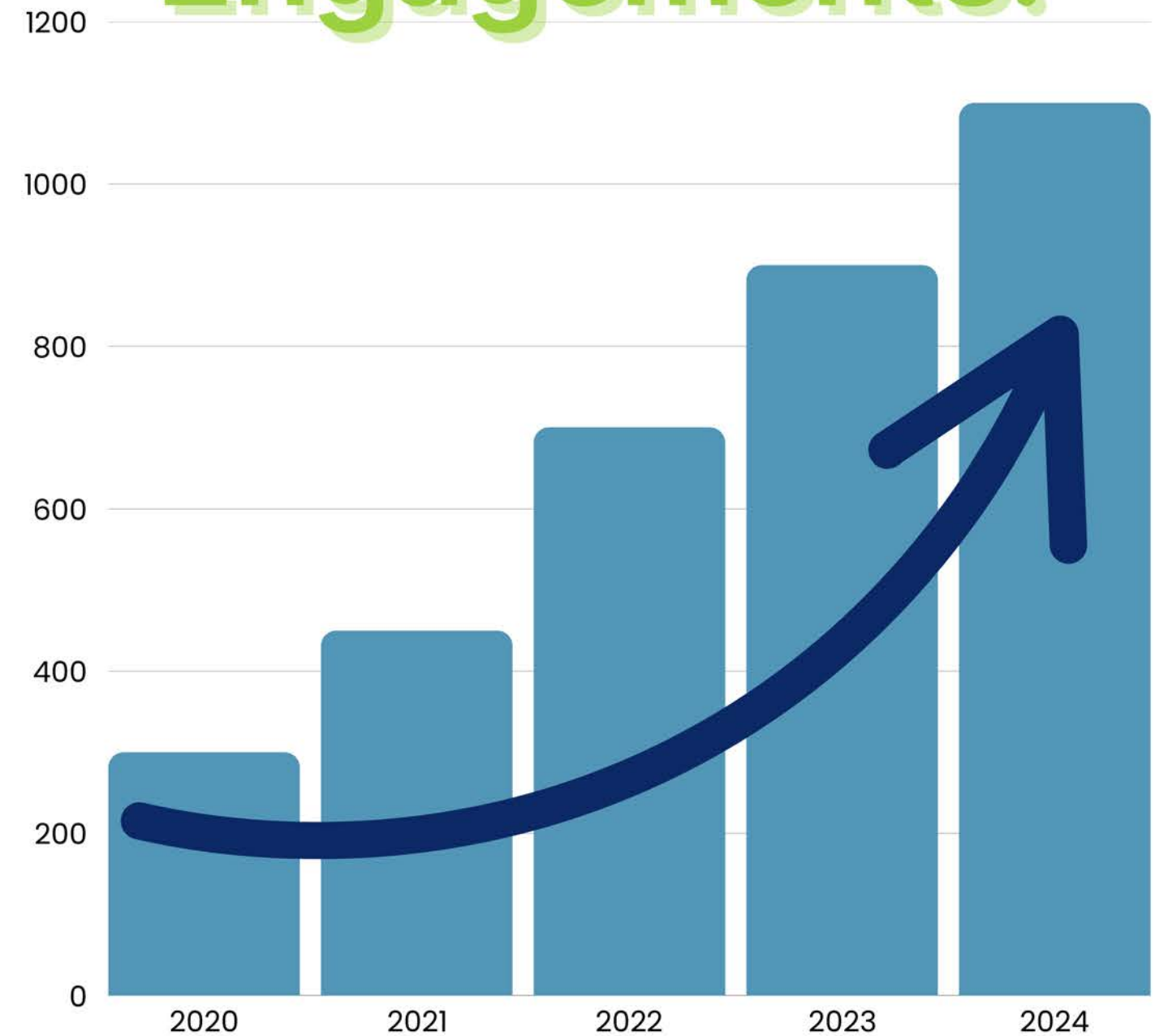


Measuring Success

- Clearly define achievable benchmarks, such as student participation rates, satisfaction surveys, number of successful mentorship pairings, and frequency of university collaborations.
- Regularly track and analyze outreach effectiveness through quantitative and qualitative data.
- Utilize feedback from students, faculty, and committee members to consistently refine and enhance outreach strategies.



Expand Our Engagements!



Val U. Reminder: Celebrate small victories like milestones in student participation, successful events, or positive feedback to maintain motivation and engagement among committee members.

Resources for Chapters

- Leverage the full suite of AI-developed educational resources and platforms, including interactive learning modules, curriculum support, and certification programs.
- Access Chapter Innovation Grants designed specifically to support creative and impactful outreach initiatives.
- Utilize comprehensive marketing materials, such as brochures, flyers, and digital content, to effectively communicate AI's mission, value proposition, and unique opportunities for students.





STRATEGIC ALIGNMENT

- Clearly align chapter activities and initiatives with AI's overarching goals related to diversity, modernization of education, and growth of the appraisal profession.
- Actively promote and support AI's vision to foster a globally recognized, inclusive, unified appraisal profession known for excellence.
- Share and communicate your chapter's successes widely within your community and broader professional networks to highlight strategic alignment and promote continued engagement.



Val U. Reminder: Regularly document and communicate chapter successes and strategic achievements through newsletters, social media, and annual reports to maintain visibility, demonstrate value, and enhance chapter motivation and pride.



THANK YOU

NOW LET'S GET RECRUITING!



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Val U. Reminder: Don't forget to leverage your **National Team** for support!