



IRES Strategic Plan

Goal 1: Support Sister Societies

Strategies:

- Provide travel funding to expose future leaders from emerging societies to other sister society meetings and to allow them to participate in IRES board meetings.
- Rotate the location of the annual IRES board meeting across all sister society annual conferences on a regular basis.
- Encourage IRES board members and other sister society members to attend emerging society annual conferences.
- Support sister society educational activities, such as master classes by IRES delegates, participation in panels and workshops, and facilitating introductions for IRES members visiting developing countries to support local educational activities.
- Support communication and cooperation among sister society special interest groups, such as Future Leaders and Global Women in Real Estate.

Goal 2: Maintain and Improve Outreach to Sister Societies, Our Collective Membership, and Affiliated Organizations

Strategies:

- Maintain the IRES website as an up-to-date source of information on IRES, including its history, officers, activities, and sister societies.
- Actively solicit postings of sister society meeting announcements on the IRES webpage.
- Promote and provide links to young leaders' organizations of the sister societies.
- Facilitate communication among sister societies' executive directors, presidents, and conference organizers regarding best practices.
- Communicate issues with the IRES board electronically on an ongoing basis.
- Maintain an ongoing presence/posting on LinkedIn.
- Publicize the annual achievement, service, and corporate awards and their recipients.

Goal 3: Build Relationships with Industry, Sister Societies, and Their Affiliated Organizations

Strategies:

- Find ways for industry representatives to participate more in IRES activities, such as in IRES-sponsored panel discussions.
- Seek industry sponsorship for IRES activities, such as support for panelists or speakers through co-branding agreements.
- Encourage international participation in sister society conferences, industry-focused activities, and education-focused events.

Goal 4: Advance Accountability, Responsibility, and Succession Planning

Strategies:

- Focus on the implementation of the strategic plan with an annual report on progress made to the membership after the IRES Board meeting.
- Annually review the constitution to ensure operations are in compliance; if amendments are needed, ensure these are communicated in advance of the board meeting to allow for voting as listed in the constitution.
- Maintain financial stability through timely billing and collection of dues, payment of expenses, and recordkeeping.
- Reach out to young leaders as board positions become available and encourage sister societies to nominate young leaders as representatives while maintaining continuity on the board.
- Provide quarterly official updates to/from the Executive Director/President and Board of Directors to keep board members informed of issues and encourage greater ongoing participation between meetings.

Goal 5: Increase the Profile of International Real Estate Education

Strategies:

- Develop and maintain links on the IRES website for listings of real estate education programs throughout the world.
- Work with sister societies and professional associations to provide links to global real estate career materials on the IRES website.
- Facilitate and encourage invitations for IRES delegates to participate in educational activities at institutions when visiting a country to participate in a sister society conference.
- Disseminate announcements for case competitions and other educational opportunities.
- Support and organize a global doctoral gathering for doctoral students in developing countries to network with students and researchers across the sister societies.
- Assist Alpha Sigma Gamma in raising awareness among sister society educational institutions.