



Kentucky REALTORS®

Strategic Plan 2023-2025

Vision

Kentucky REALTORS® is the trusted voice and leading advocate for real estate in Kentucky.

Mission

Kentucky REALTORS® advocates, educates, supports, and serves as the leader of professionalism for real estate within the Commonwealth. We enhance and protect our members' businesses, preserve and expand private property rights, and safeguard the value of real estate in Kentucky.

Strategic Priorities

Advocacy | Professionalism | Membership | Leadership | Economic Development

Strategic Priority 1: Advocacy

Business Issues - Government Affairs - RPAC - Taxation - Consumer Outreach - State Political Coordinators (SPC) - Federal Political Coordinators (FPC)

Kentucky REALTORS® will develop relationships and create a culture of understanding and investment in our profession. Our efforts will remain focused on supporting our members, their business, and private property rights within our communities and across the Commonwealth.

Goal 1: Grow key relationships with strategic partners across the state.

Strategies	Assigned to	Timeline	Budget	Notes/Additional Metrics	Progress
1.1 - Meet regularly with key strategic partners and open lines of regular communication with the goal of Kentucky REALTORS® being known and recognized as the leading voice for real estate, a trusted partner, and a relied-upon resource for knowledge, data, and leadership.	GADs	Q1-Q3 2023	See travel budget	KYR is being asked to join the conversation instead of seeking the chance to be included. We met on 6/27/23 to go over everyone's priorities for the Interim Period.	Maintaining relationship with Chamber of Commerce and Home Builders Association. Met with the Real Estate Coalition on 2/3/23 and 6/27/23. CEOs of Chamber of Commerce and HBA were panelists at the KRI Real Estate Summit on April 23rd-24th.
Identify key strategic partners to build on relationships including: → Governor's Office, Kentucky General Assembly, Kentucky Secretary of State, Kentucky Real Estate Authority, Mortgage Bankers, Title Companies, Home Builders, etc...	Josh & GA Team		\$5,000		Building on relationship with Governor's Office (Gov. Beshear attended the 2024 Annual Convention), Property Coalition Group. Begun Real Estate Caucus within Legislature.
Create Strategic Partner Matrix outlining the type of relationship, the goal of the relationship and the scope of the relationship with each partner.				How often KYR leadership is meeting with State leadership.	
Schedule meetings with identified key strategic partners and KYR leaders. Develop follow-up and relationship nurturing plan (calls and/or emails) for key strategic partners. Contact should be made quarterly, at a minimum.	Suzanne	Q1 2023			Ongoing. Property Coalition met in early February 2023 and June 2023.
1.2 - Strengthen Kentucky REALTORS® voice and partnership with the Kentucky Real Estate Commission with the goal of being a trusted resource for KREC and partner in shaping, enhancing, and protecting real estate in the Commonwealth.	Josh, GADs, President	Q1 & Q3 2023			KYR has formed relationships with newly-elected commissioners.
Meet with KREC at least two times per year.	Josh, President				KYR had meetings with the KREC staff, many of whom attended the KRI Real Estate Summit on April 23rd-24th. KREC officials spoke at the KYR BOD meeting on June 26th, 2025.
→ Maintain ongoing communication with KREC and the Commissioners. → Open lines of communication with new commissioners as they come on the KREC within their first month.	Josh, President, GADs			KREC Commissioners/Staff presenting at BOD meetings.	Two KYR members were re-appointed to the KREC in Fall 2024.
1.3 - Establish and facilitate comprehensive communication, reporting, and training for all State Political Coordinators (SPC's)	Advocacy Team	Monthly		KYR will provide monthly communication tools for SPC's.	Completed. Weekly emails have been sent the SPCs during session. SPC Training was conducted during the December Leadership Conference, and a Legislative Wrap-Up meeting for the SPCs was held on April 30th, 2024. SPCs were engaged on two call to action requests during the 2025 legislative session.
Ensure all SPCs are communicating with their respective legislator monthly, structuring conversations around state issues.	Maddison			Open rates on Legislative Updates for SPC's.	Completed. Legislative Wrap-up report was shared with the Government Affairs Committee and membership. SPC wrap-up meeting was held on 4/30/2024.
Share Market Stats and Kentucky REALTORS® legislative priorities.	Kyle/GADs				Completed. Market Stats shared with Congressmen week of August 31. Congressional district market stats reports were shared with our legislators during NAR RLM.
1.4 - Identify and establish a Kentucky Real Estate Caucus within the General Assembly.		Q4 2023			

Meet with caucus biannually.	GADs/Maddison	2024			
Caucus should include KYR members, real estate licensees, auctioneers, real estate attorneys, appraisers, and developers.		2024		Scheduling dates for Kentucky Real Estate Caucus.	
Goal 2: Increase RPAC participation, fundraising, Major Investors, and President's Circle Members annually.					
Strategies	Assigned to	Timeline	Budget	Notes/Additional Metrics	
2.1 - Raise awareness of the benefits of RPAC for members to increase participation.	GADs & RPAC Trustees			Track all analytics to establish baseline and growth metrics for each month and quarter of 2023.	RPAC Newsletter is published monthly and maintains a 50%+ open rate. The newsletter highlights local and state association RPAC events.
Increase participation to:					
→ 50% in 2023		Q4 2023			41% participation rate achieved.
→ 52% in 2024		Q4 2024			39% participation rate achieved.
→ 54% in 2025		Q4 2025			
Utilize social media, email, and events to share memes, FAQs, and RPAC success stories with members to encourage participation.	Kyle	Ongoing			New flyers, RPAC Hot Ones Video, and three "Why I Give" videos have been released on all platforms. RPAC Thank You posts have been distributed on social media to support 2024 investors.
2.2 - Increase total dollars raised via RPAC by \$50,000.00 annually.	GADs & RPAC Trustees				\$541,057 in 2024.
Host an annual RPAC fundraising event to raise member awareness and involvement with RPAC and to increase participation and Major Investors.	GADs	Ongoing		Track the number of new investors into RPAC during each event and establish new investor goals for next fundraiser.	Multiple events have been held during each KYR Business Meeting. The annual RPAC at the Track event was held at Churchill Downs. This event raised \$29,800 and over eighty (80) REALTOR® members registered for the event.
Encourage local associations to promote RPAC investment via dues billing and help them establish annual individual goals to increase dues billing investments.		Ongoing		Track all analytics to establish baseline and growth metrics for each month and/or quarter of 2023.	Develop RPAC Playbook with fundraising ideas, legal tips, and RPAC wins.
Increase contributions to a total of:	GADs & RPAC Trustees				
→ \$570,000.00 in 2023		Q4 2023			\$536,926 in 2023.
→ \$620,000.00 in 2024		Q4 2024			\$541,057 in 2024.
→ \$670,000.00 in 2025		Q4 2025			
2.3 - Increase the number of Major Investors by 25 members annually.	GADs	Ongoing			
Create strategy to increase RPAC Major Investors.		Q1 2023			At least one RPAC event has been held during each KYR Business meeting, and additional online auctions were held throughout 2023 and 2024.
Increase participation to:					
→ 200 Major Investors in 2023		Q4 2023			209 Major Investors in 2023.
→ 225 Major Investors in 2024		Q4 2024			197 Major Investors in 2024.
→ 250 Major Investors in 2025	GADs & RPAC Trustees	Q4 2025			
2.4 - Increase President's Circle Members by 3 members annually.		Ongoing			COMPLETE as of 3/16/2023.
Increase participation to:					
→ 35 President's Circle Members in 2023		Q4 2023			35 in 2023.
→ 38 President's Circle Members in 2024		Q4 2024			23 in 2024.
→ 41 President's Circle Members in 2025		Q4 2025			
Goal 3: Provide RPAC and Advocacy empowerment for the local associations.					
Strategies	Assigned to	Timeline	Budget	Notes/Additional Metrics	
3.1 - Create annual local advocacy training for AEs, SPCs, Regional Directors, RPAC Trustees, LPCs, and local President; the goal is to empower locals to use their local RPAC funds for direct contributions, polling opportunities, local government issues campaigns, voter registration drives.	Josh & GADs	Q2 2023/Ongoing		Survey attendees from years past on preparedness and compare to new attendees who go through updated advocacy training.	RPAC Training was provided during the December Leadership Conference in 2023. NAR Grant Training was provided in March 2023, and Aristotle/REALTOR Party Resource training was provided to AE's on August 24th, 2023. The RPAC Trustees held a Retreat featuring training on fundraising best practices in September 2025. Training will also be provided during the 2025 Annual Convention for AEs and committee leaders.
3.2 - Create a REALTOR® Party Council including REALTOR® Party Major Investor Council, Participation Council, Major Investor Council, FPCs, State President, and Government Affairs Chair to share what has been learned, what is being seen, and how to better institute across the state.	GADs & NAR RPAC Leaders from KYR	Q1 2023		How often the Council meets and the frequency in which this information is delivered to the proper outlets in our local associations.	Council was established and first email was sent on 9/8/2023.
Share information from NAR REALTOR® Party training to be distributed among members across the state.		Q2 2023			Advocacy Guide was included in KYR App for Legislative Meetings.

Explore sending key RPAC leaders to other REALTOR Party Trainings (i.e. - TREPAC, FloridaRealtors PAC, etc...) to learn from the work being done in other states.	GADs	Ongoing			Completed/Ongoing. GAD attended Florida Realtors Training.
3.3 - Develop Local Quick Response Teams (QRT) to develop ordinance watch for local areas.	Josh, Kyle, GADs, Economic Development Chair	Ongoing		Track laws and ordinances and responses required.	Completed. Bluegrass and GLAR QRT's have been formed.
Establish a Local Issues Mobilization framework, program and funding source to ensure KYR is impacting the outcomes on issues important to the association.					Completed. Curate, a local ordinance tracking program, was secured in March 2024 and offered to local GADs in Kentucky, as well as the KYR Regional GADs.
Identify ordinances that don't align with REALTOR® values and strategic initiatives and deploy Calls For Action (CFA), messaging, member awareness, and member engagement on such issues.	GADs				Completed/Ongoing. KYR Regional GADs are in constant c
3.4 - Conduct a cost analysis study to better understand the real costs associated with KYR running a comprehensive and effective advocacy program within the Commonwealth. Study should include cost of elections, ballot initiatives, local issues, and any other area KYR is seeking to be the leading advocacy voice within Kentucky.	Kyle/GADs	2024			Identify organizations to conduct study, specifically for ballot initiatives.
Assess and determine amounts to have in reserves for advocacy funds and ensure PAC is ready when needed.	GADs	Ongoing			Building Issues Mobilization fund reserves.

Strategic Priority 2: Economic Development
Commercial - Global - Smart Growth - Sustainability - Trade Missions
 Establish Kentucky REALTORS® as a leading voice in the future planning of real estate.

Goal 1: Support economic development throughout the state.

Strategies	Assigned to	Timeline	Budget	Notes/Additional Metrics
1.1 - Develop a plan and strategy for KYR and local associations to take a leading role in shaping the future of landuse and development within Kentucky. The plan shall include identification of strategic partners, strategies for ensuring KYR and local association partners always have a seat at the table, and KYR leading the conversation on future growth and development within the Commonwealth.	Josh & GADs	Q2 2023		
Publish a report at the end of 2023 on work achieved, goals established, and ideas proposed to achieve Goal 1.1.	GADs	Q4 2023		Economic Development Committee has been established and meets regularly.
1.2 - Conduct a housing needs analysis for Kentucky to include all housing types and products; including single-family, multi-family, workforce, affordable, mixed-use, and agricultural uses.	Josh, Kyle, GADs, and Economic Development Team			Reference Lester Sanders' NAR Committee
Create a needs and challenges matrix to identify areas of greatest need.		Q3 2023		
Apply for and obtain NAR Smart Growth and Housing Grants.	Kyle/GADs	Q1 2024		Many local associations have secured NAR grants. The KYR Regional GADs as well as the Leadership Academy also had NAR Grant Training in DC and on Zoom.
1.3 - Develop resources to help members, consumers and leaders understand the current state of the real estate market and housing shortages that exist within Kentucky.	Josh, Kyle, GADs, and Economic Development Team	Q1 2024		Completed through KYR Market Stats portal. KYR also hosted an Economic Development Simulation with Bluegrass REALTORS and Commerce Lexington to educate leaders on best practices for recruiting and retaining businesses in the Commonwealth
Resources to include reports, charts, graphs, infographics, and other mediums to effectively tell and illustrate the full story of the state of real estate in Kentucky.	Kyle, GADs	Q2 2024		Completed through KYR Market Stats portal.

Goal 2: Engage with Local, State, and National Partners, and "Allied" Industries.

Strategies	Assigned to	Timeline	Budget	Notes/Additional Metrics
2.1 - Develop an economic development-focused course for a combined audience of REALTORS®, builders, bankers, etc., providing CE to all groups to further secure Kentucky REALTORS® as the voice of real estate.	GADs & KRI	Q1 2024		KRI is awaiting approval of a self-paced commercial course set to Launch in LearnUpon by November. This course will cover the basics of commercial real estate and offer CE and PLE to students who complete the coursework and final exam.
Apply for and obtain NAR grants to support this initiative.	Kyle/GADs			

Goal 3: Build a blueprint for the process of identifying and advancing economic development opportunities at a grassroots level.

Strategies	Assigned to	Timeline	Budget	Notes/Additional Metrics
3.1 - Create an Economic Development Task Force within KYR.	Josh & Elizabeth	Q2 2023		Completed. The Economic Development PAG finalized their report in May 2023.

Identify members and other partners to participate in the work of the task force.	Josh, Elizabeth, and Economic Development Committee	Q4 2023			Economic Development Committee's first meeting was 1/11/2024. Meetings with KAED, CCIM, and Chamber have taken place since then. The Committee continues to meet throughout the year.
Survey other economic development leaders on their work and processes to learn from their processes and successes.	GADs & Economic Development Committee	Q4 2023			Met with representatives of KAED, CCIM during January, as well as the Chamber in February. Dr. Aull of the Kentucky Chamber of Commerce will present on their KY listening tour during the KYR Summer Retreat in June 2024.
Goal 4: Monitor and anticipate unnecessary or burdensome regulatory actions that could impact future growth and economic development.					
Strategies	Assigned to	Timeline	Budget	Notes/Additional Metrics	
4.1 - Develop a plan and mechanism to identify and report challenges or impediments to the Economic Development Task Force that would negatively impact desired economic expansion in Kentucky.	GADs & Economic Development Committee	Q4 2023			Completed. Included in Economic Development PAG report.
Examples include infrastructure issues, jobs, regulations with unintended consequences, burdensome procedures, etc...	GADs & Economic Development Committee	Q4 2023			Completed. Included in Economic Development PAG report.
Strategic Priority 3: Leadership					
<i>Leadership Development - Governance - NAR - Leadership Academy - Candidate Training - Community Leadership</i>					
Kentucky REALTORS® will identify, develop, and empower our members to become impactful leaders at the local, state, and national levels.					
Goal 1: Engage members in leadership opportunities to further their professional success and participation in the association.					
Strategies	Assigned to	Timeline	Budget	Notes/Additional Metrics	
1.1 - Identify two future leaders from each local association to groom for KYR leadership opportunities. To be completed via multiple surveys to past and current delegates, regional directors, and local association leaders.	President & President-Elect (Kyle for survey)	Annually (Begin Q4 2023)		Identify all appointment opportunities for boards, councils, etc... and share opportunities with identified members.	Completed/Ongoing. KYR leaders are frequently surveyed for potential Kentucky REALTORS Leadership Academy applicants. Members of eight different local associations are represented in the 2025 Class.
Develop a leadership progression roadmap to help members know and understand how to grow and advance within KYR.	Josh/Kyle				Completed. KYR Governance Presentation includes roadmap to leadership.
1.2 - Enhance the KYR Leadership Academy. Require all Academy members to complete the KYR Fair Haven Simulation	Kyle & KRLA Committee	Annually		Survey attendees from years past and compare to new attendees who go through the updated leadership academy.	Completed/Ongoing. Kentucky REALTORS Leadership Academy has met each month and the Committee finalized the future application process to begin in 2024. Completed.
1.3 - Provide a scholarship opportunity for KYR members to participate in the National Association of REALTORS Leadership Academy (NARLA).	Kyle	Annually	\$5,000		2024- Completed. Janette DeWitt was selected for the NARLA Class of 2024 and Jen Swendiman was selected for the Class of 2025.
1.4 - Revamp KYR Leadership Conference to draw greater interest, participation, and excitement for and within the program.	Josh and Meetings Committee	Annually			Completed. The schedule for the 2024 Leadership Conference included numerous new sessions, including a property insurance panel and ChatGPT class. The BOD voted to eliminate the Leadership Conference beginning in 2025.
Secure forward-thinking and dynamic keynote speaker for December meeting.	Meetings Committee	Q2 of each year			Two past-NAR Presidents spoke during the 2024 Leadership Conference, and Tommy Choi, distinguished RE speaker, attended as well. Adorna Carroll, renowned association speaker, provided leadership training during the 2025 Leadership Conference.
Award scholarships to attend Leadership Conference to two future leaders identified by local associations.	Josh & Leadership Team	Q2 of each year	\$2,000		No registration fee is charged for the 2024 Leadership Conference. This item was not budgeted for 2024.
1.5 - Increase C2EX endorsements to 7% by 2025.	Josh & President				
Increase endorsements to:					
→ 5% in 2023		Q4 2023			
→ 6% in 2024		Q4 2024			
→ 7% in 2025		Q4 2025			
1.6 - Create an NAR Strategy PAG within KYR for the purpose of assisting KYR members and leaders securing NAR committee appointments and chairmanships at the national level.	Josh & President	Q2 2023			Leadership Team elected to pause the creation of any PAG's until 2024.
Survey other states on their programs in an effort to best understand how to achieve optimal results for KYR.	Josh & Kyle	Q2 2023			

1.7 - Develop and provide candidate training to identify, recruit, and train REALTORS® to run for public office, or be appointed to local/state positions.	Josh, Kyle, GADs	Q1 2024			The Kentucky Chamber of Commerce launched their Fellowship for Civic Leadership. KYR staff participated in an introductory meeting with the Chamber on 1/14/2025 to discuss the curriculum and identify potential REALTOR® participants. Three members from Kentucky REALTORS® were selected into the inaugural class.
Review NAR Candidate Training program.	Kyle & GADs	Q3 2023			Completed and received resources from NAR Staff.

Strategic Priority 4: Membership

Value Proposition - Local Association Partnership - Engagement - ISC - Products - Tools - Services

Kentucky REALTORS® will strengthen and enhance the engagement and success of our members, in partnership with local associations, while providing unparalleled products, tools, and services.

Goal 1: Improve communication across the association.

Strategies	Assigned to	Timeline	Budget	Notes/Additional Metrics	
1.1 - Conduct surveys about the products and resources used, adopted and needed by KYR members.	Kyle	Q1 2023			Complete.
Distribute to local AEs and Regional Directors	Kyle				Complete.
1.2 - Hold bi-monthly statewide meetings with local Presidents, brokers, and KYR President.	Josh, President, Kyle	Q1 2023			Currently being held monthly, and moving to quarterly to suit the attendees' schedules.
1.3 - Incorporate text messaging software into regular communications.	Kyle	Q1 2024		Establish baseline and growth metrics on number of texts, open rates, click rates, response rates, etc...	
Research, secure, and implement use by end of Q2 2024	Kyle	Q2 2024			
Utilize for all events, calls for action, RPAC auctions, etc. by Q2 2024		Q2 2024			
1.4 - Increase engagement with new members.				Establish communication plan and measure open rates, click rates, attendance, etc...	Email open rates remain at 60% or higher. This number is up from 57% in 2024 and 52% in 2023.
Drip campaign from Leadership Team with effectiveness of campaign being measured quarterly based on open rate, click throughs, and engagement rate.	Kyle	Q1 2023			
Host YPN events at KYR meetings as a way to engage new members.		Q2 2023			DEI/YPN welcome and networking session was held during the KYR Summer Retreat in 2023. YPN Mini-Sessions were held during the KYR Annual Conference in 2024. The YPN Committee will also host its first RE BAR Camp during the 2025 KYR Annual Convention & Trade Show.

Goal 2: Deploy and adopt the use of Market Stats software across the association.

Strategies	Assigned to	Timeline	Budget	Notes/Additional Metrics	
2.1 - As the voice of real estate, KYR shall develop and provide comprehensive market data for members, local association partners and state leaders.	Kyle	Q1 2023			Completed.
Secure all data feeds required for statewide statistical data development.					Completed.
Develop and launch statistical platform to members and local associations.		Q2 2023			Completed.
Develop a marketing push to members and hold a training on the utilization of Market Stats, personalizing to each association's respective area.		Q2 2023			Completed.
→ 10% Adoption Rate		Q4 2023			
→ 20% Adoption Rate		Q4 2024			
→ 30% Adoption Rate	Q4 2025				

Goal 3: Provide Health Insurance as an option for members.

Strategies	Assigned to	Timeline	Budget	Notes/Additional Metrics	
3.1 - Research and determine insurance options for Kentucky REALTORS® members as a member benefit.	Kyle	Completed	\$6,500		Completed.
Research and identify health insurance companies that align with the needs of members.		Completed			Completed.
Present the best option for health insurance to BOD for approval.					Completed.
Begin promoting countdown to launch at meetings, through video campaigns sent via various communication mechanisms, and at local associations.		Q1 2023			Completed.
Launch insurance program for members, promoting enrollment opportunities via various communication mechanisms and enrollment days as local associations.		Q1 2023			Completed.

→ .25% Adoption Rate	Q4 2024		
→ .50% Adoption Rate	Q4 2025		

Goal 4: Empower Regional Directors to be the bridge between the state and local associations.

Strategies	Assigned to	Timeline	Budget	Notes/Additional Metrics
4.1 - Create and implement Regional Director training.	Kyle/GADs	Q1 2023		Program is in development with the first draft completed at the end of Q2 2024.
Develop robust curriculum for training of Regional Directors, providing key elements surrounding communication, advocacy, education, etc.		Q1 2023		Program is in development with a focus on Governance, Advocacy, and Education for the Region Directors and members in their region.
Hold initial Regional Director training at Summer Meeting.		Q2 2023		All Region Directors participated in numerous training sessions during the 2024 and 2025 KYR Leadership Conferences.

Goal 5: Revamp Membership Outreach structure.

Strategies	Assigned to	Timeline	Budget	Notes/Additional Metrics
5.1 - Restructure the outline of our Membership Outreach to provide a more cohesive format, including information on RPAC (fundraising ideas, events, auctions), Legislative updates and priorities, legal issues seen across the Commonwealth, Educational Opportunities, and a market statistics report, to then be shared and distributed via Regional Directors to association members.	Josh/Kyle			All 18 local associations were visited in 2023. President Pam Featherstone and CEO Josh Summers visited with leaders of each association as well in 2024.
Outline Membership Outreach program and distribute to Regional Directors.	Josh/Kyle	Q3 2023		All 18 local associations were visited in 2023 and 2024, and RPAC was mentioned during each visit.
Regional Directors & State RPAC Trustees to begin updated Membership Outreach program across the state.		Q1 2024		RPAC Trustees are encouraged to visit local brokerages and associations to discuss the importance of RPAC.
Complete Membership Outreach with at least one per region.		Q4 2024		RPAC Trustees are encouraged to visit local brokerages and associations to discuss the importance of RPAC.

Goal 6: Update the website.

Strategies	Assigned to	Timeline	Budget	Notes/Additional Metrics
6.1 - Evaluate and update the usability and content of the Kentucky REALTORS® website.	Kyle	Q1 2023		Establish baseline and growth metrics on number of visits, time on site, number of members accessing member-specific information/data, form submissions, etc...
Survey members on most important aspects to include/build out on the website.		Q1 2023		KYR App has been developed and is available to all members.
Ensure the website highlights events, education opportunities, RPAC, KYR Leadership, etc.		Q2 2023		Completed and ongoing.
Develop website management plan to ensure website remains current, accurate and provides timely information.		Q3 2023		Continuously reviewing website to ensure it is relevant and efficient for members' use.

Strategic Priority 5: Professionalism
Professional Development - C2EX - Education - Designations - COE - Professional Standards
 Kentucky REALTORS® will model, promote, and expand professionalism in our industry through education, designation and certification programs, accountability, and showing respect for everyone.

Goal 1: Enhance member professionalism and productivity through robust, relevant and diverse educational offerings.

Strategies	Assigned to	Timeline	Budget	Notes/Additional Metrics
1.1 - Review all KYR educational offerings to understand the value of each offering to members and local association partners, the ROI of each offering provided, and the attendance of each offering.	Education PAG	Q1 2023		Ongoing: Surveys are completed at the end of each course, evaluating instructors, course material, and relevance of topics to the students' needs. Courses are reevaluated annually based on the students' feedback and industry changes to ensure compliance and that the needs of the students are being met. Each year, trustees review current education offerings, offering insight into what KRI should focus on when expanding our course content. Additionally, a member engagement survey will be released to gather information necessary to expand offerings that fit members' needs. Survey results will be evaluated by the Trustees this fall to evaluate what we offer and what KRI needs to expand.

<p>1.2 - Create a campaign promoting various course offerings. Find creative ways to promote the courses and the importance of them. Ideas may include using the faces of the Leadership Team in a "Leading by Example" campaign to show the value even the most seasoned leaders see in obtaining various certifications and designations.</p>	<p>Education Department</p>	<p>Q1</p>		<p>Establish metrics on each component to ensure ROI and effectiveness of campaigns.</p>	<p>Ongoing: KRI launched its monthly education newsletter in July 2024, which promotes all scheduled in-person and webinar offerings, provides scholarship updates, and shares general education information. The newsletter also includes relevant industry content such as case studies from ARELLO, regulatory updates from KREC, and other timely information important to licensees. To strengthen KRI's overall marketing strategy, a marketing task force was created to support outreach and visibility efforts. We have also launched a Google AdWords campaign to increase traffic and awareness of KRI's online courses and brand presence. Additionally, KRI is working closely with Rob to develop a comprehensive marketing plan focused on content creation, targeted advertising, and reinforcing KRI's position as the premier provider of real estate education in Kentucky. Social media strategies are also being enhanced to promote individual courses, share student success stories, and increase engagement with both members and the public.</p>
<p>Create an annual Education Promotion Calendar which highlights various educational offerings throughout the year and promotes different courses each month.</p>		<p>Monthly</p>			<p>Ongoing: KRI's website is continuously updated to reflect current educational offerings across all formats, ensuring members have access to the most up-to-date course opportunities. To support easier access and navigation, KRI has transitioned to the LearnUpon platform, which now serves as a centralized hub for students to view course calendars, track their progress, download certificates, and access other educational resources in one place. These efforts contribute to a consistent promotional rhythm and lay the groundwork for a fully developed annual Education Promotion Calendar that highlights and rotates course offerings throughout the year.</p>
<p>Promote the importance of various national designations and certifications, including C2EX, CRS, CRB, RLI, At Home with Diversity, Code of Ethics, etc.</p>					<p>Completed. All NAR designation and certification, as well as certificate opportunities with the importance of those offerings listed on KRI website. Promotion of C2EX in the Broker Summit Booklets, KRI website, and as a GRI Elective. KRI partnered with NAR to offer the two day ABR course free to members for CE,PLE, and Broker education hours. AHWD will be held on May 19th via zoom.</p>
<p>1.3 - Establish annual goals on the number of Kentucky REALTORS® earning and obtaining designations and certifications annually. Determine courses and designations to be included in measurement. Increase to: → XX% in 2023 → XX% in 2024 → XX% in 2025</p>	<p>Education PAG</p>	<p>Q1</p>		<p>Designation and certification goals should be established within the 1st Quarter of 2023.</p>	
<p>1.4 - Encourage all members of the BOD to complete C2EX, At Home with Diversity, Fairhaven and COE as outlined below: → 50% in 2023 → 75% in 2024 → 100% in 2025</p>	<p>Josh/President</p>			<p>Track total number of BOD participation quarterly.</p>	
<p>1.5 - Hold mock COE reviews to demonstrate the importance of accountability in our profession.</p>	<p>Education Department</p>	<p>Q3 2023</p>		<p>Quantify past COE violations/complaints compared to those post-implementation of mock COE reviews.</p>	<p>Completed. 187 KYR Members completed Professional Standards Training and mediation/ombudsman training this spring. The groups demonstrated mock scenarios reviewing top COE violations. Three in-person sessions and 1 webinar session were held for professional standards, and mediation and ombudsman training were held in person. All were taught by Stephanie Walker. Four Professional Standards sessions and a mediation/ombudsman training were all held throughout the state during Q1 of 2025. This year's training brought over 200 members. Training was held with Stephanie Walker</p>

1.6 - Develop a REALTOR® Safety campaign to promote the importance of awareness and having systems in place for your office, staff, and agents.	Josh, Suzanne, Safety Committee	Q2 2023			
Hold REALTOR® Safety trainings each quarter.	Josh & Suzanne	Q2 2023			
Diversity, Equity, and Inclusion					
Kentucky REALTORS® recognizes the work the National Association of REALTORS® (NAR) is doing in the area of diversity, equity, and inclusion. As a partner with the national association, Kentucky REALTORS® will work to incorporate the NAR DEI Strategic Plan into our work as a state association with the goal of creating an association where all members are valued, recognized, and engaged in our work within the Commonwealth.					