

	LEARN <i>To provide educational programs and forums to learn and share knowledge.</i>	CONNECT <i>Provide forums to network with peers and thought leaders in social and professional environments.</i>	GROW <i>Offer opportunities to grow personally and professionally.</i>	LEAD <i>Provide a provocative voice to lead our profession beyond “bricks and mortar “ toward focus on the future of the organization.</i>
Always	<ul style="list-style-type: none"> • Monthly Chapter meetings • Access to learning programs • Support CRE Forums and small group roundtable knowledge share • Web-accessible content • Podcasts • Newsletters • Peer-to-peer exchanges • Global Summit Attendance 	<ul style="list-style-type: none"> • Geographic Reach – Local Programs <ul style="list-style-type: none"> ○ Bay Area ○ Sacramento • Special events <ul style="list-style-type: none"> ○ CRE Honorees ○ Golf ○ Holiday party ○ CRE Alumni ○ Sponsor Appreciation ○ VIP Events ○ Day on the Bay • SIGS <ul style="list-style-type: none"> ○ Corporate RE ○ IT/Technology ○ University Outreach Research Program ○ Social Media ○ End User 	<ul style="list-style-type: none"> • Grow leadership skills through Chapter engagement <ul style="list-style-type: none"> ○ Volunteer opportunities ○ Operating committees ○ Chapter leadership ○ Speaking/presentations • Community engagement <ul style="list-style-type: none"> ○ Summit projects ○ CoreNet Apprentice Program ○ Community projects • Member surveys • New member orientation events • Website tools • Mentor/Mentee Program 	<ul style="list-style-type: none"> • Equity, Inclusion & Belonging • Membership recruitment and retention • Industry Integration • Student Advocacy (CAP Interns) • EU and SP Alignment • Cross Industry enrichment (Corp., Health Care, Life Sciences, Education, Govt.) • Media Education
Expand	<ul style="list-style-type: none"> • Affiliate with Universities • Newsletter • Develop original content 	<ul style="list-style-type: none"> • Online technology: virtual platforms and video • Volunteer appreciation • Other industry Association outreach • Increase Global CoreNet connections • Podcasts, Social 	<ul style="list-style-type: none"> • Social Media Networks • Website tools • Targeted outreach to “missing” end-user companies • Mentor sponsors • Attract early-in-career 	<ul style="list-style-type: none"> • Digital media • Increase membership by 10% • Volunteer recruitment • Young Leader/End User recruitment • Data Analytics
Aspire	<ul style="list-style-type: none"> • Webinars • Push meaningful content to CNG Global, other chapters • Affiliate with other industry groups like (IFMA, AFE, BOMA, SHRM, AIA, ISPE) 	<ul style="list-style-type: none"> • Interest centered communities and SIGS (small programs) • Connect with other CoreNet Chapters – West Coast, NY, Chicago, etc • Increase connection to members in post-COVID environment 	<ul style="list-style-type: none"> • Social Media Networks (Twitter, Instagram, Linked-In) 	<ul style="list-style-type: none"> • Public Policy Influence • Thought Leadership • CoreNet Global Awards (e.g. Chapter YL of/Year, RE of/year, Distinguished Leader of/year)