

Provide context around the distinguishing characteristics and challenges in your chapter (max 200 words)

## 1. Aligned and Integrated

The Midwest Chapter is aligned with the Strategic Goals of CoreNet Global and acts as ‘CoreNet on the local level’ in all respects. Committees are fully integrated—working together to achieve goals and support common missions.

## 2. Hard Stuff and Soft Stuff

**By ‘Hard Stuff,’ we mean that financials and operations are solid.**

- Financial reporting carried out according to generally accepted accounting principles.
- Annual Board training and on-boarding.
- Cadence of Board meetings and reporting procedures.
- Succession planning within committees and on the Board.
- Deep bench on committees, cross-training, shared best practices.

**By ‘Soft Stuff,’ we mean that morale is good, committees are engaged, the Board is energized and the Karma is good.**

## 3. Career Lifecycle Strategies

We promote a career lifecycle strategy that connects students to Young Leaders and Young Leaders to mid-and-advanced career professionals. With CoreNet resources, we offer a sustainable value stream for members to thrive in corporate real estate.

### Challenges

The challenges we face are those of a volunteer-driven professional organization: Volunteer time, competing demands, delivering events and raising funds. We promote CoreNet intellectual assets and brand to differentiate from other organizations—to be the go-to place for Corporate Real Estate.



# Membership

Chapter developed and executed successful member recruitment and retention campaign; demonstrated growth in membership within FY18 (Apr 1, 2017 – March 31, 2018). (Max 400 words) 25 points

Our chapter is focused on creating an **engaged, balanced, committed, vibrant membership**—supported over the lifecycle of their careers. While our membership has grown to 171 people, our active mailing list is 750 people—meaning that our community of influence is growing.



**Growing:** Midwest chapter membership has increased by 25% over the past 5 years and continues to trend in growth mode. The Young Leader group grew 11% last year and by 131% since 2014.



**Balanced:** A healthy membership is balanced—balanced by age, gender and membership type. Our ratio of female to male members is approaching parity—almost 42% of our members are women. Young leaders are approaching 20% of our membership.



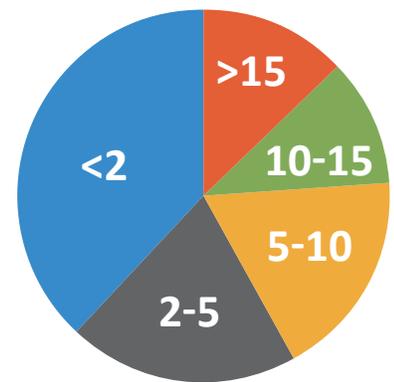
**Committed:** One half of the Chapter Board have been members since Year 1 of CoreNet. 44 persons have been members for more than 10 years and 24 for more than 15 years. Our retention rate in 2017-2018 was almost 70%.



**Engaged:** 33% of our members participate in committees. The eight committees offer abundant opportunity to support the chapter and for members to engage in areas of personal interest.

## CHAPTER MEMBERS

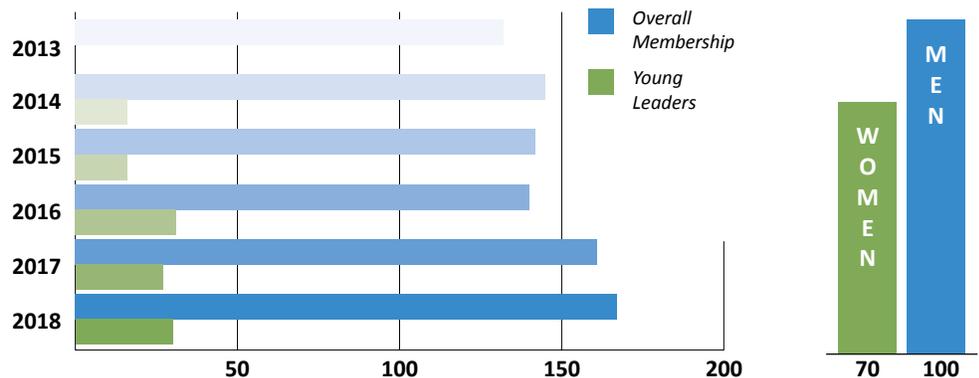
Length of time as members



### Career Lifecycle Membership:

- Working at the University level to increase student involvement and connect students to the chapter. Two Minnesota Universities are using CoreNet's *Principles of Corporate Real Estate* in their curriculum.
- Thriving Young Leader Community that meets regularly and hosts events.
- Mentorship program with 21 Young Leaders and Experienced Professionals.
- Members encouraged to get involved in leadership development through committees, board leadership, speaking at events, and professional development at the chapter and global level.

## MEMBER TYPE



### Our membership recruitment and retention is focused on:

- Value to members, engagement of members, diversity of membership.
- Sustainable Career Lifecycle—engagement of members over their career cycle from university outreach to Young Leaders, End-Users, Service Providers and Economic Developer partners.

### Value Delivery

- Quality programs: education, networking and engagement.
- Energetic professional development initiatives.
- Alignment with CoreNet Global mission and strategy.
- CoreNet Global on the local level.

# Value Proposition

Chapter demonstrated active engagement amongst local members in chapter offerings; provided a strong local framework for corporate real estate education and networking; value communicated to members and future members consistently. (Max 400 words) 25 points

We have achieved active local engagement, a strong educational and networking platform and consistently deliver value to members and future members.

**1 Active member engagement:** With one-third of our membership active on eight committees we have powerful local engagement. Each committee has a monthly cadence of meetings, meaningful roles, a succession plan, clear expectations and strong communication.

Committees	Participation	Role
Community Outreach	7	Community Outreach + Civic Responsibility
Marketing + Communication	3	Social Media + Communication
Membership	6	Membership Recruitment and Retention, our HR Department
Professional Development	6	Education, Career Development, Professional Skills, Promote MCR and QPCR, Mentors
Programs	20	Education, Networking, Monthly Programs, Recognition
Sponsorship	6	Chapter Revenue, Sponsor Appreciation
University Relations	3	Connection to Universities, CRE Career Advocacy   Classroom-to-Career
Young Leaders:	5	Networking, Programs, Mentoring

### Key Engagement Metrics

- Community Outreach Participants: 25 (Feed My Starving Children, Second Harvest, Thanksgiving meal service at YouthLink)
- FY 2017 Financial Impact: \$4,500 contributions—a chapter record
- Twitter Followers: 116, up almost 57% in one year; LinkedIn Followers: 30 followers

**2 Strong local framework for corporate real estate education and networking:** The eight committees in the matrix are a strong local platform for real estate education and networking. Here are some of the outcomes of their work:

#### Professional Development

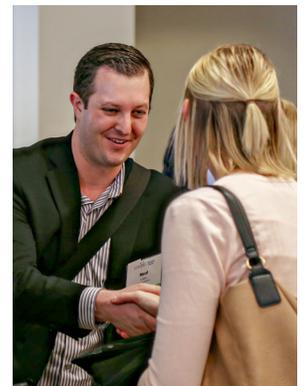
- Hosted MCR class with more than 20 participants, highly-rated
- Three End-User events
- Two Career Development classes
- Mentoring | 21 people in program

#### University Outreach | Young Leaders Collaboration

- Designated ambassadors at three universities—University of Saint Thomas, University of Minnesota, Saint Cloud State University
- University Relations Board Member
- CoreNet Publication *Principles of Corporate Real Estate* is used in the University of Saint Thomas curriculum
- Young Leaders outreach to Student Real Estate Club | Classroom-to-Career + future promotion of QPCR

#### Programs:

- Monthly educational programs with Real Estate CEUs, networking and tours of End User sites
- Focus on professional skills: Site selection, Trends in Corporate Real Estate and real estate metrics
- Focus on Human Skills: Nationally-recognized story-teller Kevin Kling
- Every program has a networking component, and there are special networking sessions for sub-groups, Young Leaders and End Users



**3 Value communicated to members and future members consistently:** Our value is communicated to members and stakeholders through a robust communications platform via all electronic social media—e-mail, Linked-in, Twitter and Facebook.

Every month, in person, we stress the value of membership, programs and our activities and member engagement. Our human network of Board members and Committee members are ambassadors who constantly reinforce the value of CoreNet and opportunities for engagement.

#### Financial Resources to Deliver on Mission.

With 54 sponsors and an increase of 8% to a record \$85,000 in the current year, we have the capacity to support mission. While we have a record six-figure reserve fund, we spend our financial resources to deliver member value and drive future growth.

# Innovative Programming

Chapter implemented a program menu that was innovative in both content and delivery to its members and future members. (Max 400 words) 25 points

The Program Committee has been on a mission to improve member value and participation, particularly with End Users. We are a strategic partner with all other committees. The committee’s role is to build member engagement and value.

### Five Priorities:

1. A well-rounded offering of program topics
2. Support professional licensing requirements for the real estate community through CEUs
3. Consistent forum for networking and new member attraction with monthly programs
4. Celebrate regional innovation and impact within the corporate real estate community
5. Continuous feedback via a monthly survey

### Program Success Demonstrated by Metrics and Surveys:

- Rising attendance
- 17% increase in overall participation
- 16% increase in End User attendance
- 1st Annual Chapter Awards Gala—aligned with CoreNet Awards program
- Topic relevance stems from diverse voices of Program Committee members within Corporate Real Estate

CoreNet Global Focus Area	Chapter Program Alignment
Technology and the IoT— Two programs	Transformative trends in corporate real estate: Wellness, workplace & smart cities, Technology & the employee experience
Risk Mitigation	The art of metrics
Cyber Security	Data center site selection best practices
Environment, Energy and Sustainability	Your future commute
Corporate Social Responsibility	East Town development story
The Global Economy	The gig economy
People, Talent, Well-being	The power of story-telling
The Future of Cities	Challenges and opportunities of developing a new downtown office building

Results	Metrics
11	Programs offered—Consistent forum for networking
5	Eligible for Real Estate CEU Credits
4.4 / 5	Relevance of topics discussed
4.3 / 5	Average program ratings
4.1 / 5	Value of programs in professional development
76%	Would recommend programs to others
80%	Feel the content has professional applicability

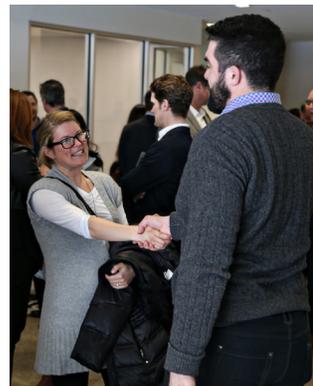
## Testimonials

“Kevin’s explanation of how he uses stories to give meaningful messages. This is a concept that anyone can use daily.”

“Metrics about value to the End User. Context of how the electronic I-office works for employee engagement, attraction, retention.”

“A new topic that many had limited knowledge in. The facts that CBRE provided was news to me.”

“Great to see new spaces and the thought processes from the End Users themselves.”



# Alignment

Chapter demonstrated a strong alignment with CoreNet Global’s Strategic Plan through actions taken at the local level. *(Max 400 words) 25 points*

CoreNet Strategic Plan Goals	Midwest Chapter Alignment
<p><b>CoreNet Global is considered a local organization no matter where you go in the world.</b></p>	<ul style="list-style-type: none"> <li>• Serving as visible presence for CoreNet</li> <li>• Acting as a platform for CoreNet Professional Development programs               <ul style="list-style-type: none"> <li>• MCR Class in September 2017</li> </ul> </li> <li>• Active participation in the University Ambassador program with three university partners</li> <li>• Link to education with statements via Saint Thomas/curriculum</li> <li>• Awards program that aligns with the global awards program</li> <li>• Connecting with the Community via out Community Outreach Committee</li> </ul>
<p><b>CoreNet Global has the resources to produce intellectual property where there is demand on a local and global scale.</b></p>	<ul style="list-style-type: none"> <li>• Tailor programming to the local needs that aligns with Global’s mission</li> <li>• Focus on professional skills and human skills</li> <li>• Bring CoreNet research</li> <li>• MCR Class delivered locally</li> </ul>
<p><b>CoreNet Global professional designations are the standard by which all corporate real estate hiring decisions are made.</b></p>	<ul style="list-style-type: none"> <li>• Working with senior level CRE executives</li> <li>• Supporting and promoting MCR certification</li> <li>• Promoting MCR participation with attendee MCR ribbons at chapter events and public acknowledgment of MCR certificate completion</li> <li>• Began promoting QPCR designation local program in February, the Professional Development Committee and the Young Leaders Committee</li> </ul>
<p><b>CoreNet Global is a critical, neutral hub for corporate real estate knowledge, networking and professional development.</b></p>	<ul style="list-style-type: none"> <li>• Networking is part of our DNA—monthly events, Young Leaders networking, Committee networking</li> <li>• Professional Development: Mentoring, Education, End User Engagement and Career Skills Development</li> <li>• Programming</li> </ul>
<p><b>CoreNet Global leads the evolution and maturity of the practice of corporate real estate and becomes the pipeline for future trained, networked and credentialed talent.</b></p>	<ul style="list-style-type: none"> <li>• Supporting the career lifecycle starting with students, the University Ambassador program, Young Leaders, mentors and mentees; members (with programming/credentials), mentors/committee/board leaders.</li> </ul>
<p><b>CoreNet Global broadens the reach and influence of corporate real estate practitioners within corporations.</b></p>	<ul style="list-style-type: none"> <li>• Providing value to senior corporate End User members and their staff; encouraging senior leaders to sponsor Young Leader members</li> <li>• Training to End Users and Service Providers so that they can provide value to corporations in our chapter</li> <li>• End Users make up 25% of our chapter membership, bringing influence within their corporate organizations</li> </ul>