

Missouri REALTORS® Leadership Academy

Class Project History 2004-2025

2004 – The New Member Task Force. The class's goal was to recruit new members for attendance at Capitol Conference, and to establish a task force that would meet at Missouri REALTORS® state meetings to develop improved methods for attracting the participation of newer members. The class was responsible for the attendance of approximately 20 new members to the 2005 Capitol Conference. The class also set up a booth in the 2004 Convention exhibit hall to recruit members for the task force, which met three times during 2005.

2005 – New Director Welcome. This project was designed to welcome and inform new state directors. The class hosted a wine and cheese reception and a welcome table for new directors at the January 2006 Missouri REALTORS® meeting. A CD was produced to provide information about Missouri REALTORS® and its committees. CD updates have been done, and it used at state New Director Orientations. Each local Board received a free copy. The Welcome table continued throughout 2006.

2006 – The REALTOR® License Plate. The class designed a specialty plate for Missouri REALTORS® and navigated the DOR application process. Complications at the DOR that had nothing to do with the REALTOR® plate put the project on hold for almost two years. It is now available for members.

2007 – MARspace. This was an online message board for Missouri REALTORS® members. It was conceived so that members could freely discuss such issues as staging, open houses and many other subjects that do not have legal implications. It is no longer active.

2008 – The Political Outreach Program (POP). This project was designed to educate Missouri REALTORS® members about the protocols of the legislative process and to enhance skills necessary to become effective advocates at the state and local levels. The sessions, which were held at each of the four 2009 Missouri REALTORS® business conferences, were particularly helpful for members considering a run for local or state office. The program continued under the auspices of Missouri REALTORS® Governmental Affairs office.

2009 – Missouri REALTORS® Web Site Enhancement Project. The class determined that members wanted a more enhanced, visually appealing, and user-friendly Missouri REALTORS® web site. They enlisted the help of John Mayfield, a member and Missouri REALTORS® instructor, for assistance with the technical possibilities. They then divided into geographic sub-groups and met in person or by webinar, each group dealing with a different aspect of the project.

2010 – Member Involvement Program (MIP). The class developed a model for the development of local Leadership Academies. Part of the model included a mandatory visit to either the Capitol Conference or a Missouri REALTORS® Business Conference. The goal was to help provide training for potential local leaders and to encourage the participation of those potential leaders in Missouri REALTORS® activities. The intention was that they could become state leaders.

2011 – Commemoration of the 100 Year Anniversary of the Code of Ethics. The class wanted to raise awareness of the value of REALTORS® by commemorating the 100 Year Anniversary of the REALTOR® Code of Ethics.

- Educate REALTORS® on the Code
- Emphasize the importance of the Code to our business
- Engage our membership in promoting the value of the Code to our public

Their project has been presented to NAR during the Professional Standards Forum as well as at NAR Training. The class came up with resources and an approved logo that has been shared with NAR and can be used by locals/other states. Postage stamps designed by the class were sold in 2013.

2012 – Pathways to Professionalism. The class developed a presentation designed to help REALTORS® understand the various designations available to them and the benefits of pursuing professional development in building business. The presentation was to be saved onto flash drives for distribution to Local Boards/Associations.

2013 – Defending the American Dream Decals. The class designed static cling decals that REALTORS® could purchase to display on their vehicles or office windows to let the public know that REALTORS® defend the American Dream of homeownership. A secondary goal of the project was to increase the participation rate among Missouri REALTORS® in investing in RPAC. The class obtained a grant from NAR to cover the cost of producing the decals and promotional materials. Money raised from sales of the clings benefited Missouri RPAC.

2014 – Leadership Academy Scholarship Fund. Out of a desire to see more members be motivated to apply and have the opportunity to participate in Leadership Academy, the class began a scholarship fund by each contributing \$100. They hosted an alumni event during the Missouri REALTORS® September Business Conference and reached out to Leadership Academy alumnae in order to raise enough money to fund 2 scholarships for the 2015-2016 class. This fund was later named the Vicki Christensen Leadership Academy Scholarship Fund in 2021, in honor of the late Vicki Christensen, who was instrumental in establishing Missouri REALTORS® Leadership Academy.

2015 – Missouri REALTORS® Certified Leader. The class created this certification with the purpose being to continue to promote the Leadership Academy program and its benefits to Missouri REALTORS® membership as well as add value to the marketing of those who have attained the certification, which are Leadership Academy alumni. There is a one-time \$100 application fee for the certification and all proceeds benefit the Leadership Academy Scholarship Fund, which was the 2014 class project. The class hosted an alumni event during the September Business Conference and reached out to alumni in order to collect certification applications. Certified Leaders receive a certificate and lapel pin.

2016 – Missouri REALTORS® Leadership Academy Apparel. The class created Leadership Academy branded apparel items to increase awareness of the program, while raising funds for future members to participate in Leadership Academy. The class designed two apparel items, available for Leadership Academy alumni to purchase. The items are a black, long-sleeve, pull-over and a red polo. Both items have the Missouri REALTORS® Leadership Academy logo and hashtag #BestClassEver. All proceeds benefit the Leadership Academy Scholarship Fund, which was the 2014 class project. The class hosted an alumni event during the September Business Conference and reached out to alumni in order to sell the apparel items. These apparel items are still available for alumni to purchase.

2017 – Missouri REALTORS® Legacy Tree. The purpose of this project is to give recognition to Missouri REALTORS® leaders and members {past, present & future}, encourage tributes to past leaders, provide visible recognition of members in the associations headquarter building, and serve as an investment to future leaders of Missouri REALTORS®. This hand-crafted metal tree is on display at Missouri REALTORS® headquarter building in Columbia. The tree holds 300 leaves of which the class sold for \$100 each. Purchasers of the leaf can customize three lines of text on each leaf. All funds raised are to be split evenly between the Missouri REALTORS® Leadership Academy Scholarship Fund and the Missouri REALTORS® Educational Foundation.

2018 – Reality of the REALTOR® Dream short story book. This book is comprised of short stories from REALTORS® that are meant to inspire, encourage, and motivate. The cost of each book was \$10. All funds raised from the sale of the book went directly to the Missouri REALTORS® Relief Foundation. These books sold out!

2019 – Leadership Academy Alumni Retreat & Missouri REALTORS® Socks. The class decided they wanted to host a Leadership Academy Alumni Retreat. In order to fund this retreat and make it as affordable as possible for alumni, the class created and sold Missouri REALTORS® branded socks. All profits from the socks

went towards retreat expenses – speakers, meals, activities, etc. The first-ever Leadership Academy Alumni Retreat was held January 28-29, 2020.

2020 – Leadership Academy Alumni Fund & Missouri That’s Who We R T-Shirt. The class wanted to find a way to fund Leadership Academy alumni involvement within the Leadership Academy program as well as within the association. So, they created the Leadership Academy Alumni Fund. This fund will help pay for Leadership Academy alumni events and activities, alumni travel to Leadership Academy retreats and more. To have a large initial deposit for the fund, they created a Missouri That’s Who We R t-shirt to sell. All profits from the shirts went directly to the Leadership Academy Alumni Fund. The class sold nearly 1,000 shirts!

2021 – Missouri REALTORS® Consumer Video Campaign. The intent of this campaign was to help consumers in Missouri understand that REALTORS®, specifically Missouri REALTORS® are real estate experts in their local communities, who abide by NAR’s Code of Ethics and fight for real estate dreams and property rights. The campaign capitalized on Missouri REALTORS® tagline, *Dedicated to the American Dream* and that Missouri REALTORS® are ‘*Here For You.*’ The class created two videos to share on social media and use for YouTube retargeting ads.

2022 – Missouri REALTORS® Activity/Coloring Book. This book is comprised of coloring and activity pages showcasing Missouri – and uses the Missouri REALTORS® brand. The cost of each book is \$5, or 5 books for \$20. All funds raised from the sale of the book go directly to the Missouri REALTORS® Relief Foundation.

2023 – Meeting Management Resources and Roberts Rules Quick Guide Card. Considering a need for better meeting management resources for committee chairs as well as local leaders, the class developed a Meeting Management webpage on Missouri REALTORS® website with various tools and resources for running a more successful meeting. This includes a Roberts Rules quick guide card and mock meeting video. The other piece to this project is a Missouri REALTORS® Business Conference highlight video showcasing the meeting experience and what members can expect by attending a business conference.

2024 – The Value of Using a REALTOR® Video. The class wanted to highlight and showcase everything a REALTOR® guides a consumer through during a real estate transaction – the *value* of using a REALTOR®. They created a commercial-style video using talent from within. The video can be branded by an individual member, local board/association, or office. The video positions the Missouri REALTORS® brand. The video is available for download on Missouri REALTORS® consumer resources webpage.

2025 – Website chatbot ‘Mo’. *Do you know Mo?* The class identified a critical need to improve member navigation and access to information on missourirealtor.org. Through internal testing and collaboration with Missouri REALTORS® staff, the class launched an AI-powered chatbot named Mo - designed to deliver personalized, real-time support by combining conversational search, community-driven insights, and smart automation.