

Chapter Public Relations Committee

Up to 25 hours of Appraisal Institute continuing education (CE) credit may be earned for service to the Appraisal Institute. Please refer to Regulation No. 10: Continuing Education for more details.

This committee reaches out to the media to publicize the activities and programs of the Chapter. The committee works with the Chapter Board members, some Chapter Project Teams, Government Relations Committee, and other committees in an effort to promote our members, the profession, seminars, courses, conferences, and other activities of the Chapter.

The PR committee creates publicity that will bring widespread community recognition through activities, such as, speaking engagements before business, civic, social, and education groups. Establishing media contacts (press, radio, television), to promote Chapter special events, member accomplishments, and various other announcements, is also an important committee goal.

Reporting

The Chapter Public Relations Committee shall report to the Chapter Board of Directors.

Composition

If provided for in the Chapter Bylaws, the Chapter Public Relations Committee shall consist of:

- A Chair, and;
- A minimum of two (2) other members who shall be appointed by the Chapter President with the approval of the Chapter Board of Directors.

*The Chair shall be appointed to serve a one (1) year term. The other members shall be appointed to serve three (3) year staggered terms and shall not be eligible to serve consecutive terms.

Duties

The duties of the Chapter Public Relations Committee shall be to publicize the activities and programs of the Chapter and to promote attendance at Chapter meetings and educational events.

Diversity

It is the goal of the Appraisal Institute to foster a corporate culture that so thoroughly embraces diversity that it no longer needs a diversity committee or diversity initiative; diversity is integral to every aspect of the Appraisal Institute.

The Appraisal Institute is committed to being an organization that encourages and supports the perspectives and talents of every individual and embraces all people interested in pursuing a professional appraisal career, enabling all to contribute at their highest potential. Diversity also includes political and opposing opinions. The Committee Chair should make sure the committee members with differing opinions are free to express their opinions during meetings.

Chapter Public Relations Committee Chair

Minimum Qualifications

- Be a Designated Member or Candidate of the Chapter in good standing
- Continuing education is complete
- Have not been subject to a publishable disciplinary action by the Appraisal Institute within the five (5) years prior to election or appointment
- E-mail address and Web access

Desirable Qualifications

- Knowledgeable about designation requirements
- Possess good communication skills and in depth knowledge of the real estate appraisal profession
- Previous experience in marketing and communications
- Currently have media contacts or the ability to make those contacts (press, radio, t.v.)

Chapter Public Relations Committee Member

Minimum Qualifications

- Be a Designated Member or Candidate of the Chapter in good standing
- Continuing education is complete
- Have not been subject to a publishable disciplinary action by the Appraisal Institute within the five (5) years prior to election or appointment
- E-mail address and Web access

Desirable Qualifications

- Knowledgeable about designation requirements
- Possess good communication skills and in depth knowledge of the real estate appraisal profession
- Previous experience in marketing and communications
- Currently have media contacts or the ability to make those contacts (press, radio, t.v.)