




RICS | the mark of property professionalism worldwide | Americas

RICS Americas Volunteer Orientation

September 9, 2010



RICS | the mark of property professionalism worldwide | Americas

AGENDA

- RICS Americas
- Chapters
- Councils
- Content/Communications
- Candidates
- Charity


WHAT WE DO OUR MISSION


Since its establishment in 1868, RICS has helped **set, maintain and regulate standards** – as well as provide impartial advice to governments and policymakers.

- Maintain **high standards** of education, training
- Protect consumers through strict regulation of **ethics** and standards
- **Advise global organizations** and governments
- Publish **market information** and research

WHAT WE DO OUR OBJECTIVES

- Develop our **Membership**
- **Communicate** and influence
- Deliver Professional **Knowledge**
- Maintain and Promote **Standards**
- Run an effective operation





RICS represents over **100,000 qualified professionals** in more than 146 countries who hold one of three credentials:


MRICS Member of RICS

FRICS Fellow of RICS

AssocRICS Associate of RICS

There are over 2,300 credentialed Americas members in 28 countries, spanning from Alaska to Argentina. An additional 1,300 are RICS **Trainee** or **Student** members.

Our members (**including you!**) demonstrate the highest standards of education, professional training and ethical conduct.

 Americas

WHAT WE DO RICS AMERICAS


PEOPLE
Representatives across the United States, Canada, Latin America and almost every Caribbean island.

PROFESSIONS
Seventeen diverse **professional groups** ranging from residential to rural; building control and project management


Most RICS Americas members are focused on:

- Construction/ Quantity Surveying
- Valuation
- Commercial Property


www.rics.org/professionalgroups

 the mark of property professionalism worldwide | Americas


RICS Americas is one of seven RICS World Regions. We support the membership with offices and staff in **40 of the world's major property centers**.



1. London (UK)
2. Brussels (Europe)
3. New York (Americas)
4. Hong Kong (Asia)
5. Dubai (Middle East Africa)
6. Sydney (Oceania)
7. Delhi (India)

 the mark of property professionalism worldwide | Americas

RICS CHAPTERS




The local chapters' focus is educating members and friends on the impact of global issues at the local level.

 **RICS** the mark of property professionalism worldwide

Current Local Chapters



USA	Canada
Atlanta/Southeast	Prairies/Calgary
Boston/New England	Ontario/Toronto
Chicago/Midwest	British Columbia/Vancouver
Denver/Rocky Mountain	Quebec/Atlantic
Texas/South Central	Caribbean
Los Angeles/Southern California	Barbados
Miami, Orlando/Florida	Cayman Islands
New York, NJ/Tri-State	Jamaica
Phoenix/Southwest	Trinidad and Tobago
San Francisco/Northern California	Bermuda
Seattle, Portland/Northwest	
Washington DC/Mid-Atlantic	

 **RICS** the mark of property professionalism worldwide

Chapter Successes: 2010 Summary

- Over 15 active Chapters in the US, Canada and Caribbean
- ~120 members involved in Chapter Leadership
- Over 35 social/networking events in 15+ cities throughout the US, Canada and Bermuda
- Twelve professional development/educational events
- LinkedIn subgroups created for each North American Chapter to serve as a discussion forum for Chapter planning, local events, membership, and much more

www.ricsamericas.org/chapters



Chapter Committees

Events Committee

- Responsible for working with the Chapter Board, key members and staff to identify professional development topics and speakers relevant to membership interests
- Identify potential venues for each event and work with RICS staff to secure the venue
- Coordinate meeting logistics and work with RICS staff to promote events

Social/Networking Committee

- Responsible for creating social/networking opportunities for members and friends
- Select and secure a date, time, venue and cost option for the social event

Sponsorship Committee

- Work with the Events Leader and staff to identify potential sponsors and define mutually beneficial opportunities



RICS EVENTS



We regularly offer “Sneak Peek” site tours, bringing members and friends to exciting new venues.

More event details available at:
www.ricsamericas.org/events



Chapter Committees

Partnership Committee

- Be the principal liaison to local partners (i.e. other professional associations, universities and key employers) for the purposes of membership development, event promotion and attendance, RICS brand recognition, etc.
- Establish joint events, or use of partner venue for events
- Attend local events hosted by current and potential Chapter partners
- Work with the Events staff to identify potential sponsors for national and international conferences; media and web



Connections: Partnerships

Universities

- Make contact with official RICS accredited programs
- Consider contact with other university programs

Professional Associations

- Review member list for existing links
- Consider joint events; sending RICS rep to their meetings

Employers

- Review member list for existing links and top numbers
- Consider scheduling call or meeting with strategic links

Government Organizations

- Assist RICS members in gaining recognition for their RICS letters

UNIVERSITY PARTNERSHIP




University partnerships provide intellectual spark and help us stay connected with local chapters.
www.ricscourses.org

NATIONAL ASSOCIATIONS AND SOCIETIES



AACE, AI, AIC, ARES, BABA,
CCIM, CIQS, CRE, CREW, FIABCI,
Lambda Alpha, NAR, SIOR and
others...

 **RICS** | the mark of property professionalism worldwide | Americas

RICS COUNCILS

Through education, public events and government lobbying, Councils will highlight:

Professionalism: adherence and promotion of ethic standards to businesses and communities.

Accuracy and Consistency: establishment and maintenance of universally-recognized standards based on accurate and thorough assessment processes

Education: a unified, progressive profession must continue to train its current members and to attract and prepare its future members.

 **RICS** | the mark of property professionalism worldwide | Americas

CONSTRUCTION MARKETS VALUATION COUNCILS

Key Objectives

- Serve the public and clients through representing and coordinating the relevant disciplines and positioning their roles and services.
- Provide leadership and a unified public voice in responding to important council-specific issues.
- Educate professionals and future professionals in standards and best technical practices, using established accrediting programs and expanding upon academic resources.
- Develop and enforce member allegiance to technical principles and standards through peer review and continuing education.
- Provide and develop enhanced strategies for business development and networking opportunities for members.
- Advocate collaborative coordination among relevant industry groups.

www.ricsamericas.org/councils



CONTENT & COMMUNICATIONS












RICS market reports are increasingly global and receive international coverage.



Content/Communication


- Property World
- RICS Business -> Modus
- Podcasts
- RICS 'Briefs'
- Member Profiles
- Event speaker/moderator
- Articles for our website & eNews
- Editorial Board
- Media spokesperson



Construction Briefs
strategies and intelligence for construction professionals

With 2010 Richmond Olympic Oval Success, BTY Group Proves Value of Ongoing Cost and Project Management

The eyes of the world are on Vancouver, host of the 2010 Olympic and Paralympic Games. The athletes may be the stars, but the facilities, infrastructure and landscape of British Columbia, Canada, are also on display and under scrutiny, both for how they play host and for the long-term impact the Games will have on the region.



In 2002, the Vancouver 2010 Bid Committee selected BTY Group to develop capital cost estimates, schedules and cash flows for the proposed venue development contained in Vancouver's bid to host the Games. BTY's prior experience providing such services for major international sports competitions included preparations for the 1988 Winter Olympics in Calgary and the 1994 Commonwealth Games in Victoria.

Richmond Olympic Oval - speed skating home for the 2010 Olympic Winter Games, Vancouver, Canada. (© Cannon Design/City of Richmond)

Since Vancouver won the bid for the 2010 Games, BTY Group has played an integral part of the lead-up by providing a range of services including due diligence, valuing, planning, and multiple cost management and monitoring services on a total of seven Olympic facilities and venues, besides the Richmond Olympic Oval, the speed skating arena in the City of Richmond.



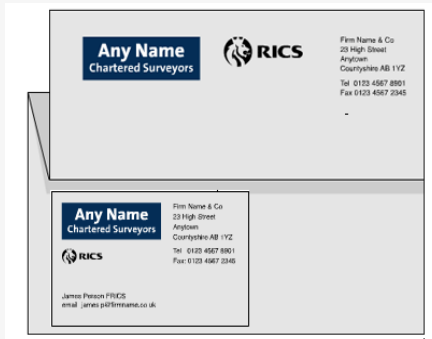
Content/Communication

Public Relations Committee (Chapter Level)

- Be point-of-contact with RICS Marketing/Communications Team for media inquiries about Chapter activities, events and initiatives
- Help identify fellow Chapter members who are experts in various fields to contribute bylined articles, op-ed pieces, and other items to RICS and outside media
- Help RICS Marketing Team identify local media and maintain ongoing relationship with them to promote RICS activities and issues
- Assist RICS Americas staff in maintaining your Chapter's LinkedIn subgroup




Content/Communication




Include your RICS letters on your e-signature, business cards, resume, company webpage, letterhead, etc.


www.rics.org/brand



 **RICS** | the mark of property professionalism worldwide | Americas

MEMBERSHIP DEVELOPMENT



 **RICS** | the mark of property professionalism worldwide

Candidates: Membership

- **Membership Referral Program:** growing and strengthening the RICS network
 - Build relationships with membership candidates and employers
 - Marketing tools will be added to our website, soon
- **Chapter Events**
 - A great way for non-members to learn about RICS benefits firsthand
- **Membership Inquiries**
- **Mentor Candidates**
 - Individuals invited to a route to membership often have questions about professional development and 'speaking' RICS
- **Assess Candidates**



Support for Existing Members

Chapter Level

- Develop and execute programs, in conjunction with RICS Americas staff, to stimulate membership growth
 - Organize an RICS Membership table at events
 - Call prospective members to provide informal mentoring
 - Sending membership information to peers/colleagues
- Welcome new RICS members or members who have recently moved to the Chapter and update them on activities occurring in the area
- Ensure that new and current members are encouraged to assume volunteer leadership positions in the Chapter

Regional Level

- Become an RICS Fellowship Assessor reviewing the applications of MRICS who desire to upgrade to FRICS (must be an FRICS for 3+ years)



Charity



Lionheart

- Volunteers serve as a liaison with the Lionheart organization, and assist fellow members and their families experiencing difficulties such as ill-health or disability, accident, unemployment, bereavement, separation of families, difficulties in retirement or struggling with debt.
 - www.lionheart.org.uk/


Disaster Management

- Engage in advocacy work, policy development and on-site support related to significant natural disasters and humanitarian crises
 - Google 'Build Action RICS'

Sustainability


- Tree plantings...Building codes...Carbon footprints...Research
 - <http://rics.org/sustainability>



 Americas

WHAT'S NEXT?

- Consider Your Options
 - Chapters
 - Councils
 - Content/Communications
 - Candidates
 - Charity
- Contact RICS Americas
- Connect with Other Volunteers
- Contribute!

 Americas

If you're interested in volunteering, please contact...

Chapters	▪ Jana Zagorski, Development Associate	E: jzagorski@rics.org
Content/Communication	▪ Heather Shostack, Marketing Manager	E: hshostack@rics.org
Candidates/Membership; Charity	▪ Jess Horan, Development Manager	E: jhoran@rics.org
Councils	▪ Katie Bartasevich, Marketing Manager	E: kbartasevich@rics.org
Connection/Partnerships	▪ Neil Shah, Director, North America	E: nshah@rics.org
All things Canada!	▪ Lory Paterson, RICS Canada	E: lpaterson@rics.org

RICS by phone: +1 212 847 7400 RICS by email: ricsamericas@rics.org