

**VIRGINIA ASSOCIATION OF REALTORS
EDUCATION AWARDS**

2007 Outstanding Local Association Real Estate Program

This award program has been designed to recognize state and board real estate programs that address member needs and increase the quality of professionalism within the field of real estate through creative, informative, relevant and innovative programming. Programs may be ongoing or presented within during calendar year 2007.

You are encouraged to submit supporting materials (promotional brochures, cover letters, course materials, tapes, evaluation forms, etc).

YOU MUST SUBMIT YOUR NOMINATION BY JANUARY 3, 2008 TO:

**VIRGINIA ASSOCIATION OF REALTORS
10231 Telegraph Road
Glen Allen, VA 23059**

For questions, contact Lisa Noon at VAR.

Contact Name _____

Title _____

Local Association _____

Program Title _____

Address _____

City/State/Zip _____

Telephone _____

PLEASE DESCRIBE YOUR PROGRAM

1. Official title of the program you are submitting: _____

2. Who should be recognized for this program (i.e. education chair, AE) _____
3. Briefly describe your entry in 30 words or less, including its format, size, purpose, topic and audience. For example, " a series of four two-hour audio conferences for REALTORS to assist them in working more effectively with first time buyers."
4. Provide a descriptive summary of your submission that explains why this program deserves to win an award. Responses should be factual, and may be promotional in nature. The purpose is to direct the judges' attention to those aspects or elements of the program that make the program exceptional.

**YOU NEED NOT ANSWER THE FOLLOWING QUESTIONS; THESE ARE THE
CRITERIA AGAINST WHICH YOUR ENTRY WILL BE JUDGED.**

1. Needs Assessment

- a. How was the need for this program identified?
- b. How does this program address this need?
- c. How was the prospective audience determined?

2. Planning and Design

- a. List the program's objectives
- b. Describe the steps taken to design and develop the program.

3. Logistics and Production

- a. How was the program delivered to the audience? Describe educational materials, methods and resources used. Was the program innovative?

4. Budgeting and Finance

- a. What were the program's broad financial objectives (profit, break-even or subsidized service)?
- b. Provide the following in dollars:
 - 1) Projected revenue and projected expense
 - 2) Actual revenue and actual expense

5. Marketing, Promotion and Advertising

- a. Describe the marketing plan and strategies used for this program and briefly explain your rationale.
- b. List and describe the specific promotional and advertising vehicles used.
- c. What would you have done differently?

6. Evaluation

- a. What method(s) were used to evaluate the educational quality of this program?
- b. To what extent did the program achieve stated objectives? Provide documentation.
- c. What broader impact, if any, did this program have on the growth, image or performance of the association or its members.
- d. Based on the outcome of this program, describe the most significant changes you might make the next time you offer it or a similar program.
- e. Indicate number of attendees.

VIRGINIA ASSOCIATION OF REALTORS

Outstanding Local Association Real Estate Program

<u>Judging Categories</u>		
CATEGORY	MAXIMUM POINTS	POINTS AWARDED
1. Needs Assessment	10	
2. Planning and Design	25	
3. Innovativeness of Program	15	
3. Logistics and Production	10	
4. Budgeting and Finance	10	
5. Marketing, Promotion & Advertising	20	
6. Evaluation	10	
TOTAL	100	