North Dakota Association of REALTORS®

318 West Apollo Avenue – Bismarck, ND 58503-1404
Phone: 701-355-1010 or 800-279-2361 – Fax: 866-665-1011
www.ndrealtors.com   info@ndrealtors.com

Minutes
Technology Committee
January 22, 2014 – 1:15 p.m.
Bismarck, ND

Present: Ben Schroeder, Chair (by phone); Jamie McLean, Chair-Elect; Jeff Shipley, Director-In-Charge; Denise Messmer; Beth Posey and Clyde Thorne.

Absent: Dawn Lahlum, Past Chair; Todd Fettig; Kristi Hardy; Geni Holben; Guy Miller; Jared Miller and Jessie Tschakert.

Guests: Nancy Deichert (AE), Amy Hullet

Staff: Jill Beck, Nancy R. Willis and Heather Balkowitsch

President Ben Schroeder called the meeting to order (by phone), and asked Jamie McLean to stand in as Chair and run the meeting.

Welcome and introductions were made.

The committee job description as described on the agenda was reviewed.

Minutes from the June 12,2013 meeting were approved. **M/S/C**

Committee members then discussed the committee goal recommendations from the leadership retreat.

Advertising/Rule violation reporting – this suggestion was described as the advertising social media rules and what is compliant. Committee members discussed that the advertising rules are general to all advertising and not specific to social media and the need to make sure members are following state law when using new technology. Schroeder said he could send the ND Real Estate Commission rules to committee members. Committee members suggested posting on the NDAR website.

Discussed the Professional Development's goal of providing more technology education to members.   Committee discussed taking an hour at each quarterly meeting to explore different technology topics of benefit to state members.   The committee also discussed conducting a survey of members to determine if members are willing to educate other members and what types of apps are being used successfully.

Schroeder talked about Linked-In as an example of a way members could connect to share technology ideas. Also discussed was the idea of a statewide MLS, but its viability was questioned because of the differences among each local MLS. Committee members talked about "How-To Lunch and Learns" as another educational vehicle and that they have been positively received in the past.

Committee members discussed signatures through Docusign and how to verify authenticity by using certificates. In response to member questions, Jamie McLean explained that once a document is completed, there is a drop down on the far right which opens a window. Once opened you can view the certificate which authenticates the signed documents. Nancy R. Willis said that in staff's training on Convio software, NAR trainer said NAR is implementing certificates on all of its documents sent via e-mail.

Schroeder asked if there were any other goals the committee wanted to put forth. Schroeder suggested encouraging attendance at quarterly meetings and reaching out to new agents to invite them. They may have new ideas. Committee also suggested inviting agents under 30 to a lunch.

Committee established the following action steps by consensus (no quorum was present):
1. **Educate members on the use of certificates with Docusign. Agreed that it also would be helpful to re-educate members on Docusign.**

2. **Educate members on advertising rules and violations in regard to social media.**

3. **Conduct a survey of members via *Survey Monkey* to identify successful apps being used, specific social media issues and willingness of members to educate other members on technology.**

As the meeting end time was approaching and attendees had to leave to go to the next committee meeting, members agreed that they would schedule a follow-up conference call to discuss the action items, specifically to develop questions for the survey and determine a topic for the roundtable discussion ("lunch and learn") at the April quarterly meeting.

Staff asked committee members to please review the NDAR website and make any suggestions for improvements, changes or deletions. Go to www.ndrealtors.com

Staff said stated that they had been sending out Technology Tidbits to members. These are intended for sharing technology ideas and apps that would be beneficial to members. Heather Balkowitsch will now send out. Any input from the Technology Committee is appreciated.   Similarly NAR has a web page (www.repurposedapps.com) where members can engage each other, recommend and share apps that they use in their daily workflow.

Other Business
Clyde Thorne shared information about an external hard drive he is using that can serve as a hot spot to access a person's internal hard drive to access local documents. He also shared that for those who use their tablet to take notes there was information in REALTOR Magazine about a Jot Script by Adnit, which is an updated note taking software.

There being no further business the meeting was adjourned.

Respectfully submitted,

Heather Balkowitsch and Nancy R. Willis