



North Dakota Association of REALTORS®

To advocate for the success of our members in partnership with our local Associations and the National Association of REALTORS®

#### Minutes

#### Technology Committee

March 15, 2018 2:45 p.m.

Ionian Room, Holiday Inn Riverside, Minot, ND

Present: Dave Lanpher, Chair, Jamie McLean, Director Liaison, Austin Bauer, Holly Blomquist, Amber Carlton, Shane Cullen, Dewey Uhler, Leith Devier, Gary Kramlich, Chris Feickert, Jill Kjorstad, Dawid Boroski

Absent with Prior Notice: Nick Leavy, Dave Blumkin, Jane Hadley, Micah Thureen, Theresa Halvorson

Absent without Prior Notice: Daro Maattala, Kari Donner, Amanda Simard

Guests: Ben Schroeder, Amy Hullet, Scot Nething, Phil Vanyo, Marti Kaiser, John Colter, Judy Maslowski, Mitzi Bestall, Larry Louser, Todd Fettig, Emily Johnson, Lyn Dwyer, Matoya Lafontaine, Mary Splichal, Jody Danzl

Staff: Jane Marum, Jill Beck

Dave Lanpher, Chair, called the meeting to order. Welcome and introductions were made.

The Committee Purpose was reviewed.

Minutes from the January 9, 2018 meeting were approved as presented. M/S/C

#### **Task Force Updates:**

Desktop Reference Guide Task Force: Jane reported that Lorrie Nantt, Task Force Chair, is making some final changes. Jamie, Director Liaison, added that it should be ready for the website by the end of March.

Website Use Task Force: Jane reported that the group determined that the website needs to be a valuable resource in order to drive members to it. In addition, the group felt that members, especially new members, may not be aware that the site exists. The group will meet again before the June meeting to develop ways to increase member exposure to the website.

Committee suggestions to drive members to the website: 1) Promote NAR benefits such as airline and rental car discounts, 2) create testimonials on member benefits as a "teaser" to get members to access the Member Only site, 3) create a dropdown to member benefits, 4) develop a description by the Member Only icon so members know what it is and why they should go into it, 5) have a contest between offices with a prize for most members logged in, 6) send a video to members highlighting the website features, 7) explore possibility of uploading CE certificates from website

Text Platform Task Force: Chair Dave reported that the task force met twice to research text messaging platforms and are presenting Skipio and Slick Text as two options for the committee's consideration. After discussion of the features of both platforms, it was moved to recommend to the BOD an allocation of \$1800 towards an annual Skipio subscription. M/S/C

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Leadership and staff will decide what texts go out and how frequently.

**Technology Survey:** Dave, Jamie and Jane met to develop survey questions which were presented. After discussion, consensus was reached to send a survey to members as follows:

Do you want technology education? Yes or No

If Yes, choose a topic: Social media, Information flow management, Tech security (cyber protection),

Paperless transactions, Mobile solutions, other: (write in suggestion).

The top two topics will be considered by the committee for educational offerings.

**Member Involvement Committee Video Platform Task Force Update:** The purpose of the task force is to look into affordable video platforms for members to use to promote the value of REALTORS® which can also be personalized to promote their business. Amber Carlton is the Task force Chair. Austin Bauer, Holly Blomquist, Gary Kramlich and Dawid Boroski volunteered for the task force.

There being no further business, the meeting adjourned.

Respectfully Submitted,

Jane Marum  
Staff Liaison

