The Challenges & Rewards of Developing AI Education

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Vice Chair, Education Committee
INTRODUCTIONS

- Sue Siradas
  - Director, Educational Resources
- Steve Roach, MAI, SRA, AI-GRS
  - Certified Instructor, Education Committee Chair, Past Developer and Reviewer
- Mike Tankersley, MAI, SRA, AI-RRS
  - Certified Instructor, AI BOD Member, Past reviewer on rural appraisal course and rural appraisal book
- Kerry Jorgensen, MAI
  - Certified Instructor, Past AI BOD Member, Past Developer and Reviewer
EDUCATIONS ROLE WITHIN AI
AI’S MISSION STATEMENT

• “Our mission is to advance professionalism and ethics, global standards, methodologies, and practices through the professional development of property economics worldwide.”

• Q - What is the significance of education in being a market leading professional organization?
# Consolidated Statement of Activities

Dec. 31, 2017 and 2016

## Changes in unrestricted net assets

<table>
<thead>
<tr>
<th>Unrestricted revenues</th>
<th>2017</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional dues and fees</td>
<td>$11,365,187</td>
<td>$11,522,467</td>
</tr>
<tr>
<td>Publications</td>
<td>708,517</td>
<td>787,012</td>
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<tr>
<td>Professional resources</td>
<td>911,296</td>
<td>999,437</td>
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<tr>
<td>Meetings and conferences</td>
<td>101,327</td>
<td>416,160</td>
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<tr>
<td>Communications</td>
<td>84,011</td>
<td>84,985</td>
</tr>
<tr>
<td>Investments income, net</td>
<td>590,559</td>
<td>351,681</td>
</tr>
<tr>
<td>Other</td>
<td>357,986</td>
<td>559,180</td>
</tr>
<tr>
<td><strong>Total revenues</strong></td>
<td><strong>19,426,065</strong></td>
<td><strong>20,290,666</strong></td>
</tr>
<tr>
<td><strong>Net assets released from restrictions</strong></td>
<td><strong>77,285</strong></td>
<td><strong>73,663</strong></td>
</tr>
<tr>
<td><strong>Total unrestricted revenues</strong></td>
<td><strong>$19,503,350</strong></td>
<td><strong>$20,364,329</strong></td>
</tr>
</tbody>
</table>
AI’S STRATEGIC PLAN
(JULY 2016-JUNE 2019)

• 2 of the 5 Core Values:
  • Innovation
    • *Continue to be thought leaders by promoting innovation and addressing current development within the valuation profession via EDUCATION*, information resources, benefits and setting standards for the profession.
  • Distinctiveness
    • *Elevate the Appraisal Institute and its members within the valuation profession by virtue of* designations, EDUCATION and the body of knowledge.
AI’S STRATEGIC PLAN
(JULY 2016-JUNE 2019)

• 2 of the 4 Objectives:
• Continue as the recognized leader of the real property valuation profession, including credentialing, ethics and standards, advocacy, the development and delivery of EDUCATION, and the timely creation of quality programs and publications.
• Advance the Appraisal Institute as the leading international source of real property valuation knowledge.
WHY IS THIS IMPORTANT?

Industry Leader

Revenue

Advance Body of Knowledge

Education

Designation Difference

Brand Enhancement
WHY SHOULD YOU BE INTERESTED?
OPPORTUNITIES

• We need seminars!
  • Developers
  • Reviewers
  • SME’s
SO WHAT’S IN IT FOR ME?

• Broaden your practice or knowledge
• Develop expertise for external marketing
• Develop networking opportunities with professional thought leaders
• Become a recognized expert
• Contribute to AI’s mission – there is a place for everyone to contribute
• Compensation?
  • Developing for AI shouldn’t be about the money
HOW THE PROCESS WORKS
FROM INCEPTION TO DELIVERY

• Submit a Proposal to the Education Committee
• Education Committee Discusses & Reviews
• If approved, development team selected & contracts signed
  • Includes developer and reviewers
• Deliverables established
  • Instructor Handbook & PowerPoint Slides
FROM INCEPTION TO DELIVERY

• Development schedule with deadlines
  • Developer submit first draft to review team and staff
  • Reviewer feedback to developer
  • Developer submit second draft
  • Staff edits & formats for Premiere Draft
  • Developers & reviewers sign off on Premiere Draft
  • Final Changes by Staff
  • Premiere
EDUCATION DELIVERY METHODS

- Traditional Classroom
- Online (Asynchronous)
- Synchronous (Live Online)
WHAT ARE WE LOOKING FOR?
WHAT ARE WE LOOKING FOR?

Developer Expectations

1. Time commitment
2. Able to meet deadlines
3. Detail oriented
4. Responsive to questions
5. Willingness to accept reviewer feedback
6. Ability to organize and expand content
7. Ability to put yourself in the shoes of a student
   1. Write for students not yourself
IT’S NOT A ONE MAN SHOW...

Working with staff
1. Staff coordinates, edits and formats projects
2. Be responsive
3. Answer questions

Working with Reviewers
1. Willingness to accept reviewer feedback
2. Ability to organize and expand on content
WHAT CONTENT IS IN DEMAND?

- Practical Application
- Case Study
- Solutions to Modern Issues
- Land Valuation
- Market Analysis
- Appraisal Applications/Statistics
- Cost Approach
- Review Appraisal Services
- Real Property Tax Appeal Appraisal
- Litigation Support