

JOINT

# AEI INSTITUTE

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#AEI2024

# Governance 360: From Minor Changes to Comprehensive Reviews

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Thursday, March 14<sup>th</sup>, 2024

9:45AM-10:30AM



# Session Description

**Struggling with governance challenges in your association?**

**Whether it's conflicting policy manuals and bylaws, barriers to diverse volunteer leadership, or the need for a comprehensive governance review, join a panel of experienced peers to learn how to successfully resolve these issues.**

**Learn how to strategically work with members to achieve changes to bylaws and policy manuals, and complete and effectively communicate a comprehensive governance review.**



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Hamilton-Burlington  
(AE Institute Advisory Board)



**Jessica Coates**  
CEO, Sacramento Association of  
REALTORS®



**Terrie Suit**  
CEO, Virginia REALTORS®



Moderated By:  
**Leslie J. Frazier**  
AE Institute Advisory Board



# Question 1

**Could each of you please re-introduce yourselves, and briefly talk about your experiences with governance?**



## Question 2

**How do you know if you may need to do a governance review? What were some key issues that drove the need for your associations to dive into governance?**

## Question 3

**How long did your governance review take, and who all were involved in the process (e.g. BoD members, past presidents, staff, etc.)?**

## Question 4

**Once you have completed a governance review, how do you communicate and generate support for the proposed changes?**



## Question 5

**5a) What is one thing you wish you had done—or would change—looking back on your governance review?**

**5b) What is one thing you did that you are really proud of?**

# Key Takeaways

1. Be clear on what good governance is.
2. Understand the culture of your association and who the real decision-makers are.
3. Make sure you thoroughly review ALL governing documents (e.g. Bylaws, Policy Manual, Articles of Incorporation) in advance of the review.
4. Understand your fiduciary.
5. Have a solid communications plan for the proposed changes.

**Check out the full list of  
“Governance 360 Key  
Takeaways” in the app!**



¿Questions?



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# THANK YOU.



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