

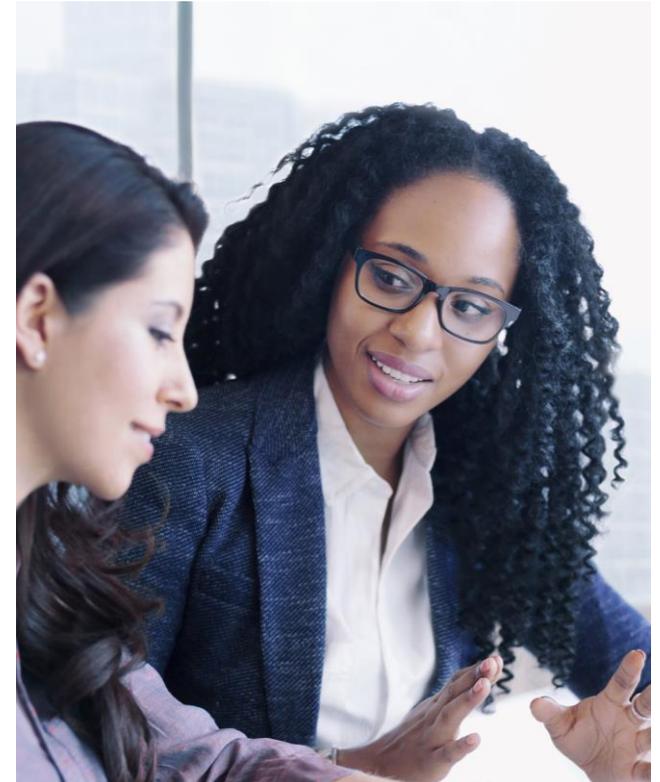


Appealing to New Members Under 35

Introduction and PowerPoint Layout by Eric Reiter, Senior Post Closer at Teachers Credit Union

Introduction

The average age of attendees at meetings and committees is over 50 years old. To continue to be effective and grow as an association, we need to get younger industry members more engaged with the IMBA/MBAKY as well as the national MBA. To do this, we need to appeal more to members under the age of 35 so we are ready for the future.





Agenda

Branding of the
IMBA/MBAKY

Individual Memberships

Networking Events

Education

Creation of Committees



Branding of the IMBA/MBAKY

Presented by James Kist, Mortgage Production Manager at United Federal Credit Union



Marketing Matters

- Having diverse marketing and branding is critical. Use websites and social networking as platforms to explain the functions of the IMBA/MBAKY.
- The average new professional has approximately 7 devices capable of accessing the internet or television, with 92% of adults having a smartphone. Often, they are online multiple times per day - each time a potential connection.

Social Impact

- The younger generation is more likely to speak out about the social impact of organizations more than previous generations. There is a certain level of social integrity from the organizations they are choosing to spend time/money with. Those that have a clear, understandable mission that work to build relationships and motivation within their communities. This is driving a substantial movement for organizations to showcase the positive things they do within their communities and for the environment.

The Youth Movement

- Young professionals are often very tech savvy and more likely to be capable of easily navigating the social system and structures required to reach out successfully to other youth. They are also likely to bring a higher level of creativity to a meeting or committee and bring with them a collaborative attitude.
- Young people who love their what they do will talk about it with their friends and on their social networks. Opinions on social media matter and building a reputation of providing a positive and impactful environment also serves as a means of attracting social impact-minded professionals to the organization.



Individual Memberships

Presented by Betsy Clay, VP/MB Lending Operations Director at First Savings Bank

When considering options to expand membership within a younger generation of mortgage professionals, and cast a wider net, a restructuring of individual membership requirements and fees should also be considered.

1. **Membership Requirements:** Currently, the IMBA requires membership candidates to provide *two* active IMBA member recommendations. If the goal is to encourage the inclusion of a new generation of members who are not as seasoned in the industry, it isn't always realistic to expect them to have access to two current IMBA members for recommendations. This has the potential to unintentionally discourage new members from joining. It may be beneficial for the IMBA to consider a probationary membership for those prospects without current IMBA connections. For those who meet this description, the first year would be probationary based on a required level of engagement with a predetermined combination of meetings, educational sessions, and seminars. Additionally, any new member who falls under this probationary introduction would be limited from joining a committee until they had successfully completed their first year within the IMBA. This probationary offering would allow the IMBA to maintain the integrity of the organization and its members while also encouraging a new generation of membership outside of the current IMBA network.

2. **Membership Fees:** While the corporate fee structures and partnership programs make sense, an up-and-coming mortgage professional with no current ties to the IMBA may shy away from \$595 annually without having a firsthand understanding of the benefits. For this reason, it could be beneficial to consider a discounted and/or graduated approach to individual memberships.

- MBAKY currently charges \$500 for individual memberships, while the TN MBA charges \$450 for their individual memberships. If the IMBA wants to be more in line with their neighboring state chapters, lowering the individual fees would be necessary.
- Another consideration for bringing in a younger generation thru individual memberships would be to apply a graduated fee approach. Generally speaking, engagement and participation within organizations grows with tenure. Discounting the first year \$50-\$100 to encourage initial membership would be one way to entice new members. Alternatively, offering credits towards seminars and educational sessions during the first year of membership adds a level of enticement the IMBA does not currently utilize.





Networking Events

Presented by Justin Schreiber, Consumer Direct Mortgage Loan Officer at Centier Bank

An important factor in attracting younger members to attend meetings and committees is to increase networking opportunities. Networking is a fantastic way to welcome new members of the IMBA/MBAKY, as well as get past the hurdle of potential gatekeepers. We want our new professionals to feel like they are welcome and amongst their peers. Holding events that appeal to younger members, which embrace generational and multicultural shifts in entertainment, is key to achieving this.



Event Ideas based on the above objectives

- Happy hour at an arcade bar or trendy local restaurant. 38% of gamers are 18-34 years old
- Trivia night, with networking in between rounds. We could potentially even have teams made on site to help break the ice and encourage teambuilding at future events
- Food or Beverage tasting, like an event trying multicultural foods or beers/wines
- Update current events for modern appeal. Add more entertainment like recent music to invitations or presentation waiting time
- Include prizes from physical items to free enrollment to professional events
- Add more interactive opportunities to existing functions, such as polls or a system to queue questions during presentations from your phone

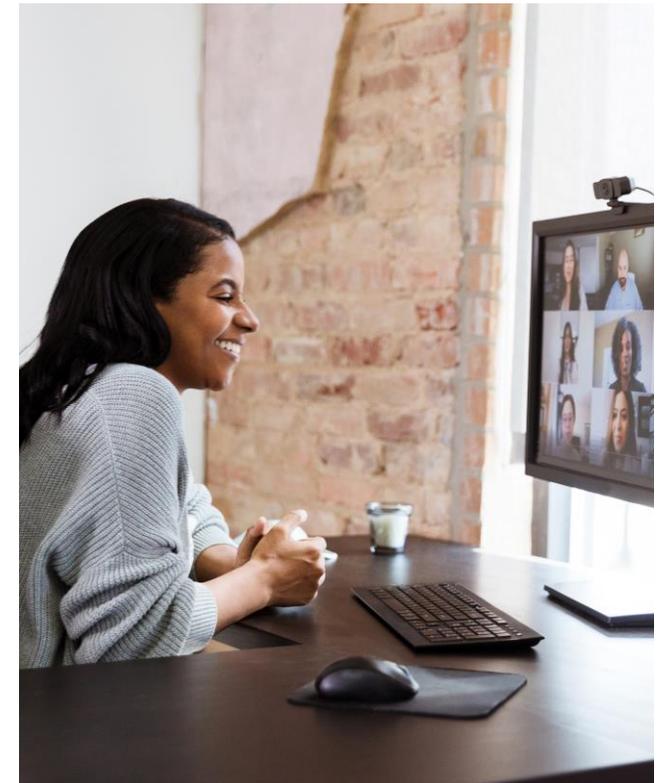


Education

Presented by Candace Wilson, Mortgage Loan Officer at Edmonton State Bank

Younger members will enjoy attending meetings and being more active in the associations if they feel they are getting a high-quality education and can one day reciprocate the knowledge. Most younger members are also new to the mortgage industry as well and will have a lot to learn, having a one-stop shop online to ask questions, view webinars or listen to a podcast would help them to feel more comfortable in the mortgage industry and will make them want to attend meetings and participate.

- A podcast with one-on-one interviews with top mortgage professionals discussing different topics within the mortgage industry and updates. Members can submit questions or topics they would like to be discussed on the podcast. This can be done weekly or bi-weekly.
- Webinars
 - Offer free webinars that are put together by the associations.
 - Keep a running list of recorded or upcoming webinar resources from other companies (Freddie Mac, Fannie Mae, MI Companies, DIEHL) for members to reference and find a topic they may need additional guidance on.
- Q&A board on the association websites that members can reference to ask questions and receive answers from other association members. An email notification can go out each time a new question is asked.
- In person classes with mortgage professionals discussing a variety of topics each quarter.





Creation of Committees

Presented by Mia Gutierrez, Rehab Specialist & Mortgage Processor at Indianapolis Neighborhood Housing Partnership

Though there are many outreach programs, creating a “Young Guns” committee for the future leaders of the mortgage industry will welcome young bankers to get involved within the IMBA/MBAKY and the national MBA. These kinds of programs are important because they can provide a pathway of growth that is useful in the formation of our Future Leaders. In combination with maintaining the strong education and mentoring programs, it will act as a guide as well as give the exposure that is needed in their career path.



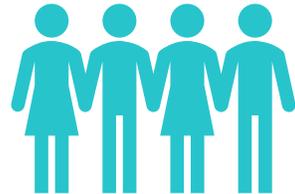
Benefits of a Young Guns Committee

- Acts as an introduction to the various committees available and promotes understanding on how the banking industry works.
- Provides a forum for new members to work with their peers and present their new ideas.
- Promotes active career development and innovations for Future Leaders which can carry over as they get more involved in other committees.
- Serves as a way to discover where their individual strong suit may be.
- Grows naturally through word of mouth & referrals.

Appealing to New Members Under 35



Clear messaging on the benefits and functions of the IMBA/MBAKY



Easier and more cost-effective solutions for individual memberships



Holding exciting and diverse networking events



Providing more educational tools for new professionals



Creating committees for younger members to grow and engage



Thank you

