



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

June 13, 2018 10:30 a.m.

Buchli Room, Hilton Garden Inn, Grand Forks, ND

Present: Dave Lanpher, Chair; Nick Leavy, Chair-elect; Jamie McLean, Director Liaison; Amber Carlton, Shane Cullen, Leith Devier, Christine Feickert, Daro Maattala, Dewey Uhlir, Dave Blumkin, Dawid Boroski, Austin Bauer, Kari Donner, Jill Kjorstad, Amanda Simard

Absent with Prior Notice: Holly Bloomquist; Theresa Halvorson

Absent: Elizabeth Nelson, Jane Hadley, Micah Thureen, Gary Kramlich

Guests: Scot Nothing, Nancy Deichert, John Colter, Jodi Tollefson, Ryan Mullikin, Kristy Sagaser, Sally Domke, Lyn Dwyer, Lynda Hartmann, Kimberly Efta, Courtney Barstad Logan, Deborah Nichols, Kevin Fisher, Lore Schneider, Mary Shelkey Miller, Lisa Olson, Phillip Vanyo, Tanya Keck, Barb Lupo, Ruth Ann Halvorson, Laurie Burkholder, Ben Schroeder, Mitzi Bestall.

Staff: Jill Beck, Nancy R. Willis

1. Dave Lanpher called the meeting to order at 10:30 a.m. Welcome and introductions were made.
2. The committee purpose was reviewed.
3. Minutes of the March 15, 2018 minutes were approved. M/S/C

A Legal Update video from NAR chief legal counsel, Katie Johnson, was shown regarding the requirement that in order to send text messages recipients have to give written consent and it has to come from them and not a third party. All records of opt in and opt out need to be kept to reduce risk.

4. *Skipio* Text Service: Lanpher said that in order to move forward with working with *Skipio* as a mass text messaging vendor we will need to get opt in from all members. (Previous meeting was approved as opt-out service). It was suggested that for new members we could have an opt-in statement where they consent and give their mobile #s to use as part of their member paperwork or during orientation. Minnesota is capturing cell phone numbers in that manner for new members and when current members renew.

It was suggested that the committee explore what options *Skipio* might have to obtain opt in from members. One suggestion was to see if something could be texted to a number like NAR does when they ask members to text the word "REALTORS" to 30644 for Calls for Action.

Nick Leavy said to reiterate we would be looking to use two avenues - initial consent from current members and consent at orientation or member application for new members.

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5. Task Force Updates:

- a. REALTOR® Reference Guide Task Force: Nancy Willis reported that the guide was complete and that prior to asking the webmaster to post on the website it was sent to members of the Member Involvement Committee for their review. So far all feedback has been very positive. One suggestion was to add TrustFunds, which will be done. Another was to improve formatting. Willis said that once everyone agrees it's ready to go it will be formatted by the webmaster. Willis said the task force members did a great job and special recognition should be given to Lorrie Nantt who did the bulk of the work on the Guide. She also said it will be posted on the members' only section of the website. All agreed that it will be updated as new items come up and as changes occur to the information it contains.
- b. Website Use Task Force: Lanpher said this task force was asked to obtain website analytics but since these had just been distributed that day there had not been a chance to review them. Leavy said in review of the analytics he could explain the data:
 - On p. 3 under Acquisition, #1 Direct users are going directly to NDAR's website
 - On p. 3 under Acquisition, #2 Organic Search users are using search engines like Google to get to NDAR's website
 - Average session duration shows the amount of time users are spending on the site and the average time is increasing and there also are a good amount of new users checking out the website
 - On p. 4 under Referrals the redirecting entities are NDAR, local boards and surprisingly mortgagenewsdaily.com Willis said that NDAR often is sending members to the site to register for education classes and to pay their registrations online
- c. Video Platform Task Force: Amber Carlton, Task Force Chair, reported that after research the task force had determined that no video platform for statewide use was designed to be a revenue source to NDAR so the task force's recommendation was for the state and each board to continue to use the platforms they are using and the task force has disbanded.

6. Technology Survey Update: Lanpher said the survey that was to have gone out in May was delayed until July and so expect it to be sent out in July and for results to be available if another meeting is held in 2018. Otherwise the responsibility of carrying any suggestions forward will fall on Leavy as 2019 Technology Committee Chair.

7. Website Analytics were covered under the Website Use Task Force update.

It was suggested that once we have *Skipio* as a mass texting platform we should use it to drive traffic toward the NDAR website and encourage everyone to go to that site for information about NDAR meetings. Shane Cullen also said that any videos or social media activities should use the NDAR website address as the place to go for more info.

There being no further business, the meeting was adjourned.

Respectfully submitted,

Nancy R. Willis, GAD