

# Call for Education Session Presentations

**SUBMISSION DEADLINE:** January 31, 2023

IAAO is currently seeking conference proposals that reflect innovative, cutting-edge content that stimulates and provokes discussion and audience engagement, and facilitates knowledge transfer and development of new competencies. Submissions are welcome from both seasoned professionals and those new to the profession.

## Submission Guidelines

Topic areas are defined by the IAAO Body of Knowledge (BoK). The BoK is a framework for defining the key knowledge, skills, and subskills for the mass appraisal profession. Your submission should relate to one or more of these knowledge areas. Please do not feel limited to the topics listed. Back to basics sessions are requested. Inclusion of the latest in technology is encouraged.

Sessions that provide unique experiences, such as a field trip are encouraged. Post conference survey respondents request that presentations: include real-world examples or case studies, address a specific issue and how to solve it, and identify the intended jurisdiction size (requests are for all jurisdiction sizes—not just large).

Business Partners are encouraged to join their assessing clients in submitting presentations related to best practices. These presentations cannot be sales pitches or commercials.

### NEW This Year—MINI MODULES

Let's mix it up! Have you started a new process, workflow, public relations program? Grab two or three of your colleagues and put together a montage of Mini Modules that bring together short, informative sessions. Or submit a short session and we will arrange complimentary topics into one session. Presentations of 15-20 minutes will be packaged together for a multi-faceted learning experience.

### Proposal Process & Selection Criteria

#### Peer Review

Submissions are reviewed by the Conference Committee appointed by the 2024 IAAO President and President-Elect.

#### Evaluation

All submissions are evaluated on each of the following criteria:

- ▶ Overall topic and how it relates to the assessment/appraisal profession
- ▶ Three clearly defined learning objectives
- ▶ Indication of how attendees will be able to apply information to their daily work.
- ▶ Program design/interactive learning elements
- ▶ Overall quality

### Timeline

**CALL FOR PRESENTATIONS DEADLINE:**  
January 31, 2023

**CONFERENCE INVITATIONS TO PRESENT:**  
March 3, 2023

**NEW! FOR STATE CEU APPLICATIONS—ALL PRESENTER BIOGRAPHIES AND A TIMED OUTLINE OF THE PRESENTATION DUE:** June 9, 2023

**FINAL PRESENTATION (POWERPOINT AND NARRATIVE) DUE:**  
August 4, 2023

**CHECK IN:** 30 minutes prior to the on-site session (Salt Palace Convention Center)

*Not quite ready to make a presentation or have a topic more suitable for a discussion?*

Submit a topic for a networking hub (roundtable) to [garey@iaao.org](mailto:garey@iaao.org)

# Submission Areas

## BOK 1. Working with the Legal Framework

This Knowledge Area includes skills related to the legal basis for assessment and valuation, reassessment and reappraisal cycles, property tax base, exemptions, and taxation.

- ▶ USPAP and the assessor
- ▶ Aligning office practices with statutes and rules
- ▶ Exemptions
- ▶ Capping and assessment/tax limitations
- ▶ Ownership transfers—wills and trusts
- ▶ Recent court decisions and legislative update
- ▶ Short term rentals legal impacts
- ▶ Highest & best use
- ▶ Legal implications of virtual inspections
- ▶ How to advocate with state legislators
- ▶ Case law research
- ▶ Unusual cases and appeals

## BOK 2. Collecting and Maintaining Property Data

This Knowledge Area includes skills related to managing information necessary to the valuation of property, including ownership, transfers, identification, description, and related data management.

- ▶ Cap rate development
- ▶ Accurate definition of neighborhoods and market areas
- ▶ Are physical inspections obsolete?
- ▶ Collecting market rates
- ▶ Process to encourage submission of data
- ▶ Paper to digital for property data
- ▶ Desk top review—harness the power of data resources
- ▶ Optimizing data collection & maintenance
- ▶ Mobile data collection
- ▶ Virtual Inspections
- ▶ Resources/tools for collecting market data & trends
- ▶ Resources for gathering data—including drones
- ▶ Artificial intelligence

## BOK 3. Developing and Managing Cadastral Data

This Knowledge Area identifies the skills required to effectively develop, manage, implement, and administer a robust Cadastral System, both digital and printed versions.

- ▶ The role of GIS in the assessment office
- ▶ Data analysis and modeling through mapping
- ▶ Value added from GIS data
- ▶ Integrating GIS/CAMA/TAX
- ▶ 3-D modeling at the unit level
- ▶ Establishing quality control methods
- ▶ Utilizing GIS for data visualization
- ▶ The role of GIS in property inspection
- ▶ Geospatial analysis

## BOK 4. Appraising Property

This Knowledge Area includes skills related to discovering property, developing and reporting property value, mass appraisal and single property appraisal, using the three approaches to value, land valuation, and value reconciliation, while considering specific property types.

- ▶ Housing (affordable, subsidized, assisted living, mobile/manufactured, apartments, etc)
- ▶ Minerals—mining, drilling and fracking
- ▶ Valuing land in built-out communities
- ▶ Modeling
- ▶ AVM's, regression and statistical analysis
- ▶ Personal property (machinery & equipment, aircraft, leasehold improvements, etc)
- ▶ Telecommunications, cell towers, billboards, lease information
- ▶ Agriculture (farmland, hydroponic, crop rates, tourism, apiculture, aquaculture, cattle operations, row crops, etc)
- ▶ Identify and analyze relevant general, economic and market data
- ▶ Investigating racial disparity
- ▶ Modeling how to: cost, sales & income
- ▶ Business enterprise value
- ▶ How contamination affects value
- ▶ COVID impact on valuation and appeals
- ▶ Special use or complex properties
  - Power plants
  - Marijuana facilities—growing, processing & dispensing
  - Solar, wind and renewable
  - Warehouses and industrials
  - Storage facilities
  - Technology campuses
  - Water resources / water treatment plants
  - Breweries
  - Short term rentals—Airbnb, Bed & Breakfast
  - Fuel storage facilities
  - Parking structures
  - Pipelines
  - Manufactured home parks / RV parks

## BOK 5. Leading and Managing the Assessment Office

This Knowledge Area is concerned with assessment administration and includes skills related to leadership and management, such as planning, organizing, directing, and controlling.

- ▶ Effective communication skills
- ▶ Recruitment / Staffing / Employee Retention
- ▶ De-escalation tactics
- ▶ Creating safe & inclusive workspace
- ▶ Effective position descriptions
- ▶ Designation programs
- ▶ Multi-generation integration
- ▶ Managing and influencing office culture
- ▶ Succession planning
- ▶ Measuring staff performance
- ▶ Developing plans & goals in the assessor's office
- ▶ Work / life balance in a virtual world
- ▶ Developing performance metrics
- ▶ Leadership vs management
- ▶ Budgeting / financial best practices
- ▶ RFP development: pitfalls, highlights, wins
- ▶ Preparing for the next crisis
- ▶ Management best practices
- ▶ Developing leadership qualities
- ▶ Managing the remote workforce
- ▶ Recruitment / staffing / employee retention
- ▶ Staff training & development
- ▶ Staff motivation and recognition
- ▶ Coaching and mentoring
- ▶ Interns in the assessor's office
- ▶ Tools and resources for career advancement
- ▶ Record keeping best practices

Submit proposals at [iaao.org/SLC23](https://iaao.org/SLC23)

# Submission Areas *(continued)*

## BOK 6. Managing Complaints and Appeals

This Knowledge Area is concerned with inquiries, complaints, and valuation/assessment appeals.

- ▶ Analyzing fee appraisals
- ▶ Dispute resolution
- ▶ Appeal litigation & strategy
- ▶ Defending value—single property vs mass
- ▶ Using depositions to your advantage
- ▶ Virtual / socially distanced hearings
- ▶ Expert witness tips and tricks
- ▶ Mock trial (interactive)
- ▶ Board of Review training
- ▶ Pandemic response
- ▶ Appeals evidence packets/documentation

## BOK 7. Managing Public Relations and Communications

This Knowledge Area focuses on communicating with the public, government stakeholders, and the media.

- ▶ Social media influences on the profession
- ▶ Social media best practices
- ▶ Sharing false information
- ▶ Open access to public records (data transparency)
- ▶ Web based interaction with property owners/ self service website
- ▶ Effective data visualization
- ▶ Educate the public on the appeals process
- ▶ Diversity, equity and inclusion awareness and education
- ▶ How to communicate with your elected officials
- ▶ Communicating with other government agencies and partners
- ▶ Communication with the media
- ▶ Preparing annual reports
- ▶ Public appearances / interviews
- ▶ Townhalls / community meetings
- ▶ Data dashboards (Excel, PowerBI, Shiny, etc)
- ▶ Recruitment and outreach (including internships)
- ▶ Addressing racial disparity issues
- ▶ Community advocacy / betterment
- ▶ Advocacy of the profession
- ▶ Communications in a virtual world
- ▶ Developing, evaluating or updating your public relations plan
- ▶ Public relations best practices
- ▶ Handling administration transitions

## BOK 8. Oversight and Compliance Review

This Knowledge Area deals with the skills necessary for audit, oversight, and compliance reviews at a macro level (i.e., State/Province/National).

- ▶ Department of Revenue role in assessment—similarities / differences in various states
- ▶ Monitoring the performance of local assessors and property tax officials
- ▶ Setting standards and specifications
- ▶ Ratio studies
- ▶ Horizontal & vertical equity
- ▶ Auditing the assessor
- ▶ Oversight agencies and their role in the appeal process
- ▶ Advocating with the oversight agency
- ▶ Assessing and implementing legislative changes

## Back to Basics

This knowledge area provides an intro to the skills and knowledge needed to grow as an assessor.

- ▶ Assessment Cycle
- ▶ Calendar of Events
- ▶ Cost Approach Basics (building classification, construction quality, depreciation, interpreting cost manuals)
- ▶ Intro to Income Approach
- ▶ Sales Comparison (finding & selecting comparables (quality over quantity), determining adjustments from the market, subjective vs. objective judgements)
- ▶ Best Practices
- ▶ Intro to Unique Property Valuation
- ▶ Condo Valuation
- ▶ Price Related Bias

*Presentations on other topics related to the BOK are also encouraged.*

**Submit proposals at [iaao.org/SLC23](http://iaao.org/SLC23)**

## Rules of Engagement

**Submit presentations using the online form.** Upon submitting a presentation, you will receive an automatic confirmation for your records. Remember to complete ALL fields within the online portal. All fields contain pertinent information for evaluating potential sessions.

**Submit a 2-3 minute video** describing your presentation. (Not mandatory, but encouraged.)

**Limit to two submissions.** IAAO is looking for a diversity of thought. Presenters should be listed on no more than two submissions.

**List the primary point of contact.** The person submitting the proposal is considered the primary point of contact. This individual receives communications and is responsible for sharing information with any co-presenters. Provide the biography of this person at the time of submission.

**List all presenters at the time of submission.** Information needed will be name, professional designations, jurisdiction or company and email address. Biographical information will be requested after acceptance and per the Timeline.

**Limit to the number of presenters in each session.** Presenters should be limited to three in one session.

**Use clear, appropriate, error-free language.** Proposals require concise titles (limit of 12 words), a persuasive outcome-focused short description limited to 50 words (and suitable for publication), a longer description (limited to 200 words), three well thought out learning objectives, description of how attendees will be able to apply the information to their daily work, and a description on how you plan to engage the audience. IAAO may modify the titles and short descriptions for editing and marketing purposes.

**Don't underestimate the importance of instructional flow/design.** Adult learning theory suggests that the best learning environments are the ones that are collaborative and use a problem-based approach. For example, what is the problem you are addressing? What solutions will you provide? What skills are needed?

**Register for the conference.** Presenter registration discounts may be available. If a presenter plans to participate only in his or her own session, registration costs may be waived. Scholarships may be available. Information will be available on the IAAO website. Funds are limited. Scholarship applicants should apply in early 2023. Other potential discounts to registration (e.g. exhibitor) take precedence.

**Submit a final presentation.** Presenters are expected to submit a slide (PowerPoint) presentation along with a minimum one-page narrative or summary of the final presentation. Longer "papers" are encouraged.

**Participate in available presenter training.** IAAO's Speaker PREP video series can be viewed at [iaao.org/speakerprep](http://iaao.org/speakerprep)