



CALL FOR EDUCATION SESSION PRESENTATIONS



SUBMISSION DEADLINE: January 31, 2024

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 are encouraged. Post conference survey respondents request that presentations include: leadership and management, GIS, AI, complex commercial property, special use property, and personal property

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

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 taylor@iaao.org

Proposal Process & Selection Criteria

PEER REVIEW

Submissions are reviewed by the Conference Content Task Force 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

Program design/interactive learning elements

Overall quality

DATES TO KNOW

CALL FOR PRESENTATIONS DEADLINE: January 31, 2024

CONFERENCE INVITATIONS TO PRESENT: March 29, 2024

FOR STATE CEU APPLICATIONS— ALL PRESENTER BIOGRAPHIES & A TIMED OUTLINE OF THE PRESENTATION DUE: June 14, 2024

FINAL PRESENTATION (POWERPOINT & NARRATIVE) DUE: August 2, 2024

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

SUBMISSION AREAS

* Subjects with an asterisk will be given priority selection by the Task Force.



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*
- ▶ Defining neighborhoods and market areas
- ▶ Are physical inspections obsolete?
- ▶ Collecting market rates
- ▶ How 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
- ▶ Using drones for gathering data
- ▶ Artificial intelligence*
- ▶ Complicated deed transfers
- ▶ Record keeping best practices

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
- ▶ Power BI*
- ▶ Condo Valuation
- ▶ Price related bias
- ▶ Special use or complex properties*
 - Power plants
 - Marijuana facilities—growing, processing & dispensing*
 - Solar, wind and renewable
 - Warehouses and industrials
 - Data Warehouses*
 - Water resources / water treatment plants
 - Breweries
 - Short term rentals—Airbnb, Bed & Breakfast*
 - Fuel storage facilities
 - Parking structures
 - Pipelines
 - Manufactured home parks / RV parks
 - Amusement parks
 - Golf courses
 - Casinos

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Valuing the World

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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
- ▶ Designation programs
- ▶ Multi-generation integration
- ▶ Managing and influencing office culture
- ▶ Succession planning*
- ▶ Work / life balance
- ▶ Developing performance metrics
- ▶ Budgeting / financial best practices
- ▶ RFP development: pitfalls, highlights, wins
- ▶ Preparing for the next crisis
- ▶ Management best practices
- ▶ Developing leadership qualities*
- ▶ Managing the remote workforce
- ▶ Staff training & development — available tools and resources*
- ▶ Staff motivation and recognition
- ▶ Coaching and mentoring
- ▶ Interns in the assessor's office *
- ▶ Neurodiversity*
- ▶ Change management
- ▶ AI in the office*

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 appraisal
- ▶ Using depositions to your advantage
- ▶ Virtual / socially distanced hearings
- ▶ Expert witness tips and tricks
- ▶ Mock trial (interactive)*
- ▶ Board of Review training
- ▶ 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
- ▶ Navigating data dashboards (Excel, PowerBI, Shiny, etc)*
- ▶ Recruitment and outreach*
- ▶ Interns in the assessor's office*
- ▶ 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

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

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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

The History of Assessment

The history of the assessment profession is a long and rich one. Assessment professionals have played an important role in advancing and ensuring fair and equitable property valuation. Today, professionals face many challenges, but they also have a number of opportunities. By understanding the history of their profession and the challenges and opportunities that they face, professionals can better prepare themselves for the future.

- ▶ PLS - legal land descriptions
- ▶ Historical data, record keeping & updating
- ▶ Retention schedules/organizing data info
- ▶ Lessons learned in assessment and administration
- ▶ Lessons learned from history
- ▶ Letting go of the past
- ▶ Climbing out of the past
- ▶ From paper to digital
- ▶ Historical legislation*
- ▶ Interesting facts
- ▶ Real estate cycles
- ▶ History repeating
- ▶ How to get from past to present
- ▶ Doing more with less
- ▶ Generations of assessors*
- ▶ Evolution of MLS services
- ▶ Evolution of the estimate*

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

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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 the selection of potential sessions.

Submit a 2-3 minute video describing your presentation.

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 2024. 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