The International Association of Assessing Officers (IAAO) is a nonprofit, educational, and research association. We are the premiere professional membership organization of government assessment officials and others interested in the administration of the property tax. IAAO was founded in 1934, and now has a membership of more than 8,000 members worldwide from governmental, business, and academic communities.

The following Year in Review infographic is a showcase of the accomplishments from the 2018 fiscal year. This Year in Review isn't just about the numbers, but more about the promotion, innovation, and excellence in property appraisal, property tax policy, and administration through professional development, education, research, and technical assistance. We hope that this data demonstrates our commitment to promote awareness of, importance of, and effect of, high ethical standards and practices to our membership and the assessment and appraisal industry.
Alliances & Partnerships

Events

World Bank Land and Poverty Conference in Washington DC
Five presentations including:
- IAAO Innovation and Leadership Training for the Development of Successful Property Tax Systems
- Simplified Property Tax Appraisal For Effective Revenue Mobilization
- Achieving Fair Property Tax Valuations with Geospatial Modeling & International Valuation Standards: A Case Study of the Moldova Real Estate Market

Notable Connections

- Dorothy Jacks, AAS presented at the IPTI-PVSC 2018 Mass Appraisal Valuation Symposium in Halifax, Nova Scotia
- Tim Boncoskey represented IAAO at the NACo LUCC Symposium in SanDiego, CA
- Dorothy Jacks, AAS met with the Institute of Revenues Rating and Valuation (IRRV) in Telford, England
- Dorothy Jacks, AAS and Tim Boncoskey attended RICS/IPTI 7th Annual Caribbean Valuation & Construction Conference in Jamaica
- Dorothy Jacks, AAS met with American Society of Appraisers (ASA) in Prague, Czech Republic

Additional MEETINGS & CONFERENCES

- Alberta Assessors’ Association
- Association of Appraiser Regulatory Officials Allied Organizations
- Association of Assessing Officers of Manitoba
- California Assessors Conference/Bay Area Assessors Conference
- California Cadastral Mapping Association
- Colorado Assessors’ Conference
- Florida Chapter of IAAO Conference
- Georgia Association of Assessing Officials
- Kansas County Appraisers Association
- Maine Association of Assessing Officers
- Massachusetts Association of Assessing Officers / NARAO in Massachusetts
- North Carolina Association of Assessing Officers Fall Conference
- North Central Regional Association of Assessing Officers
- Northeastern Regional Association of Assessing Officers
- Oklahoma Educational Conference for Assessing Officers
- South Carolina Association of Assessing Officers
- South Dakota Assessing Officers
- Texas Association of Appraisal Districts Conference
- Virginia Association of Assessing Officers
- Wisconsin Association of Assessing Officers League of Municipalities Annual Conference
Meetings

1,328 Registrants

42 Exhibitors

8 Tracks

78 Education Sessions

2 Plenary Sessions

New EXHIBITOR SOLUTIONS TRACK

11 Roundtables based on new IAAO Online Communities

14 CEUs Available plus 8 additional CEUs through 2 pre-Conference ½ day workshops

Pre-Conference Workshops

- Creating Maps with Assessor Data (introductory)
- Creating Spatial Valuation Models (advanced)

Opening Session Keynote

- Jack Dangermond, founder of Environmental Research Systems Institute (Esri), offered a vision that computer mapping and analysis could help design a better future

Conference Charity

- $3,207 raised and donated to Reading Partners, a charity that mobilizes communities to provide students with the proven, individualized reading support they need to read at grade level by fourth grade.

22nd Annual GIS/CAMA Technologies Conference

March 19 - 22 • Houston, TX
Presented in partnership with Urban and Regional Information Systems Association (URISA)

- Attendees – 292

International Research Symposium (IRS)

April 4 – 6 • Prague, Czech Republic
Featured two tracks

- Attendees – 60+
  from 16 European countries, the United States, Canada, Australia, and Hong Kong

Preparation & Trial Seminar

June 14 – 15 • Chapel Hill, NC

- Attendees – 80
  from 19 States

39th Annual Legal Seminar

December 13-14 • Chicago, IL

- Attendees – 205
  from 29 States and 2 Provinces
**Membership**

**8,002 Members**
as of December 2018

**Up 12%**
since 2011

**New Members**
- 51% Male
- 49% Female

Average age of new members: 45

**Benefits Breakdown**
- 41% of Members received benefits in print
- A Combined 59% of Members received benefits electronically

**Types of Membership**
- ENTRY LEVEL 436
- e-MEMBER 4066
- PRINT 3278
- STUDENT 7

**Online Career Center**
- 21,647 Job Views
- 87 Job Postings

**IAAO has 35 Chapters + 59 Affiliates**

**Membership representing 31 Countries**

**2,200 Assessment Jurisdictions**

**New Chapters**
- Illinois
- Europe

**$39,660 TOTAL in scholarships awarded in 2018**

**Launch the IAAO Fellows Program**

The 2018 Inaugural class of IAAO Fellows recognized

**28 Individuals**

**New Member**

Email Onboarding

2018 saw IAAO make a commitment to its Onboarding Process for new members. Over 3,500 total emails were sent to new members after joining.

**3,500+ TOTAL EMAILS**
were sent to new members

**Online**

**Career Center**

21,647 Job Views

87 Job Postings

**Up 10% over 2017**
Technology & Communications

IAAO Website By the Numbers

By all major metrics, the IAAO website saw increased usage in 2018.

<table>
<thead>
<tr>
<th>Website Traffic</th>
<th>Overall Users</th>
<th>Page Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017: 221,091</td>
<td>2017: 95,738</td>
<td>2017: 934,495</td>
</tr>
<tr>
<td>2018: 244,724</td>
<td>2018: 110,163</td>
<td>2018: 1,006,272</td>
</tr>
<tr>
<td>↑ 10.7% increase</td>
<td>↑ 15% increase</td>
<td>↑ 7.7% increase</td>
</tr>
</tbody>
</table>

IAAO Connect

In 2018 IAAO launched IAAO Connect, a new community tool designed to assist members in interacting with other members in the assessment industry. IAAO Connect increases the ability for members to come together to learn, educate, mentor, discuss current issues and discover more about themselves and their peers.

Conference Mobile App Usage

Minneapolis 2018 | 70% Usage
Las Vegas 2017  | 52% Usage
Tampa 2016      | 33% Usage

Social Media

2018 saw IAAO increase followers on every major social media platform.

<table>
<thead>
<tr>
<th>Social Media Platform</th>
<th>Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Twitter</td>
<td>↑ 26%</td>
</tr>
<tr>
<td>Facebook</td>
<td>↑ 18%</td>
</tr>
<tr>
<td>YouTube</td>
<td>↑ 46%</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>↑ 40%</td>
</tr>
<tr>
<td>Instagram</td>
<td>↑ 24%</td>
</tr>
</tbody>
</table>
IAAO Course Offerings

295 Classes SERVING 6,069 Students

232 COURSES Serving 4,769 STUDENTS

56 WORKSHOPS Serving 1,113 STUDENTS

7 ONE-DAY FORUMS Serving 187 STUDENTS

DESIGNATION Program

115 Designees

186 New Candidates

Designees included the first 2 recipients of Mass Appraisal Specialist (MAS)

IAAO is the leading source of education and training for assessment professionals and/or mass appraisal.

— Source: McKinley Advisors survey

Online Courses

976 Students

Top 3 Online Courses Based on Participants

- 171 Standards & Ethics - 274
- 101 Fundamentals - 172
- 801 Site Analysis - 70

New ONLINE or LIVE COURSES

Online Course
331 Mass Appraisal Practices and Procedures
Launched with 27 participants

Inaugural Live Streaming Course
Workshop 851 - RES Case Study Review
Launched with 43 participants

Accredited Member Program renamed the IAAO Professional Member Program, requiring 150 hours/3-years’ experience.

44 North American Certifications

6 Initial

7 Recertifications

1 Second Recertification

We value the world

Leaders within the mass appraisal industry.

Most members agree

We are IAAO, and

A must for all desiring to grow and succeed as

We are IAAO

A global association is a “must” for all desiring to grow and succeed as

Ref./erece

520

Most Frequent Requests

Top 4

As a global association is a “must” for all desiring to grow and succeed as

Requests Filled

4,488

Delivered

28%

212

Delivered

28%

Delivered

28%

Delivered

28%

Of Respondents...

Almost 93%

75%

75%

75%

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This digital repository is home to research papers, conference proceedings, historical photos and journal articles relevant to the property tax assessment and administration community.

All contents are now searchable through search engines such as Google, which will greatly impact and expand IAAO’s recognition in research and authority in the field.

$10,488 TOTAL raised by the Friends of the Library Campaign

Almost 93% are using aerial or oblique imagery
Almost 75% use street-view imagery
Close to 75% use GIS technology for either electronic field data collection or desktop property characteristic review.

New guides include:
- Hotels
- Telecommunication Towers

New STANDARDS
- Standard on Automated Valuation Models (AVMs)
- Standard on Personal Property

GIS for Property Tax and Assessment Professionals (released in September 2018) became the first IAAO publication to be made available for purchase worldwide on Amazon.com.
IAAO is a global community of mass appraisal experts who promote excellence in property appraisal, assessment administration and property tax policy through professional development, research and standards.

IAAO actively contributes to the growth and success of the mass appraisal industry globally. Individuals and organizations turn to IAAO for guidelines and expertise. Policy makers, regulatory agencies, courts, media and tax payers rely on IAAO guidance, standards and education in mass appraisal. The association strategically chooses collaborative partners in order to provide exceptional professional development, unsurpassed networking and valuable insights into industry trends. Employers encourage their employees to use IAAO resources because of the proven link to professional success. IAAO membership provides opportunities for mentoring and skill advancement as well as access to professional development and research. Belonging to the association is a “must” for all desiring to grow and succeed as leaders within the mass appraisal industry.

Core Values
- Commitment to the improvement of the property tax system worldwide;
- Accountability to the public good;
- Commitment to excellence in assessment administration beyond property tax law;
- Respect for the worth and dignity of all individuals;
- Promotion of inclusiveness, fairness and diversity;
- Obligation to organizational transparency, integrity, and honesty in all professional activities;
- Practice of responsible stewardship of resources;
- Dedication to excellence, and maintenance of the public trust