

2020

Year in Review

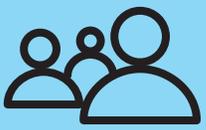
The International Association of Assessing Officers (IAAO) is a nonprofit, educational, and research association. We are the premiere professional membership organization of government assessment officials and others interested in the administration of the property tax. IAAO was founded in 1934, and now has a membership of more than 8,300 members worldwide from governmental, business, and academic communities.

The following Year in Review infographic is a showcase of the accomplishments from the 2020 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.



IAAO

INTERNATIONAL ASSOCIATION
of ASSESSING OFFICERS



Membership

IAAO Membership 2011-2020



8,648 Members as of December 2020

↑ **Up 3%**
since 2019

IAAO Members serve **2,200** assessment jurisdictions and **29** countries

New Members



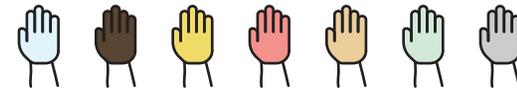
48% Male | **52%** Female

Average age of new members:

45

Volunteers

IAAO has received volunteer applications from over **300 members** to serve on committees and task forces.



75%+ of new members joined as e-members

(receiving benefits electronically)



88% Retention Rate

Overall retention is a slight increase from 2019, due in part to the new onboarding campaign and engagement game put into place last year



Online Career Center

46,150

Job Views



↑ **Up 75%** over 2019



65

Job Postings

FELLOWS PROGRAM (FIAAO)

4 New Fellows



Recognizing individuals who have dedicated their career to the development of our profession and made exceptional contributions to the Association and the assessment industry.



Meetings

The conference was informative and user friendly. It exceeded my expectations regarding education and interaction in and out of classes."

— Katie Molinder, Hancock County, IN



The Covid-19 pandemic forced many meeting changes in 2020. Some meetings were postponed or cancelled. However, the Annual Meeting was converted to a virtual format, which allowed IAAO to continue delivering valuable content to its membership. IAAO successfully avoided any costly room block attrition, and cancellation penalties through re-negotiation of existing hotel, facilities, and other supplier contracts making the first Virtual IAAO Annual Meeting an overwhelming success.

1,250 Registrants
including 250 first-time attendees

60 Hours

of Continuing Education



were available during the conference and on demand through end of 2020

Conference Keynotes

- **Allison Massari, an inspirational TEDx speaker, storyteller, entrepreneur, and celebrated artist** — This dynamic and deeply moving talk fortified audience members with an inspired perspective on life, and applicable tools for managing change and adversity.
- **Sean Tompkins, Global CEO of RICS** — Review of the global assessment industry presentation and town hall with IAAO President.
- **Leila Dunbar, President of Leila Dunbar Appraisals & Consulting LLC** — PBS series "Antiques Roadshow" appraiser and Chair of The Appraisal Foundation's Board focused on her specialty—sports memorabilia appraising items provided by the membership.

70 One-Hour Sessions
70-200 virtual attendees per session



120
Speakers



8
Tracks



13
Networking Opportunities



3
Keynotes



30
Exhibitors

Other Meetings



Women's Initiative Workshop

September 2020

Offered over four days, this workshop featured Dr. Brené Brown Dare to Lead™ Virtual Facilitated Program.

→ Registrants— **71**

POSTPONED:

- GIS/Valuation Technologies Conference
- International Research Symposium
- Emerging Leadership Summit
- Leadership Seminar



Alliances/Partnerships



**IAAO has 93
Chapters & Affiliates**
representing members in
29 countries

2020 New Affiliate
Ohio-based Generating Development
Initiatives with Technology, Inc

Renewed Partnerships

- **Esri** — Partnership to deliver yearlong access to Esri's ArcGIS to every member who joins IAAO by September 1, 2021
- **Coalition of Geospatial Organizations (COGO)** — IAAO member Christine Stitchcomb appointed chair elect of Coalition of Geospatial Organizations
- **International Property Tax Institute (IPTI)** on the *Journal of Property Tax Assessment & Administration*
- **Institute of Revenues Rating and Valuation (IRRV)**
- **International Valuation Standards Council (IVSC)**
- **Korean Association of Property Appraisers (KAPA)**
- **Royal Institution of Chartered Surveyors (RICS)**
- **The European Group of Valuers Associations (TEGoVa)**

Professional Consulting Services of IAAO, LLC (PCS)

Professional Consulting Services of IAAO provides objective, insightful advice to property assessment and taxation jurisdictions around the world.

2020 projects encompassed a broad range of services including:

- Audits
- Ratio Studies
- Valuation Modeling
- Multi-stage Projects such as developing reports describing typical reappraisals along with timing of its various segments—leading to assisting in development of requests for proposals and assistance in evaluating those proposals.

**Did you
know?**

In 2020, IAAO celebrated 15 years in Kansas City.

Professional Development



By the end of 2020, **64% of all the IAAO courses taught** were conducted via live-online.

Courses + Students

IAAO has **54 active courses, workshops and one-day forums.**



Webinars
3,078
Students



Classroom
1,776
Students
Revised/updated
5 in 2020



Live-Online
2,034
Students
Classroom +
Self Study



Self-Study Online
1,503
Students
Launched 5
new in 2020

Instructor Training

9 participants
in initial virtual
Instructor Evaluation
Workshop (IEW)

Train-The-Virtual-Trainer event
51 IAAO instructors eligible
to teach live-online.

Help with Locating Instructors

- Changes and reclassifications were made to provide course coordinators additional options for securing instructors.
- A new database was developed to make instructor review and selection user friendly.

Certifications

96
Designations
Awarded

177
New
Candidates

52
Professional
Members

Certificates of Excellence in Assessment Administration (CEAA) earned **10**

7 Recertifications | **3** Initial



98%
respondents
answered **YES**
when asked if our
service met
expectations



Technology/Communications

IAAO Website By the Numbers



Website Traffic
244,539



Overall Users
112,109



Page Views
1,311,125
↑ Up 24% over 2019



79%
of visitors accessed IAAO website from a desktop computer



20%
of visitors accessed IAAO website on a mobile device [phone or tablet]



MAJOR Press Contacts

Bloomberg

[BN]
THE BUFFALO NEWS

LAW360

THE KANSAS CITY
STAR.

5
KCTV

Action NEWS
KSHB-TV

Social Media



2020 saw IAAO **increased followers** on every active social media platform.



↑6%



↑10%



↑65%



↑13%



More than 3,200 IAAO members have now logged into IAAO Connect, the Association's online community for resources and connecting.

Remote Exams

For nearly all IAAO 30-hour courses, **students can now take exams 24/7**, from anywhere with an internet connection and a computer with a webcam and microphone.



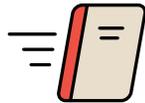


Publications/Library/Research

Research By the Numbers



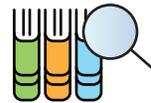
327
Reference
Requests Filled



704
Total Articles
Delivered

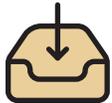


251
Items
Added*



3,424
Total Library
Link Searches

*Combined materials added to Research Library and LibraryLink



Downloads

1,440
Research Library
Items Downloaded

1,739
Research Exchange
Items Downloaded



IAAO Friends of the Library raised
\$8,224 TOTAL
for the Paul V. Corusy Library Trust

*Special thanks
for a generous
donation from
Korpacz Realty
Advisors, Inc.*



IAAO Member Survey

What IAAO programs, products and services have you used in the last 12 months?

90%
Read *Fair +
Equitable*
magazine

92%
Read
Assessing Info
newsletter

65%
have participated in
an IAAO webinar,
online/self-study
course, or other
professional
development

75%
are likely to use
their membership
to find an answer
to a professional
question or
challenge.



Did you know?
Searchers in the Research
Exchange hail from **40 countries.**

WE ARE IAAO International Association of Assessing Officers

The mission of IAAO is to promote global excellence in property appraisal, assessment administration, and property tax policy, through innovative professional development, education, research, and technical assistance.

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**

WE ARE IAAO, AND WE VALUE THE WORLD

**International Association of
Assessing Officers**
314 W 10th Street
Kansas City, Missouri
64105-1616

Phone: 800.616.4226

Email: info@iaao.org

iaao.org



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