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.
8,648 Members as of December 2020

IAAO Members serve 2,200 assessment jurisdictions and 29 countries

**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.

**New Members**

- **Female**: 52%
- **Male**: 48%

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)

**FELLOWS PROGRAM (FIAAO)**
Recognizing individuals who have dedicated their career to the development of our profession and made exceptional contributions to the Association and the assessment industry.

**4 New Fellows**

**Online Career Center**

- **46,150 Job Views**
  - **Up 75% over 2019**
- **65 Job Postings**
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**

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

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

### Courses + Students

<table>
<thead>
<tr>
<th>Category</th>
<th>Students</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>IAAO has 54 active courses, workshops and one-day forums.</strong></td>
<td></td>
</tr>
<tr>
<td>Webinars</td>
<td>3,078</td>
</tr>
<tr>
<td>Classroom</td>
<td>1,776</td>
</tr>
<tr>
<td>Live-Online</td>
<td>2,034</td>
</tr>
<tr>
<td>Self-Study Online</td>
<td>1,503</td>
</tr>
</tbody>
</table>

### 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.
**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)

**Social Media**

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

- Twitter: ↑6%
- Facebook: ↑10%
- YouTube: ↑65%
- LinkedIn: ↑13%

**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.

**Connect**

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

327 Reference Requests Filled
704 Total Articles Delivered
251 Items Added*
3,424 Total Library Link Searches

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

*Combined materials added to Research Library and LibraryLink

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