

# IAAO Annual Report 2021



*In connection with the Annual Report IAAO includes a report from the previous year's president. With the passing of Immediate Past President Greg McHenry, AAS, in February 2022, the IAAO HQ team compiled parts of his previous messages in F+E to review 2021.*

All of us wonder what the assessment industry will be like in the future. At IAAO, we have been working to address current issues and prepare for what's ahead.

Our biggest accomplishment in 2021 was the return to an in-person annual conference. More than 1,000 attendees and exhibitors were in Chicago in late August with another 200 participating online. Another major accomplishment was the completion of our new strategic plan, Future Assessment 2025, to help guide IAAO over the next several years.

IAAO has moved quickly to the new, more electronic world. From virtual meetings to virtual classes, we continued to offer more educational options to our members. As part of our efforts, an improved, dedicated space to handle our video efforts was conceived, and in the spring we opened IAAO Studios (sponsored by Tyler Technologies) at IAAO's Headquarters in Kansas City.



In February, IAAO gave a live presentation to the Alabama Chapter of IAAO and taped messages for the Texas Association of Appraisal Districts, the GIS/Valuation Technologies Conference, and Tyler Connect. This was followed by a live Town Hall for members and numerous events throughout the year.

Getting our message out to members and hearing from all members is important. Diversity and inclusion is a major focus of IAAO and as part of our efforts in 2021, we created a Diversity Statement along with action items including offering a DEI scholarship to attend our conference, and asked all members to update their profiles to provide additional information so we can better understand who IAAO is and how we can serve all of our members in meaningful ways.

Every association, industry, and organization faced many challenges over the past year and had to rethink how to operate. IAAO has made great strides and it has been my pleasure to serve as president.



*2021 IAAO President Greg McHenry, AAS, opened the Annual Conference in Chicago.*



*McHenry and Executive Director Debra McGuire, MBA, IOM, CAE spoke live at the Town Hall in February.*



*McHenry and Opal Hudson, 2021 Chair of the Diversity and Inclusion Task Force, taped a video on IAAO diversity efforts.*



# 2021 Highlights

## STRATEGIC PLAN



### IAAO MISSION STATEMENT

International Association of Assessing Officers (IAAO) is a global community of diverse mass appraisal professionals advancing fair and equitable property appraisal, assessment administration, and property tax policy through professional development, research, standards, and technical assistance.

### GOAL 1: Professional Development



IAAO will empower and guide the global mass appraisal community on their professional development path with personalized education and credentialing options in mass appraisal, assessment administration, and property tax policy.

### GOAL 2: Community Engagement



IAAO will be a diverse and inclusive global community of engaged professionals in the areas of mass appraisal, assessment administration, and property tax policy.

### GOAL 3: Communications and Advocacy



IAAO will maintain the best source of information, public relations, and research and standards used to advocate on behalf of the overall profession and diversity of individuals engaged in the fields of mass appraisal, assessment administration, and property tax policy.

### GOAL 4: Business Innovation



IAAO will maximize its potential in existing markets utilizing current offerings and also identify the unmet needs of the core mass appraisal market segment, which includes individuals, jurisdictions, and other defined stakeholders.

## IAAO 2021 BOARD MEMBERS & HQ STAFF

### Executive Committee

- President** - Greg McHenry, AAS
- President-Elect** - L. Wade Patterson
- Vice President** - Patrick Alesandrini, CAE, RES
- Past President** - Amy Rasmussen, RES, AAS, FIAAO
- Executive Director** - Debra McGuire, MBA, IOM, CAE

### Directors (Term expired December 31, 2021)

- David Harper, AAS
- David Brian Sanford, CAE
- Donna VanderVries, CAE, AAS, PPS, Esq.
- William Birkle, AAS (Associate)

### Directors (Term expires December 31, 2022)

- William Healey, RES
- G. Cecil Jackson, Jr.
- Dinah Kilgore

### Directors (Term expires December 31, 2023)

- Brian Gay
- Marcy Martin, AAS
- Terry Taylor, CAE, RES, AAS

### IAAO Team

- Mike Ardis, MSJ, APR
- Tiffany Avery, MA
- Tammy Brown
- Larry Clark, CAE, FIAAO
- Mary Ann Deming
- Erin Eades, MBA
- Toni Eichholz
- Daniel Fuchs
- Jordyn Garey
- Anita Lara, CMP
- Ashley Lathrop, MBA
- Rachel Mense
- Heather Moser, M.S.Ed.
- Mindy Murphy-Watson
- Veronica Nalley
- Sarah Noakes
- Jarron Paronto
- Leann Ritter, MS, CAE
- Keith Robison
- Kevin Thomas, M.S.Ed.
- Allyson Weber, MLA
- Shaun York

- Sr. Director, Communications & Technology
- Content Editor
- Director, Marketing
- Director, Strategic Initiatives
- Comptroller
- Manager, Operations
- Coordinator, Community Engagement
- Manager, Community Engagement
- Coordinator, Education Services
- Director, Meetings and Events
- Senior Director, Business Innovation
- Coordinator, Meetings
- Director, Professional Development
- Executive Administrator
- Instructional Designer
- Manager, Learning Technology
- Manager, Credentialing
- Manager, Special Projects
- Manager, Publications
- Manager, Learning Design and Innovation
- Staff Accountant
- Manager, Technology



# Professional Development

## ACCOMPLISHMENTS:

- Offered **in-person Instructor Evaluation Workshop (IEW)** - 16 participants.
- **Increased scholarship amount** for the IEWs.
- **Completed Workshop 411:** Building a Healthy Workplace Culture, required for all instructors.
- **Initiated AAS Fast Track program** to complete the designation in a year, completely online, if desired.
- **Conferred 93 new designees** and enrolled 148 new candidates.
- **Launched new training program** for committee and task force members serving IAAO.
- **Recognized 7 CEAA jurisdictions** at the Annual Conference.
- **Launched new Learning Management System** offering additional online modules and a portal for students and instructors.
- **Launched revised Workshop 853** and Courses 102, 402, 331, 600, and 601.
- **Released new speaker PREP** online video series.
- **Developed new course evaluation form**, resulting in additional course metrics.
- **Held 4 distance education workshops** in 2021, for a total of 12 workshops and 84 instructors.

## 2021 STUDENT REGISTRATIONS:

In-person	<b>2,258</b>
Live online	<b>3,644</b>
Self-study	<b>1,223</b>
Webinars	<b>1,516</b>
<b>Total</b>	<b>8,641*</b>

*\*2021 numbers increased over 2020 student numbers and nearly equaled pre-COVID numbers from 2019.*



*Judy Favor, Ph.D., presented on the GROW coaching model during the Emerging Leaders' Summit at the 2021 IAAO Annual Conference.*

- **Conducted competency-based Emerging Leaders' Summit** held on the GROW coaching model; 68 leaders participated, with 53 earning the certificate.
- **Established online application forms** for designation candidates, as well as case study and master exams.

## WHAT'S NEXT IN PROFESSIONAL DEVELOPMENT FOR IAAO?

Since late 2021 when the IAAO Board of Directors approved **IAAO-U**, the Professional Development Department (PDD) has been busy creating a framework in which educational offerings will reside. PDD is in the process of



*262 in-person and virtual courses were taught in 2021.*

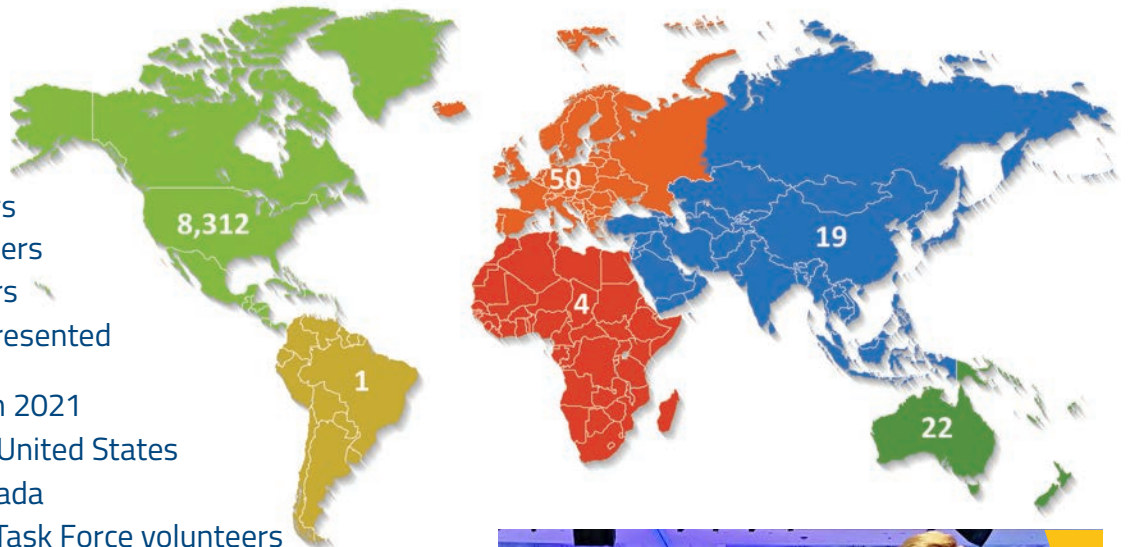
converting to a new live exam proctoring service that will enable designation candidates to take their master exams from nearly anywhere in the world. IAAO-U will also offer students increased flexibility, focused on multiple educational options and modalities to fit students' needs.

For example, students will be able to determine their course readiness by completing online assessments that will tell them immediately whether prerequisites should be attained before beginning an IAAO course offering. Students will also be able to select mini-courses in module format when they need to learn a single topic, such as the cost approach to valuation, also satisfying at least one CEU. These advancements are intended to provide greater flexibility within a more student-centered learning environment. In doing so, IAAO members will be able to more readily access relevant content and resources while pursuing professional development opportunities within the field of property valuation.



# Community Engagement

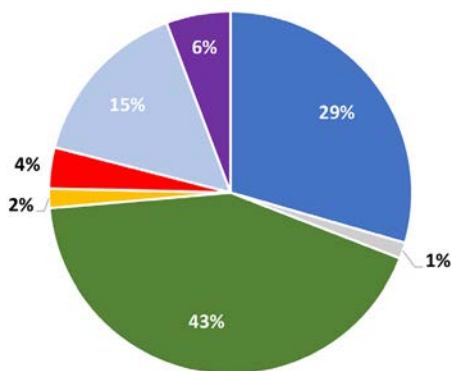
- 7,904** Regular members
- 453** Associate members
- 51** Affiliate members
- 2,200** Jurisdictions represented
- 965** New members in 2021
- 7,999** Members in the United States
- 312** Members in Canada
- 325** Committee and Task Force volunteers



IAAO awarded more than \$38,500 in scholarships to 39 members in 2021. The first Diversity, Equity, and Inclusion scholarship to attend the IAAO Annual Conference was awarded to Cassandra Griffin of the City of Portsmouth, VA.

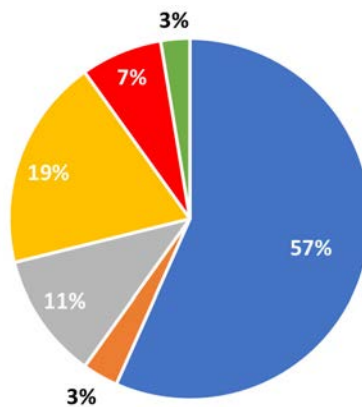
## 2021 FINANCIALS\*

### Revenue \$5,518,276



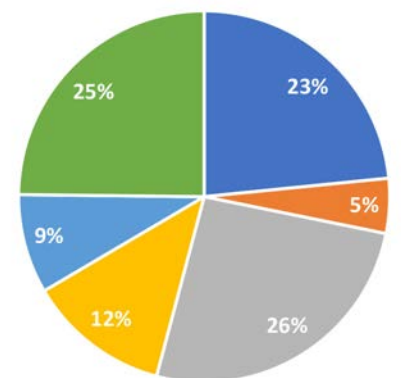
- Membership Dues
- Education Program Fees
- Designation Income
- Sponsorships
- Advertising
- Publications Sales & Other
- Conference Income

### EXPENSES \$4,896,511



- Administrative
- Occupancy & Operational
- Fees for Services
- Board
- Events
- Other

### EXPENSES by Function



- Administration
- Professional Development
- Publications & Marketing
- Research
- Membership
- Conference

\* Unaudited. Audit is being completed in April 2022 for FY 2021.



# Meetings & Events

## IAAO RETURNS TO IN-PERSON MEETINGS

After nearly two years of virtual meetings, IAAO returned to in-person meetings with the Annual Conference in Chicago and the Annual Legal Seminar in Fort Lauderdale, FL.

Overall, 1,200 people participated in the 87th Annual Conference and approximately 200 attendees registered for the virtual component.

IAAO offered two plenary sessions and a Keynote presentation, in addition to the sessions. Among the sessions was the conclusion to the Emerging Leaders' Summit (ELS).

### Legal Seminar

The Legal Seminar, canceled in 2020 because of the pandemic, returned in 2021. More than 100 people attended the two-day conference.

### Leadership Days

IAAO also hosted two Leadership Days meetings in 2021, one virtual and one in Kansas City, MO.

### GIS/Valuation Technologies

IAAO and URISA offered a virtual GIS/Valuation Technologies Conference in March 2021, with more than 300 attended.

### Women's Initiative Network

IAAO also hosted the online Women's Initiative Network workshop on Emotionally Effective Leaders.

### CONFERENCE NUMBERS

**1,183** attendees

**1,003** in-person

**180** virtual

**185** first time attendees

**68** ELS attendees

**38** exhibitors

**27** sponsors

**77** in-person credit hours

**11** virtual credit hours

**20** Networking Hubs  
(roundtables)

Welcome reception at the 2021 IAAO Annual Conference.



Peter F. Korpacz, MAI, CRE, FRICS and Vivian M. Wilhoite presented the plenary on the COVID-19 Pandemic Impact on Real Estate Values and Valuation Methodology.



The 2021 Conference offered nearly 70 sessions, two plenaries, and a keynote presentation.



More than 100 people attended the IAAO Legal Seminar in Fort Lauderdale, FL in December.



## PROFESSIONAL CONSULTING SERVICES WORKING WITH JURISDICTIONS TO IMPROVE ASSESSMENTS

Promoting innovation and excellence in property appraisal, tax policy, and administration, IAAO works with jurisdictions to find solutions to complex property tax matters. Through its Professional Consulting Services, IAAO provides objective, insightful advice to jurisdictions around the world.

During 2021, IAAO worked with six jurisdictions to improve assessments. As part of those efforts, PCS focused on providing ratio studies, a gap analysis, and preparation for and monitoring of reappraisal projects.

Representatives of one of those jurisdictions spoke at the Annual Conference in August. Cook County Assessor Fritz Kaegi reviewed the issues Chicago was facing and the key role of PCS.

IAAO Technical Standards form the performance targets for client jurisdictions. Developed, reviewed, and revised over many years by senior members of the Association, these standards reflect the best practices in the assessment profession. Their adoption and memorialization in various state statutes and regulations further support their use as a basis for comparison.



Annual Conference plenary session featuring Sarah Garza Resnick (left) and Fritz Kaegi of the Cook County Assessors Office, moderated by Past President Amy Rasmussen, RES, AAS, FIAAO.

### Jurisdictions IAAO partnered with in 2021

- Clarion County, Pennsylvania
- Cook County, Illinois
- City of Hopewell, Virginia
- Jackson County, Missouri
- Kauai County, Hawaii
- Tioga County, Pennsylvania

## IAAO RELEASED STATEMENT ON FAIR AND EQUITABLE ASSESSMENTS

Responding to news reports highlighting potential disparities, or regressivity, in low-income properties being overvalued during the assessment process, in April 2021 IAAO released a statement reinforcing a commitment to providing fair and equitable property valuation assessments.

IAAO outlined the four cornerstones of fair and equitable property assessments and noted other areas that can cause issues.





# 2021 Highlights

## 2021 SPONSORS, EXHIBITORS, AND ADVERTISERS

American Society of Appraisers  
 Apex Software  
 Appraisal Institute  
 Assessment Analyst  
 by Esri Canada  
 Aumentum Technologies  
 Axiomatic  
 CoreLogic  
 CycloMedia Technology  
 Data Cloud Solutions, a  
 Woolpert Company  
 Deckard Technologies, Inc.  
 DEVNET, Inc.  
 EagleView  
 E-Ring, Inc.  
 Esri  
 Government Software  
 Assurance Corp.  
 Granicus  
 Harris Govern

JF Ryan & Associates, Inc.  
 Just Appraised Inc.  
 Kansas County Appraisers  
 Association  
 Kansas City Chapter of IAAO  
 Korpacz Realty Advisors, Inc  
 LexisNexis® Risk Solutions  
 Linebarger Goggan Blair  
 & Sampson, LLP  
 Moore Precision Cost  
 North Central Regional  
 Association of  
 Assessing Officers  
 Nearmap USA, Inc.  
 OSG/SouthData  
 Patriot Properties, Inc.  
 Pivot Point Partners, LLC  
 Pushpin  
 RSI  
 Schneider Geospatial

South Central Kansas  
 Chapter of IAAO  
 Spatialest  
 Tax Management  
 Associates, Inc.  
 TEAM Consulting  
 The Master's Touch, LLC  
 Thomas Y. Pickett & Co., Inc.  
 TransUnion

Trepp  
 TrueRoll  
 Tyler Technologies, Inc.  
 Valcre  
 ValueFinder, LLC  
 Vexcel Imaging US, Inc.  
 Vision Government  
 Solutions, Inc.



## 2021 INTERNET & LIBRARY USAGE

### IAAO website

**151,441** website users

**1,229,884** page views

### IAAO Connect

**8,608** members in an IAAO Connect community

### Career Center

**57,044** job views

**131** job postings

### Library usage

**366** library reference requests

**698** articles emailed to requesters

**3,058** catalog searches

**1,210** downloads from library catalog

**1,307** downloads from Research Exchange

**2,945** total articles delivered

**260** new Research Exchange & Catalog items

Research Exchange contacts from **35 countries**