

IBBA UNIVERSITY FIELD COURSE



HOW-TO MANUAL



Table of Contents

IBBA University Field Course Rules & Regulations	Forward
IBBA Request Form for University Field Course.....	Forward
Introduction	3
Course Selection.....	4
Budgeting & Sponsorship of IBBA University Field Courses	7
Location & Facility	9
Promotion of IBBA University Field Courses	11
Getting IBBA University Field Courses Approved For Credit With Other Entities	13
Sample Budgets for IBBA University Field Courses	14
IBBA University Field Course Checklist	15
SAMPLE SURVEY	Appendix
SAMPLE REGISTRATION FORM	Appendix



Introduction

This manual was created through the cooperative efforts of IBBA Affiliate members who have compiled their experiences in offering IBBA University courses to their local memberships. Many variables come into play in the production of a successful course. The purpose of this manual is to identify key components which course promoters should consider. It should be recognized that following the steps in this manual does not guarantee profitability or success in course promotion, as individual situations vary.

Good luck, have fun and learn.



Course Selection

Typically the first step in developing an IBBA University Field Course is selecting which course or courses, you would like to offer to your members. There are three main steps to consider when selecting your IBBA Field Course.

- Gathering feedback from the general membership on which courses would be of most interest.
- Using the feedback to determine the IBBA course list while taking into consideration the need to provide a balanced selection of courses.
- Coordinating with IBBA headquarters for approval.

This process has been broken down into the following 11 steps:

Gather feedback from the membership

1. Create a survey for electronic distribution
2. Distribute to all association members with response request
3. Analyze survey results

Create a 2-page survey form for electronic delivery to all members. The first page of the form asks for information from the member and the second page is a list of courses. [Click here](#) to cut and paste the class list directly from the IBBA webpage and use this as the second sheet. Ask the member to indicate classes of interest and fax or email the survey back to the Education Chairperson of your organization. The results of the survey are used for the next year's offering of courses and a new survey goes out at the beginning of the following year.

For a sample affiliate survey please see the appendix section of the manual.



Course Selection

It will probably be a challenge to get a majority of the membership to fill out the survey and send it back. One of the reasons may be the large number of choices to choose from on the full IBBA course list. One idea is to reduce the full IBBA list to a few classes that would be of most interest to your membership, or to break down the classes by topics or course level. For example, one IBBA Affiliate's recent survey narrowed the course selection to six classes of which the member were asked to choose the three of greatest interest. The results were then presented and approved at the Affiliate's board meeting. There is also a space on the survey for a member to suggest a class that is not included in the list of six. Knowing the experience "level" of your membership can help to narrow the class choices.

Utilize the feedback determine the IBBA Course list

4. Present and discuss results at the next Board meeting
5. Highlight the classes of most interest to responders
6. Review the choices of most interest to responders
7. Make sure that there is at least one class of interest to newer brokers
8. If one such class is not represented, the Board may choose one

Most of the feedback you will probably receive is from experienced brokers who are interested in the upper level courses or the new courses because they have attended all of the other courses. The more experienced brokers also seem to be the members that are most active in the organization and have seen the results of investing in their own education through their success in the profession. (Get the connection here?)

That being said, there are always new brokers in the organization. They are a minority number of members and they may not be as vocal as experienced brokers. We all want these members to participate, utilize the educational resources of the IBBA, become a truly professional broker and be successful. To that end, we want to make lower level courses available to them.



Course Selection

Coordinate with the IBBA

9. [Click here](#) to complete the online Field Course Request Form
10. Receive approval from IBBA
11. Contact the instructor for further planning

It is generally recommended to use your survey results to plan course offerings for a year at a time. Once the course is selected, you need to contact the IBBA. Complete the [online Field Course Request Form](#).

The IBBA will check that the course you are choosing will not be in conflict with one of the IBBA conferences in terms of distance (500 miles) and time (45 days) from the conference. IBBA also contacts the instructor to see if they are available for the suggested date. The IBBA is very responsive in their approval process. They will call back and let you know if the course and date are acceptable and if the instructor is available. At that point, the Affiliates Education Chair contacts the instructor for further planning.

Getting member's feedback and analyses on what courses to offer helps to offer courses that will benefit a majority of the members and provide an idea of what level of attendance to expect. At the same time, try to offer courses that may appeal more to a silent minority of your membership that can not be ignored because a main priority of all the state, regional and national associations is to further the professionalism of our industry through education.



Budgeting & Sponsorship of IBBA University Field Courses

There are not only fixed and variable costs in offering an IBBA University Field Course, but also a wide range in the total costs you can spend. The instructor fee is the only absolute fixed cost you will incur. This is currently \$1400 for a 16-hour course, \$700 for an 8-hour course and \$500 for a 4-hour course. The IBBA fee of \$150 per student is your only required variable cost. The rest is up to you on how thrifty or extravagant you want to be and can afford. For organizations which are unsure what attendance levels they will receive, it may be best to test the waters with the bare bones course and go from there.

Some of the optional expenses for courses include:

- a. Facility: See the Facility and Location section of this manual. Your expenses for lunch and refreshments can vary significantly depending on venue. On top of your classroom fee, using the catering services at better hotels can add up to \$50+ per attendee to the cost of your course. Audiovisual expenses can also add up to hundreds of dollars in professional venues.
- b. Location of instructor: Unless a certified IBBA instructor is located in your market, you will need to pay the travel, hotel and per diem expenses of your instructor. If costs are a concern, you may want to select an instructor whose travel expenses will be minimized based on his or her location and the number of hotel nights you will need to provide.
- c. Course marketing costs. Most of the marketing for your course can be accomplished via email, but if you are doing any special promotion beyond your membership, there may be additional expenses.



Budgeting & Sponsorship of IBBA University Field Courses

You need to estimate the attendance level of your course in order to determine the price you intend to charge and estimate your potential profit, if any. Some Affiliates view providing courses at the lowest possible cost as a membership benefit. Others view it as a profit center especially if they are marketing to non-members. It's generally recommended not to exceed the cost of taking the course at an IBBA Conference for obvious reasons. You can adjust your price or amenities offered based upon your calculations. Offering a course in the style of IBBA Conferences and at IBBA prices generally requires 15 to 20 attendees, depending upon the costs in your market. Your course price and the amenities you provide should be consistent.

Some Affiliates have been able to supplement their courses budgets with annual or event specific sponsorships. The sponsors range from SBA lenders to franchisers to specific vendor types. They are typically allowed speaking and print media opportunities as well as home page placement on the Affiliate website in return for their contribution.

An Affiliate could reduce the cost by “donation” of a classroom or the lower cost of some public meeting facilities without hospitality services. Water, soft drinks and coffee seem to be essential, but an option is to break for “lunch on your own” if your budget is tight and you don't have a sponsorship cushion to cover any losses. Generally the luncheon and professional venue add to the experience and promotion of success in the business through education.

Request a copy of the sponsor's logo for inclusion in your program materials.



Location and Facility

The location and facilities you chose for your educational course or conference can range from free to expensive, vanilla to extravagant. Expenses are mostly variable based on your attendance. But, unless you expect to have 20 or more attendees, a hotel location may not be necessary. Keys to a successful meeting will include the following;

- Choose a city that is central to your attendees and will be easy (and inexpensive) for the instructor to get to and from.
- If the course is also a part of a larger annual meeting or member conference, match the location with your other objectives. Chose a resort location if you want to encourage networking events and entertainment. Choose a training center or conference room if your only objective is education.

While a hotel may be the typical choice, other options can provide for lower room cost and allow for flexibility in catering for meals. For a simple educational course, you might get pizza delivered or take-out from a local restaurant. Free or inexpensive meeting locations may include:

- Chamber of Commerce offices
- Real estate training offices
- Conference room of a member's or sponsors office
- Country club, Club house
- Local college, church, etc...
- Reception Hall



Location and Facility

A hotel can often be an ideal location for an IBBA Field Course. Hotels can provide you with all of the facility and service needs you may have during the administration of a course from providing the meeting rooms, audio/visual catered lunches and offering sleeping accommodations for members who travel. Here is a list of things to consider when making hotel arrangements.

- Contact the “Group Sales” office and let them know the dates and your expected attendance. From that they can usually provide you with some general guidelines of cost and availability.
- They will also want to know how many “room nights” attendees may use. Do not offer guarantees for the number of room nights, just request a reasonable rate for those attending.
- Typically, meeting room rental rates will be waived if you use their catering for meals, breaks, etc... Stated room rental rates may range from \$500 to over \$1,000 per day.
- Be careful when using the Audio Video equipment. Rentals for projectors can be quite expensive. Maybe an association member or sponsor has a projector you may borrow. *Often hotels will charge a fee for bringing in your own A/V equipment, in addition if your equipment has a problem many hotels will not fix outside equipment.*
- You will also be charged extra for marker boards, flip charts, microphones, projection screens, podiums, etc. The more you can supply on your own the less your hotel bill will be. *Be sure to inquire the hotel’s policy regarding outside materials.*
- Rooms will be setup upon your request in classroom style, dining style, theater, chevron, etc.
- It is recommended to plan a “Pre-Con” meeting with hotel staff prior to the class to insure that the room is setup the right way and the hotel has the proper signage directing attendees to the meeting room.
- Ask for a draped table with chairs and a garbage can for registration at the entrance to your meeting room.



Promotion of IBBA University Field Courses

Once you have decided which IBBA University courses to offer and the dates and location of the course it's time to start on the promotion of these courses to your membership and others. Some Affiliates have their Education Program scheduled a year in advance.

1. Send a "Save The Date" broadcast email to your membership with the same information as above.
2. Post the course name, number, description, credit hours, instructor, location, date(s) and price on your website as soon as you have the information. Consider using an html format if possible. It's not necessary to have all the details yet, but the more information you can provide, the better. All details should be known and communicated no less than 4 to 6 weeks before the course.
3. Prepare a course description and registration form as a pdf file. The course description is available through the IBBA and your instructor should have his relevant biography. Use the who, what, when, where, why and how methodology to prepare your promotional materials. Identify any continuing education credits which are applicable. Consider an early registration discount and cancellation policy. Also, make sure there is a contact person for information and payment. Accepting payment by credit card is important and makes it easier for attendees to commit to the course. [Click here](#) to review the course descriptions found on the IBBA website. Sample registration forms are in the appendix section of this manual.
4. Post the course description and registration form on your website.
5. [Click here](#) to view the online registration form. Email the course name, number, instructor, dates and location to education@ibba.org at the IBBA for posting on the IBBA Weekly Communication and online Calendar of events, no later than 6 weeks prior to the course. Verify that the information is posted on the IBBA website Calendar.



Promotion of IBBA University Field Courses

6. Email the course description and registration form to your members. It is recommended that you do this multiple times starting at least 6 weeks prior to the course. Send out a broadcast email every other week, then one week prior to the class and on the Monday of the week of the class. It's recommended to do this as a download link to your website if possible, otherwise, do it as attachments.
7. Be sure to announce the course offerings at all Affiliate meetings and events. It's good to have a representative of your Education Committee promote the course and the instructor at your events. Have course registration materials available at the meetings.
8. Don't forget to fax or mail course information to your members without email access.
9. Increase potential attendance by sending the course information to all IBBA Affiliates. Decide your pricing structure for IBBA members and all others non-Affiliate attendees ahead of time. A list of the Affiliate representatives and their contact information can be found on the IBBA website at <http://www.ibba.org/AboutUs/Affiliates/tabid/64/Default.aspx>. You can also contact IBBA Headquarters for a list of the affiliate contact names.
10. Decide if you want to offer your course to other professionals and research local or regional associations or marketing avenues to reach these people and market to these groups. Examples would be accountants, attorneys, commercial realtors or financial planners. If continuing education credits are applicable, make sure this information is clearly stated on your marketing materials. All IBBA University Courses are approved by the National Association of State Boards of Accountancy (NASBA).
11. A telemarketing blitz to your members who haven't yet registered can make or break a course in the last week.



Getting IBBA University Field Courses Approved For Credit With Other Entities

The appeal and success of your IBBA University Field Courses can be improved by having some or all of them approved by other regulatory agencies. This may include Continuing Education for Real Estate licenses or other professional licensure. These requirements will vary from state to state, therefore each Affiliate must be proactive in their geography. A face-to-face meeting with members of the regulatory board in consideration should be set by Affiliate members if possible. Documentation from IBBA about the breadth and depth of the courses should be presented with the request for some or all of the IBBA University Field Courses to be approved for that agency's continuing education requirements. If your membership can kill the proverbial two birds with one stone, they will attend your courses which are relevant to their day to day livelihood over other less relevant subjects.



Sample Budgets For IBBA University Field Courses

Here are some of the typical expenses you might incur in the presentation of your 8-hour IBBA University field course.

Fixed Costs

Instructor Fee	\$700
Instructor Travel	\$25-400
Instructor Food & Lodging	\$0-\$400
Classroom	\$0-\$500
Audiovisual	\$0-\$500
Course Promotion	<u>\$0-\$500</u>
Total Fixed Costs	\$725-\$3,000

Variable Costs

Refreshments (per attendee)	\$5-\$50
IBBA Fee (per attendee)	<u>\$95</u>
Total Variable Costs (per attendee)	\$100-\$145

Therefore, if you project an attendance of 20 students who will pay \$250 each, you will have revenues of \$5,000. A barebones course, with the instructor living in your geography and having little or no travel expense and the course being held in a no-cost facility and you providing minimal amenities will cost a minimum of $\$725 + (20 \times \$100) = \$2,725$, with a surplus of \$2,250.

The full-scale course could cost $\$3,000 + (20 \times \$145) = \$5,900$, with a loss of \$900.

Most likely, your students will complain with the austere conditions at a \$250 course fee and you will either have to obtain sponsors, more students or trim your offerings for the more extravagant version.



IBBA University Field Course Checklist

Who	Complete	
1. _____	_____	Choose Course
2. _____	_____	Select Date
3. _____	_____	Complete IBBA Field Course Request Form
4. _____	_____	Select Location
5. _____	_____	Select Instructor
6. _____	_____	Complete Contract With Instructor
7. _____	_____	Obtain Course Syllabus and Instructor Bio From IBBA
8. _____	_____	Arrange Hotel/Airfare/Transportation For Instructor (This depends on your agreement with the Instructor)
9. _____	_____	Arrange To Have Course Materials Printed (IBBA HQ)
10. _____	_____	Request proper amount of Course Verification forms & Evaluations to be sent from IBBA headquarters
11. _____	_____	Create Flyer/Registration Form
12. _____	_____	Distribute Flyer/Registration Form To Membership List
13. _____	_____	Promote Course According to Marketing Plan
14. _____	_____	Arrange Food & Beverage Services for the Course
15. _____	_____	Request Audio/Visual Needs from Instructor
16. _____	_____	Arrange Audio/Visual Needs For Course
17. _____	_____	Create Name Tags
18. _____	_____	Have Affiliate Representative At Course Registration
19. _____	_____	Have IBBA Course Verification Forms & Course Evaluations Available at Course
20. _____	_____	Have Instructor Return Evaluations and Course Verification Forms to Affiliate Representative
21. _____	_____	Send In IBBA Credit Letter And Check
22. _____	_____	Send Thank You Letter To Instructor/Sponsor