

RIMBA Vision

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One of the prime initiatives of the Board this year was to look at vision and then begin to build actionable strategies behind it. We took several hours of time identifying key areas then paired off into committees to isolate the 3 or 4 most influential areas.

Initially we looked at our Mission Statement, our relevancy in the industry – in the State, our ability to retain and build our membership, and lastly what we could do if we doubled everything about RIMBA: membership, revenue, affiliations, and so forth. It was really cool to go through it all. I'd like to just quickly share with you the first steps we're approaching on these topics. There are four:

- 1) Put a number on how many people are in our mission field as an organization. It's easy to name the number of members we have but how many total employees (families, household) rely on a healthy, vibrant, and visible RIMBA? I'll tell you, the number won't be small.
- 2) Determine how many people in the state of Rhode Island are touched by mortgage products and services? In other words, RIMBA has our universe but how big is the WHOLE universe in our State? People who took out a mortgage, refinanced a mortgage, are reliant on the industry for employment, affiliates, vendors.....everything. Again, a big number, I'm sure. People need to know these mission field numbers, they need to know the relevance of our organization so they might be encouraged to help us "double it" and become a huge force in our State.
- 3) The 3rd committee assignment might sound a little self-serving but we all agreed that it has importance. Who are our Directors, what are their backgrounds, and most importantly, what do they do in this organization? Our Board is a classic "working board". We staff and work all the committees – from membership, education and events, to legislative. We need to do a better job of credentialing ourselves with key stakeholders in the industry, in the State; to give you an idea of the people asking for your participation. We need to do this with strong collateral and materials that speak to the overall talent and experience of the people knocking on your doors to support; you'll be impressed and we'll move closer to our goals.
- 4) Finally, we realized that our true Mission Statement isn't as much consumer focused but rather it's to be seen as the go-to resource for legislative and market guidance in Rhode Island for all things mortgage lending. When the media looks for input to shape the story in our market, we need them turning to us, much like they turn to our colleges at RIAR for real estate issues. Right now, they turn often to activists and elected officials to speak for us. That has to change and our mission is to make that happen so the advocacy of our industry, all those lives relying on us, is organically grown, not outsourced by default to people that aren't invested in us.

These give you a nice overview of the vision we are carving out for our 2016 strategy. We welcome your input, feedback, and hope you decide to engage us on these important topics.