



Elevating the Association

It's a team effort

BY JAKE FARRELL, SR/WA

We are full steam ahead. We're so excited to have promoted Tim Drennan, CAE, to executive director. Tim and I have been working hard to align staff to our Strategic Plan and ensure they are prepared to partner with members in elevating IRWA's brand. In addition, growing our outward presence is essential, and in shifting our focus toward meeting marketing goals, we promoted Jade Meador, CMP, to deputy executive director. We have been working with Jade to concentrate our efforts on furthering IRWA's prominent reputation in the right of way industry.

IRWA is making an intentional push to drive communications and information through multiple platforms. The Right of Way Magazine, Leader's Edge and Weekly Buzz are just a few of the outlets we've used to push information out to members. It is our goal to keep members well informed of updates about the Association and industry news.

Leadership videos are underway, and we have been focusing our message around the Strategic Objectives. Recently, our Region leaders participated in a video that provided insight into the importance of IRWA and the relevancy and impact it has on the right of way industry. These videos will provide transparency about how we are moving toward bettering the Association for our current and future members. I encourage you to use and share this content as we work together to promote a constant flow of information from IRWA to all industry professionals within and outside of the Association.

In addition, the lingering impacts of COVID-19 have challenged our education offerings. It was anticipated that the vaccine would have provided an avenue for our Chapters to return to the classroom. The unknown has created a gap in course offerings for our members and industry professionals. The International Governing Council (IGC) has recognized the need for courses to be scheduled and directed staff to schedule over 60 virtual courses. These courses can be held by Chapters, or alternatively, Chapters can create their schedule around these courses to maximize the education offerings for our members and other right of way professionals.



Our Strategic Plan is finalized and being implemented across IRWA. Six Strategic Objectives, each with three Strategic Initiatives, will guide our Association's focus. Our Strategic Planning Committee will keep a close watch on the progress of our goals and recommend adjustments as needed. The committee will engage with members to keep a pulse on your thoughts and ideas. The Strategic Plan is always evolving and should be at the forefront of everything we do.

The International Executive Committee (IEC) is devoted to communication and collaboration at all levels within IRWA. We have established quarterly touch points with our Chapter leaders. Every quarter, each member of the IEC will meet virtually with their respective counterparts at the Chapter level to communicate directly about IRWA goals and plans. We must challenge each other and hold one another accountable to the success and sustainability of the Association. I will also be meeting quarterly with the Advisory Council to receive feedback and provide insight as to IRWA's direction.

Lastly, an enormous effort is being made to memorialize how we operate by developing a corporate operating document, which will be paramount to the longstanding success of the IRWA. It's imperative that we establish formality in how we manage the Association, leadership and staff.

I want to thank you again for your trust in me to lead this great Association. I will continue to improve IRWA and its brand. I am always available if you have questions or thoughts. Have a great holiday season. 🌟