

COMMUNITY STANDARDS UPDATE

JUNE 23, 2023

OUTCOME

Provide the board of directors with a summary level understanding of rebranding campaign of the Architectural Standards department/office to the Community Standards department/office. No action needed.

COMMUNITY STANDARDS

(FORMALLY KNOWN AS THE ARCHITECTURAL STANDARDS OFFICE)

PURPOSE

- Align the department name with industry-standard naming conventions
- Clarify departmental work through department name
- Implement culture and image change for the department



BUSINESS AS USUAL

- Department functions of design review and governing documents compliance/enforcement continue with no change
- Process and procedures updates continue as aligned with strategic plan, annual work plan and committee task lists
- Covenants and Architectural Standards Committee names and authorities stay the same



ELEMENTS OF REBRANDING CAMPAIGN

- Department rebranding campaign with guidance and assistance of communications team
 - Internal communication: transparent discussions
 - Staff and committee involvement over the last year
 - Soft approach to use of “community standards” over the last year
 - Formal communication plan rollout starting this month
 - External communication:
 - Soft approach to use of “community standards” over the last year
 - Formal communication plan rollout starting this month
- “Community Standards, formally known as the Architectural Standards Office”

Department
material
magnet
example:



Signage example:



COMMUNITY STANDARDS
DESIGN REVIEW + COMPLIANCE

TIMELINE + NEXT STEPS

2022 (Early 2023)

- Socialize the idea
- Create a new department org chart with updated job titles and job descriptions

June 2023

- Present rebranding to the Board
- Implement department materials and signage changes
- Update website
- Host department booth at annual meeting event

Summer 2023

- Rebrand member and building/real estate communications

Fall 2023

- Hold Meet and Greet at the Community Standards office for new and interested members
- Begin new member orientations



THANK YOU

