

# ALTA Homeowner Outreach Program Committee Report

Chair: Andi Bolin

Staff Liaison: Shawn Sullivan

## Recent Meetings:

ALTA ONE – October 22, 2019

Committee Call – December 6, 2019

## Future Meetings:

Committee Call – February 7, 2020

ALTA SPRINGBOARD – March 9, 2020

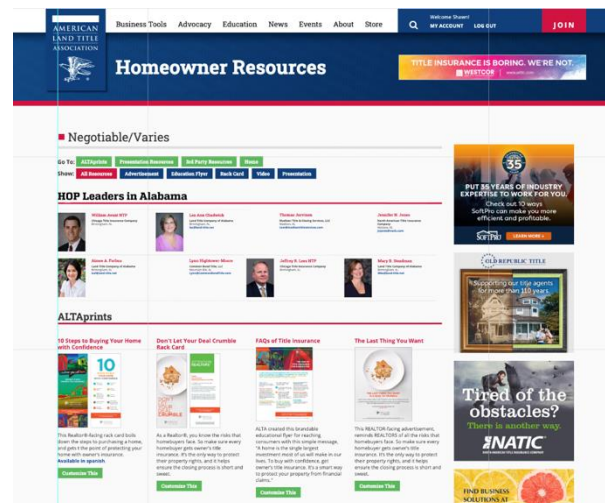
## Recent/Current Projects:

The committee is mainly focused on completing the Digital Marketing Calendar. The basics are:

- The HOP Calendar will be a weekly calendar and cover a whole year; the users can choose what and when to use it.
- The content will be based on HOP flyers, which will be hyperlinked for easy access.
- For the month, there will be four available options for the users to choose from. This will prevent different companies from posting the same material on the same day.
- Each option will have a prewritten suggested post along with the encouragement to rewrite it and make it their own.

The committee continues working to improve the user experience for the HOP website. Current action items:

- Give HOP Leaders more visibility on the site by integrating a list of HOP Leaders from a state into our map feature. If the users click on a state using the map, they will see a list of HOP leaders at the top of the page (see example).
- We created non-branded files of our ALTApriints documents and digital media files hosted on Canva. This allows ALTA members to simply download the file and start using it without branding through third-party sites.
- The committee has also added several new documents to the site since October, including:
  - Three PowerPoints, three educational flyers, one new rack card on wire fraud, and an updated rack card on wire fraud.



- The new site has improved tracking to help us better understand what our members are using and if they are customizing the file or are using the unbranded version.

The sole HOP Leader Training for 2020 is set up for April 8, 2020 in Atlanta. It will precede the ALTA & MBA eMortgage and Digital Closing Boot Camp. The price is still \$200 and only available to ALTA members. The committee will use this training as the basis for developing our HOP Leader video subscription service. We just opened registration and have no attendee numbers to report at this time.

### **Future Activities/Projects:**

#### HOP Leader Quarterly Newsletter

- Replacing the quarterly webinars.
- Will have three-four topics/testimonials, new product introduction, and tips on how to use these resources.
- Survey questions to help build and inform what the committee should be working on.

#### How Do You HOP Survey

- We plan to add questions to the TRID (first quarter) and membership (second quarter) surveys.
- Surveying the HOP leaders who are the most vocal users of the HOP catalog through the newsletter.

#### HOP Video Testimonials

- The committee is planning to rework this agenda item.
- Plan to utilize ALTA meetings as a place to collect these videos.
- The committee hopes to work these videos into ALTA publications to help members understand the benefit of using our consumer-facing resources.