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# Key Leader Engagement Opportunities

Each ULI engagement opportunity described provides key leaders a unique chance to have an impact on their communities and the real estate industry to further ULI's mission. These are ULI's impact programs and rely on the commitment of ULI's top leadership for their success.

Please reach out to Mary Beth Corrigan ([marybeth.corrigan@uli.org](mailto:marybeth.corrigan@uli.org)) to get involved in furthering ULI's mission.

The Key Leader engagement opportunities are grouped into four categories:

### Transforming Communities

- Advisory Services
- District Councils

### Recognizing Excellence

- Juries and Awards

### Sharing Knowledge

- UrbanPlan
- Education Programs
- Thought Leadership
- Centers
- Product Councils

### Building the Future

- Mentoring
- Women's Leadership Initiative
- Young Leaders and NEXT Groups

# Transforming Communities

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## Advisory Services

You can volunteer with ULI's Advisory Services program if you would like to be a catalyst for community change and mission impact: serve on a panel or be part of measuring the panel's impact after the assignment.

For more than 70 years, ULI members have delivered change in our cities through the Advisory Services program. Advisory Services panels offer unbiased and independent solutions to the most complex problems facing communities, such as post-disaster redevelopment, downtown regeneration, sustainable growth, and neighborhood revitalization. Teams of ULI members spend two to five days in a community, addressing a wide array of real estate and land use challenges and providing impartial, expert advice and specific recommendations for improvement.

In addition to serving on panels, Key Leaders can engage in both pre-panel preparation and post-panel follow-up for assignments in their communities. Helping the panel understand the community before it comes to town will strengthen the panel's recommendations. Assignment follow-up—both helping the community after the recommendations are delivered and assessing the impact of the panel's work—is critical to the program's success.

## District Councils

You can volunteer to serve as a leader with your District Council if you would like to create impact at the local level: serve on a committee or advisory group, speak at an event, mentor a Young Leader, or participate in a TAP.

District Councils deliver ULI's mission at the local level. They engage members by developing programs of local interest, hosting educational forums, and convening events tied to the release of publications like *Emerging Trends in Real Estate*<sup>®</sup>. By conducting community outreach programs and providing industry expertise to community leaders through programs such as technical assistance panels (TAPs), District Councils focus on opportunities to foster collaboration locally and build healthy, sustainable communities. ULI's affinity groups are most active at the District Council level. If you would like to be involved with the Women's Leadership Initiative, the Young Leaders Group, or NEXT, engage with your District Council. The success of the District Councils hinges on member engagement and involvement.

# Recognizing Excellence

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## Juries and Awards

You can volunteer to serve on a ULI jury if you would like to distinguish and recognize the best in the industry.

ULI's awards and honors programs recognize excellence in the built environment. Winners and finalists benefit from worldwide recognition among influential leaders in real estate and urban development.

Each award program involves an annual or biannual jury—composed of members with experience relevant to the award—that evaluates projects or programs, and awards ULI's highest honors. Each jury is made up of members who understand excellence in development.

### ULI Global Awards for Excellence

Recognizing best practices and outstanding development projects in the built environment; awarded every other year.

### ULI Hines Student Competition

An urban design and development competition challenging students to collaborate across disciplines and imagine a better built environment.

### ULI J.C. Nichols Prize for Visionaries in Urban Development

Honoring an individual whose own work, or work on behalf of an institution, has made a distinguished contribution to community building and who is committed to a built environment of the highest quality.

### ULI Urban Open Space Award

Celebrating and promoting vibrant urban open spaces that enrich and revitalize communities; awarded every other year.

### ULI Jack Kemp Excellence in Affordable and Workforce Housing Awards

Distinguishing exemplary developments that meet affordable and workforce housing needs in the local community (through the Terwilliger Center for Housing).

### ULI Robert C. Larson Housing Policy Leadership Awards

Recognizing innovative state and local policy initiatives that provide ongoing and sustainable support for affordable and workforce housing (through the Terwilliger Center for Housing).

# Sharing Knowledge

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## UrbanPlan

You can volunteer with UrbanPlan if you would like to prepare the next generation of city builders: mentor participants as they work through their project or be part of the team that follows up on local impact.

UrbanPlan is a classroom-based learning curriculum developed for public officials, as well as high school juniors and seniors and university students who are studying land use and focused on disciplines in business, city planning, real estate, architecture, or law. During an UrbanPlan project, participants develop a financial pro forma and a physical model of their plan for an urban infill, mixed-use redevelopment project, and present their proposal to a mock city council that awards the development contract to the winning team. UrbanPlan is supported by volunteers who are professionals in all disciplines of land use and development and selected for their depth of experience and knowledge. Managed by ULI's District Councils, UrbanPlan volunteers serve as facilitators who work with the participants and challenge them to think more critically about urban issues and the specific responsibilities of their respective roles.

## Education Programs

You can volunteer for one of ULI's Education Programs if you would like to share your knowledge and expertise with others wanting to know more about the real estate industry: teach a course or serve as guest lecturer.

ULI's Education Programs deliver practical instruction from experienced practitioners and researchers in land use and real estate professionals at all levels. Reflecting the diverse experts who make up ULI membership, the Education Programs are designed to serve professionals across disciplines through online and in-person courses on topics such as the basic real estate development process, financial analysis for development, attracting capital, construction fundamentals, small-scale development, and moving into the role of developer. ULI also offers a pro forma fundamentals certificate. ULI members with relevant experience and expertise teach and serve as guest lecturers for all of the Education Programs.

## Thought Leadership

You can volunteer to speak at a ULI convening if you would like to be part of bringing innovative ideas to the forefront: speak or organize a program session.

ULI holds two major member-engagement meetings a year: the Spring Meeting and the Fall Meeting. Each includes programming on a wide variety of real estate issues. There are also several other ULI convenings—global, regional, and local—covering more targeted topics. In addition, each of ULI's content centers as well as District Councils organize conferences, workshops, and forums on a variety of real estate-related matters. The success of all of these convenings depends on members sharing knowledge and expertise by speaking on panels or moderating sessions, as well as providing input and direction on the content delivered.

# Sharing Knowledge

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## Centers

You can engage with one of ULI's centers or initiatives if you would like to further ULI's influence through its content development and delivery: serve on an advisory board, speak at a workshop or conference, or contribute to books, case studies, research, and *Urban Land* articles.

ULI has four centers focused on moving the needle on topics that affect the real estate industry. Each center brings together ULI members, staff, and supporters to deliver insightful research that can be shared across ULI's networks and all the real estate industry. Each center relies on member input and engagement for its success.

### Center for Capital Markets and Real Estate

The Center for Capital Markets and Real Estate was founded with the goal of furthering ULI's efforts to inform, educate, explore issues, advance policies, create knowledge, and foster communication and networking related to capital markets and real estate. Its two keystone reports are the annual *Emerging Trends in Real Estate*<sup>®</sup> and the semiannual *Real Estate Economic Forecast*. In addition, the Center is developing case studies on financing small but transformative developments.

### Center for Sustainability and Economic Performance

The ULI Center for Sustainability and Economic Performance is dedicated to creating healthy, resilient, and high-performance communities around the world. Through the work of its four programs and initiatives, the Center provides leadership and support to land use professionals to invest in energy performance and portfolio resilience while reducing risks due to a changing climate.

### ULI Greenprint Center for Building Performance

The ULI Greenprint Center for Building Performance takes meaningful, immediate, and measurable actions to generate real estate solutions that improve the environment through energy efficiency while demonstrating the correlation with increased property values.

### Tenant Energy Optimization Program

Tenant Energy Optimization is a proven, replicable approach that integrates energy efficiency into tenant space design and construction and delivers excellent financial returns through energy conservation. The program emphasizes the importance of collaboration among tenants, building owners, and service providers.

### Urban Resilience Program

The Urban Resilience Program provides members, the public, and communities with information on how to be more resilient in the face of climate change and other environmental vulnerabilities, through reports, forums, workshops, and Advisory Services programs.

### Building Healthy Places Initiative

The Building Healthy Places Initiative leverages the power of ULI's global networks to shape projects and places in ways that improve the health of people and communities. The initiative has been a catalyst for furthering the discussions on building for health through its research, conferences, and Advisory Services panels.

# Sharing Knowledge

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## Centers *continued*

### ULI Terwilliger Center for Housing

The ULI Terwilliger Center for Housing conducts research, performs analysis, provides expert advice, and develops recommendations for best practices that reflect the residential land use and development priorities of ULI in all residential product types, with special attention to workforce and affordable housing. By working across ULI's networks, publishing reports, and organizing conferences and workshops, the Terwilliger Center has furthered the dialogue on housing.

### Rose Center for Public Leadership in Land Use

A program of the National League of Cities in partnership with ULI, the Rose Center seeks to foster creative, efficient, practical, and sustainable land use policies by providing public officials with access to training information, best practices, peer networks, and other resources. The Rose Center collaborates with the other networks to further its mission and is creating an environment where public officials are true partners with the development community to create livable places.

## Product Councils

You can volunteer to provide leadership to a Product Council if you would like to strengthen the industry by sharing best practices and creating small forums for exchange: serve as a chair, assistant chair, Annual Fund ambassador, or Council Day program or membership lead.

Product Councils play a key role in furthering ULI's mission. Through networking, information exchange, and sharing of best practices, Product Councils offer real estate leaders vital opportunities to create impact across the industry. In addition, the Product Councils are part of the larger ULI: their work is integrated into the Institute's overall program of work, as appropriate. ULI's Product Councils depend on industry leaders to set their direction by serving in a leadership role; a Product Council's strength and impact are tied directly to the strength of its leadership.

# Building the Future

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## Mentoring

You can volunteer to serve as a mentor at the local or regional level if you would like to champion ULI's rising stars: share career advice and experiences.

Engaging the next generation of ULI's leaders is a core part of the Institute's mission. At the local level, several District Councils have mentoring programs that reach out to Young Leaders and match them with more senior members who are willing to share experiences and career advice. At the Fall Meeting, ULI organizes mentoring opportunities that pair Key Leaders and those seeking mentoring who want to learn more about specific real estate sectors. These robust leadership and mentoring programs rely on volunteers who are willing to give time to help tomorrow's industry leaders.

## Women's Leadership Initiative (WLI)

You can volunteer with WLI if you would like to further the advancement of women in real estate: engage at the local level (advisory groups, mentoring, speaking) or regional level (executive committee member, program development).

ULI's Women's Leadership Initiative was founded to promote the advancement of women as leaders in the real estate industry. The goals of WLI are to increase the number of women who serve in leadership positions, increase the visibility of women leaders in the industry, and support the development of young women members as leaders in ULI and in their professions. This is accomplished through a variety of activities at the local and regional levels, including mentorship, program development (workshops, forums, sessions at the Spring and Fall meetings), and networking. WLI relies on volunteers to further its goals and promote women in the industry by speaking at events, taking a leadership role in WLI activities at each District Council, and helping create content and networking opportunities aimed at encouraging women in real estate.

# Building the Future

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## Young Leaders and NEXT Groups

You can volunteer with your local or regional YLG and NEXT programs if you would like to show the next generation of real estate professionals the path to success.

The Young Leaders Group (YLG) creates opportunities for young professionals under the age of 35 to develop skills and build relationships that will help advance their careers and foster an understanding of thoughtful development practices. YLG members are most active in the District Councils, where they plan YLG-specific events (tours, programs, and networking) as well as engage with members for mentoring and learning opportunities. The YLG depends on seasoned leaders to help them develop their real estate careers.

ULI NEXT identifies, connects, and elevates the next generation of leaders for ULI and the industry. NEXT engages and supports members ages 35 to 45 in all ULI activities. It also provides a range of benefits to participants as they develop their leadership skills and build lasting relationships with their peers, with ULI leaders, and throughout the ULI network. NEXT at the local level targets programming to all members in this age cohort in an effort to keep them connected after they age out of the Young Leaders Group. A key to the success of the NEXT program is the opportunity to meet with and learn from ULI's seasoned leaders and learn leadership skills to help with the next phase of their careers.

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