



New York State Association of REALTORS®, Inc.

Communications, Marketing & Technology Forum Meeting Report

Thursday, September 23, 2021

Starting time: 10 a.m.

Kelly Campbell
Chair

Zach Latinville
Vice Chair

Our speaker, Victoria Alexander, works as the Graduate Coordinator for Diversity, Equity, and Inclusion in the Department of Fraternity and Sorority Life at the University of Maryland; where she provides training and programming related to D-E-I initiatives. She presented a very informative and conversational presentation centered around communication and marketing entitled “Unpacking Bias: D-E-I in Real Estate.” It was very well received and generated a lot of positive conversation about diversity and inclusion in real estate communications and marketing.

We also discussed the recent NYSAR social media video campaign. Impressions were positive and we encouraged local boards to reach out to NYSAR Director of Communications Scott Morlock, to acquire the videos and use them on their website and social media platforms as well.

With no other business to discuss, the meeting was adjourned.