

Calendar of Events

- **October 22-26**
MACA Fall Conference/IAAO Workshop 163
- **November 26-30**
IAAO Course 101
- **December 10-14**
IAAO Course 500
- **February 20-21**
CMS Case Study Workshop
- **March 4-8**
IAAO Course 102
- **April 4, 11, 16**
Assessor Recertification
- **May 6-10 & 20-24**
Certified Appraisers School
- **May 31**
AEI, AEII, MAE Deadline
- **June 18-19**
MAE Exam
- **October 2019**
7 Hour USPAP
- **December 3-6, 2019**
New Assessor/Collector Workshop

Visit
gcd.msstate.edu
for more
information.



Across County Lines



IAAO Online Education on the Rise

By: Jason Camp

Over the last two years IAAO has made it a goal to provide more of their courses and workshops online. IAAO Course 101 Fundamentals of Real Property Appraisal was the first course to be offered. This has been a welcomed option for assessing professionals who face the challenges of wanting to advance their assessment skills but are not able to travel due to professional and family commitments. Amber Marshall with the Warren County Tax Assessors office recently completed course 101 online and shares with us her experience.



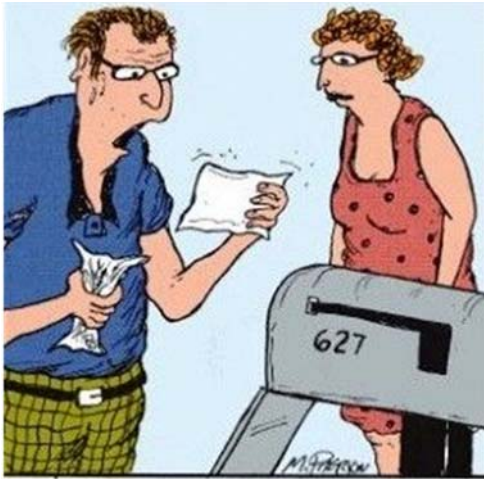
Amber Marshall, with Warren County Tax Assessors Office participating in IAAO course 101 online.

"As a mother of 2 children and a wife of a construction operator, it is hard for me to go anywhere, let alone out of town for a week because of conflicting schedules with my husband and taking care of 2 small kids. When I heard of the online course for Course 101, I was a bit apprehensive about taking it because of what I thought would be a lack of interaction and to be truthful, self-discipline to get it done, but I could not have been any more wrong. The interaction between the online students and online instructors was perfect. They made sure that you had nu-

merous ways of contacting them. Among being able to contact them, the videos and presentations explained all of the material perfectly, along with the presentations you were also given exercises and quizzes that you must pass with a 100% before going to the next lesson or chapter. You are given 1 chapter per week for 4 weeks every Monday. (4 chapters total). You are able to go back to the previous chapter but you cannot move forward
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Reaching Taxpayers

By: Jason Camp



"What the ... They raised our property tax assessment 21 percent because we added a birdbath!"

ter found that 77% of Americans own smartphones, a number likely rising daily. Statistics also show that more people access online information using a smartphone than a desktop computer. Ensuring that websites for county tax offices are mobile friendly is a major step in helping make information available to customers.



At the recent MACA conference Jason Camp, Extension Instructor with the Mississippi State University Extension Center for Government and Community Development presented a session on communicating with taxpayers. He offered several tips:

- 1. Google Business Listing**-Google has automatically created a business listing for most businesses and government officials. Ensuring this information (phone number, address, and office hours) is up to date and correct is essential. It typically only takes less than 5 minutes to edit or create the listing. Many in attendance were surprised to find incorrect information, positive reviews, and pending questions taxpayers in their county had posted.
- 2. Social Media**-Facebook and other social media channels are one way to get your information out directly to customers. It is free and can be done within seconds. Example post that an office might share: Reminders about important deadlines, updates about law changes, spotlight office staff, etc. Social media is here to stay and can no longer be ignored as something the young people are doing!
- 3. Traditional Media**-Traditional media such as newspapers, news stations, and radio are still some of the strongest ways to reach the public. Building a relationship with reporters in your area is essential in helping to get your message out. News outlets are always searching for interesting and unique stories. The data that county tax offices retain can tell a very interesting picture of the area. Offering this information to reporters in the forms of a news release or simply calling them can generate lots of positive news stories for your office.

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until that next Monday. After you finished all of the chapters, you can take your exam the following Monday, but you have 2 weeks to take it, so you can take it when you feel confident. For the exam, it was a fairly simple task. They set you up with Proctor Free, which is a company that proctors you through webcam as you take the test. The exam did come from the quizzes and exercises. At first, it was a bit challenging to get the proctor free and exam working because of some technical issues but once I got started it was free sailing. For me, as a mother, the most difficult aspect of taking it online was finding time to study. Between baseball practices and Pageants, there is just not enough time in the day, but there are ways to find the time because I see this as going towards the future of my little family. I am proud to say that I passed Course 101 taking the online course. I would most definitely take another online course.” Amber Marshall

Course 101 is the only course that is available currently. Many workshops, self-studies, and webinars are available. However, there are other courses that will be offered very soon. To learn more about IAAO's online offerings visit. IAAO.org click Education, Online Courses.

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When the public has ready access to information it can lead to fewer phone calls, civil discussions, and a better view of local government. County tax offices are encouraged to do a self-assessment of their online presence and availability of information by asking the following questions:

1. Can the public easily find basic and correct contact information online?
2. Does the office have a website that is mobile friendly? Can commonly ask questions be answered by visiting the website?
3. Does the office have a social media presence? Does it actively engage citizens, respond to questions, and share information about the office and ad-valorem taxes?

If your office is struggling to answer any of these questions the Mississippi State University Extension Service has resources that can aid in developing an effective customer outreach strategy.



IAAO Fall Workshop 163

Marshall & Swift Commercial

October 24-26, 2018

Magnolia Bluff Natchez, MS

This 15 hour workshop is designed to teach participants how to use the *Marshall & Swift Commercial Valuation Guide*. Participants will spend more time working several case study problems to assist them in learning how to apply this service.



A NEWSLETTER OF THE MS
IAAO & MACA

MS CHAPTER OF
INTERNATIONAL ASSOCIATION OF
ASSESSING OFFICERS
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We're on the web!

MSTAX.org

Dearman Elected President of MACA



**Delbert Dearman,
2018-2019 MACA President,
Forrest County Tax Collector**

Delbert Dearman, Forrest County Tax Collector was recently elected to serve as President of the Mississippi Assessor and Collectors Association. The 89th annual MACA summer conference took place in Biloxi, MS. Dearman has served as the Collector for Forest County since 1992. MACA's purpose is to bring about a closer relationship between its members, the Mississippi Department of Revenue, county boards of supervisors and the taxpaying public; To promote just and equitable principles in the assessing of all properties for ad valorem tax purposes required by the laws of Mississippi; and; To work for uniform standards of taxable values throughout the State, which will reflect credit on all members, thereby bringing about a better understanding and cooperation between all taxing officials and the taxpaying public. Others who will be serving during the 2018-2019 term are: Mike Lewis, 1st Vice-President, Sylvia Baker, 2nd Vice-President, Charles Williams, 3rd Vice-President, Minority Liaison - Eddie Fair, Secretary - Ramona Blackledge, Treasurer - Hope Herrington, Legislative Chairman - Jimmie Ladner, DOR Liaison - Jack Smith.