



**2019-2021 Member Services Committee – Conference Call  
Tuesday, April 21, 2020 – 3:00 pm-4:15 pm**

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<http://www.nahro.org/content/nahro-member-services-committee>

**Attendance:**

Those on the call: Denita Johnson, Beverly Banks, Annie Botsford, Rickey Bouffard, Donna Brown-Rego, Dale Gravett, Angie Hanifin, Milet Hopping, Keon Jackson, Anna Judge, Lori McGowan, Jake Oglesby, MaryLiz Paulson, Michele Poletti, Karen Reynolds, Peggy Rice, Andy Rodriguez, Billie Shelburn, Lisa Stevens, Revonda Stordahl, Lillian Stringer, April Thompson, Dannie Walker, Kathy Walter, and Randy Waters

Those absent: Joseph Anderson, Zach Bale, Shauna Boom, Gary Centinaro, Eric Chubenko, Sharon Dixon, Zachary Guerin, Pamela Kemp, Veronica Loza, Liz Morales, and Cynde Smith

**Guest:**

Sunny Shaw

**NAHRO Staff:**

Lori Myers-Carpenter

A quorum was present.

Denita Johnson started the call by saying she hoped everyone and their families were well. She asked if anyone wanted to check-in and share their experiences. She said things had been tough at her agency. First she had to deal with an unexpected carbon monoxide problem, which displaced over 300+ people, and then just when they thought that problem was solved, COVID-19 hit.

Denita said the goal of the call was to review the suggested objectives from the subcommittees, select three of them to move forward to the Strategic Planning Advisory Committee (SPAC) and approve the name changes for the individual awards. She asked the subcommittee chairs to provide a report on their work to date.

**Awards**

Kathy Walter, Chair of the Awards Subcommittee, said they did not create objectives for Goals A, D or E, but they developed objectives under Goals B and C. Under Goal B, which deals with professional expertise, they hope to increase the total award entries, both individual and agency, by 3%. They also hope to better market the awards through eye-catching design ads and advertising them in new outlets, and finally they want to review the current awards to make sure they have an award that recognizes all member types. On Goal C, which deals with partnerships, they want to better engage the regions and chapters in helping them increase the number of

award entries by possibly developing a contest between the region, and they want to enlist the regions help in promoting the awards.

Denita asked if there were any questions before they continued. Anna Judge asked for clarification on how many objectives they needed. Denita said while each subcommittee could have as many objectives as they liked to work on during the term, the full committee only needed to send three to SPAC.

### **Emerging Leaders**

Keon Jackson, Chair of the Emerging Leaders (EL), said he appreciated everyone who was able to join their call. He said they developed objectives for each goal. For Goal A, which deals with advocacy, he said they would like to provide advocacy training in person or online for Emerging Leaders, and they hope to work with Tess on this. For Goal B, which deals with professional expertise, they hope to encourage the PD department to hold more online trainings and live trainings in more areas that cater to Emerging Leaders. They also hope to suggest topic and session ideas to the Professional Development and Conference departments that would be of interest to ELs.

Milet Hopping asked if they hoped the sessions/topics would be solely on leadership or would they focus on education in general. Keon said they would focus on both.

For Goal C, which deals with partnerships, they want to create a networking program between housing authorities, whether online or in person, and they want to create a program/toolkit, which encourages ELs to reach out to local students to let them know about housing and NAHRO. For Goal D, which deals with financial stability, they want to provide one or two recommendations on a quarterly basis to NAHRO on possible new partners to explore based on their own experiences. Lori McGowen said this was objective was based on something they do in her own agency. Each person selects a local non-profit or business in their community to visit. Not only do they learn about the organization in these exchanges, they also find out if there is a way they can work together. The ELs thought they could put together a model that could be used on the national level. Milet said this might be something worth sharing on the website. They could compile a list of the different types of partners/partnerships out there for others to review and possibly replicate in their area.

Keon said for Goal E, which deals with communication, networking, information exchange, etc. they want to continue their relationship with the Fellows as mentors and work with them to create conference sessions. They also included the objective from Goal C on networking in this section as well. Finally, they suggested NAHRO consider collecting diversity data under Goal F, which deals with diversity and inclusion.

Denita said she hopes the ELs will also work with the Diversity Advisory Committee on the sessions they present at the conferences. Keon said they would be happy to help. He then thanked Lori McGowen, Aaron Cooper and John Hamilton on the EL subcommittee for their input.

**IT**

Beverly Banks, Chair of the IT Subcommittee said under Goal A, which deals with Advocacy, they are going to monitor and work with Tess on the Serving Rural America Act which deals with the digital divide. Under Goal B, which deals with professional expertise, they hope to encourage the professional development department to provide a webinar or list of resources on how to work remotely. She knows from her own experience that many small agencies don't have these resources themselves or even know where to find them. She said they didn't have any objectives under Goals B or C, but if they had thought of it sooner, they would have suggested the PD department create and sell the technology webinar/information prior to today's crisis so folks could have been better prepared. For Goal E, which deals with communication, networking, information exchange, etc. they are going to review, support and promote the new website, and revisit the idea of a listserv/online forum. Finally, under Goal F, which deals with diversity, they want to make sure the new website is accessible for people with disabilities.

Milet said they might consider collecting the data on how people handled their IT challenges during this time and create a toolkit with that information. MaryLiz Pauslon said their idea of a listserv ties in with the Emerging Leaders online networking platform.

### **Marketing/Relationships**

Since Cynde Smith wasn't available to provide the Marketing/Subcommittee report staff provided the information. She said instead of holding a call, the subcommittee voted on approximately seven ideas the previous term's subcommittee recommended they work on this term. The first objective they selected fell under Goal D, which deals with financial stability. They are going to research other associations/organizations to see what goods/services they are providing. They will use this benchmarking report to suggest possible products and services NAHRO could create and sell to fill the gaps. Their other two objectives fell under Goal E, which deals with communication, information exchange, etc. The first is they hope to create new networking opportunities. For example, one idea might be to have a sign-up sheet for people interested in going out to dinner with each other. The other objective is to create a member survey to gauge members satisfaction.

Denita said she really liked the idea about peer-to-peer networking, and we might be able to use this idea in the first-time attendee session as well. Milet said its hard to feel welcome sometimes at a National event since they are so big. This idea would help solve that problem. Lillian Stringer said she just joined the call so she hadn't heard everything, but she thought this idea was great.

Denita thanked the chairs and said they now had the hard task of selecting just three of them to submit to SPAC. She asked if anyone had any ideas. Anna said she really liked the peer-to-peer networking idea. Kathy said she liked the EL's ideas on advocacy training, the online networking program and IT's listserv. Lisa Stevens said she agreed with all of those ideas as well, and she said the IT subcommittee had talked about a listserv for a while and she'd like to see it move forward. Milet said she liked the EL's networking suggestion since it gets to the point of what am I getting for my money. She also liked the idea of collecting the technology information in a toolkit. Kathy said the IT's listserv and the EL's online networking forum could be combined since they were similar.

Denita said it sounded like the three they liked were the peer-to-peer networking, combining the EL and Its objectives about the online forum/listserv and the advocacy training for Els. Everyone on the call agreed those were the three objectives they would like to submit to SPAC.

Denita said the next item to discuss was the names of the awards. She asked Kathy to give an overview. Kathy said last year the awards subcommittee suggested they rename the individual awards so they reflected what the award stood for instead of being named after a person many people didn't remember. She said the subcommittee provided their recommended names to the IRGE, LEGNet and Commissioners Committee to consider. IRGE and LegNet both agreed it was a good idea to change the names, and they suggested the following names: the International Research and Global Exchange Award and NAHRO's Advocacy Award. However, the Commissioners Committee wanted to keep the person's name connected to the award and call it the Elizabeth B. Wells Commissioner of the Year award. Kathy said today they were asking for the committee's input on the other committee's suggested names. After some discussion it became clear the committee felt the person's name should be removed from the award title, as long as the person was still mentioned in the description.

Donna Brown-Regio made a motion that the individual award names be changed to the International Research and Global Exchange Award, NAHRO's Advocacy Award and the Commissioner of the Year award. Milet Hopping gave the second. The motion passed unanimously.

Denita asked if there was any other business. Kathy encouraged everyone to go to the advocacy page on the website and sign-on to the new letter asking for housing be included in the next COVID-19 bill. Staff encouraged everyone to review the new website. Lisa said she just looked at it, and it looked great. Denita closed the meeting by reminding everyone that we still needed a Vice Chair, and she said hopefully they would vote on that in July.

The call ended at 4:15 pm. The next full committee call will be held on Tuesday, May 12 at 3:00 pm ET.