

**-Draft-**  
**TRANSITION REPORT**  
**FROM 2017-2019 MEMBER SERVICES COMMITTEE**

The Member Services Committee's mission is to achieve member satisfaction and grow the professional organization by providing networking opportunities, membership outreach, current technology, quality customer service, and recognition of excellence.

## **ACCOMPLISHMENTS**

### ***Membership/Communication***

To date, membership consists of almost 2,700 member agencies comprised of public housing and community development agencies, non- and for-profit organizations and business council partners, and more than 17,000 associate and allied individual members.

Staff continues to send emails welcoming associates when the agency renews—both to new Associates and to continuing ones—reminding them of their login information and services available. In addition, they send thank you emails to the executive directors for the renewal, and they send a copy of their updated associate lists when requested.

In 2019 NAHRO also introduced the online Associate Portal where the primary contact or his/her designee can make changes to the NAHRO database in real time.

In the past two years the committee discussed and/or took action on a variety of membership specific topics including the changes to the site selection process recommended by the 2015-2017 term, discussing the feasibility of the Summer Conference, reconsidering Arizona as a possible site for future conferences, and how NAHRO can stay relevant for RAD agencies.

### ***Dues***

The Committee continues to oversee the dues structure. In 2018 they reviewed the current dues structure and implemented a dues increase of 8% for Housing and Public agencies and a 15% for Non-Profits, For-Profits and BPC members to take effect in January of 2019. They also passed a motion that instead of reviewing the dues every two years, they would increase dues annually by 1.5% a year to keep up with the rising costs associated with advocacy, improving communication tools, enhancing technology, adjusting to increasing fixed costs, and other business expenses. The 1.5% increase will be put into place starting with the January 2021 dues. (Strategic Plan Goal D, Objective #1.)

### ***NAHRO Governance***

The committee reviewed numerous changes to chapter and regional By-Laws and recommended the changes to the Board of Governors. They also approved the name change from the Manufacturers and Suppliers Council to the Business Partners Council. (Strategic Plan Goal C, Objective #3b.)

## ***Awards***

*Merit/Excellence Awards:* The Committee continues to oversee the Agency Awards process. In most regions, the regional Member Services Committee serves as the regional jury. Members also help with the Award presentation ceremony at the Summer Conference – 193 Awards of Merit were given in 2018 and 207 were given in 2019. National Juries convened at the 2018 and 2019 Summer Conferences to select the Awards of Excellence – 22 Awards of Excellence were given in 2018 and 24 will be presented in 2019. Finally, they reviewed the pricing for the awards and decided to increase the price of the late application fee in order to provide more of an incentive for applications to be submitted earlier.

They also approved changes to the Business Partners Council’s award, so it better reflected the group’s focus on partnerships between housing and community development agencies and businesses. The newly christened award will be presented at the 2019 National Conference.

*Individual Awards:* Throughout the term, they focused on the individual awards, and in particular, the Herman Award. They determined the Herman Award applications were mainly coming from large agencies so they recommended the award be revamped so it would appeal to a broader audience. They also recommended the name of the Herman Award, as well as the Lange, Wells, and Nenno awards be changed so the names represented what the awards stood for instead of a being named after a person in order to encourage more applications. These recommendations will be submitted to the Board for approval in October. (Strategic Plan Goal B, Objective #3.)

## ***Marketing and Relationships/Partnerships Subcommittees***

The Marketing and Relationship subcommittee was assigned the task to help with membership reclamation, retention and acquisition of new members. They created a contest between the committee members to see who could bring back the most members in their region, and they reviewed and made changes to the current non-renewal survey which is sent to members after they have cancelled in order to gather better data. They also encouraged sharing member lists between the regions and chapters so they can identify who is not represented at the national level. They reviewed outside organizations’ retention plans and suggested offering discounts on trainings/conferences to encourage early renewals. They also suggested holding roundtable sessions at conferences to increase member engagement, offering networking dinners, and using pop-up surveys to gauge member satisfaction. The subcommittee also suggested focusing more on non-traditional members such as financial organizations who are playing more of a role in the industry due to RAD. They hope to put many of these ideas in place in 2021. (Strategic Plan Goal D, Objective #1.)

## ***Information Technology Subcommittee***

Throughout the two years, the IT Subcommittee met with staff to discuss upgrades to the Association’s current technology including software and hardware upgrades, reviewing and testing the online Associate Portal, and participating in the look and feel of the website re-design, which is scheduled for a 2020 release.

### ***Emerging Leaders Subcommittee***

The Emerging Leaders subcommittee is comprised of members from the Member Services Committee and Presidential appointees. During the 2017-2019 term, they had a seat on the National Conference Planning Committee to encourage sessions on leadership issues, and they sponsored Brown Bag luncheons at the 2018 and 2019 Summer Conferences, which focused on “Effective Behaviors for Leadership – Navigating Conflict, Engagement and Supervision” and “Are You REDI? Using a Race, Equity, Diversity and Inclusion Framework in Our Everyday Work.” They also hosted a Party with a Purpose at the 2018 and 2019 National Conferences that helped raise money for the National Merit scholarship. They also worked with the Fellows on creating topics for bi-monthly learning exchange conference calls and held joint conference sessions at the 2018 and 2019 National Conferences. (Strategic Plan Goal C, Objective #3a.)

### ***Fellows***

The NAHRO Fellows Program honors individuals for their accumulated wisdom and mastery as seen by their achievements and their actions within their own communities. In 2019 two Fellows will be inducted.

The Fellows continue to participate in all facets of NAHRO. They presented sessions at the 2018 and 2019 National Conferences in collaboration with the Emerging Leaders called “Keys to Successful Agency Governance and Lessons Learned” and “Ask the Experts.” They provided guidance to those interested in learning more about becoming a leader through their “Ask a Fellow” page on the NAHRO website, and they continue to establish guidelines for their role within NAHRO. (Strategic Plan Goal C, Objective #3a.)

### ***Conferences***

The Committee played a role in the selection process for the 2021, 2022 and 2023 National Conference site selections. The committee also assisted with the First-time Attendee Overview session at all three conferences both years, meeting with delegates and making them feel welcome, and assisting them with questions about NAHRO leadership, the conference, and the association in general.

### ***Strategic Plan***

The Committee worked on the tasks assigned to them throughout the term, completing several and determining that many are on-going. *Please note: Strategic Plan items are referenced throughout the transition report.*

## **CONTINUING ITEMS/RECOMMENDATIONS**

*Awards:* Continue to evaluate, promote, and fine tune the award programs. Consider ways to increase the number of entries and to better market the program such as recognizing the size of each agency in the awards catalog, promoting the Awards in the CEO’s email message, Twitter, and asking the regions and chapters to promote them on their websites.

*Fellows:* Continue the collaboration with the Emerging Leaders. Continue to fine tune the Fellows application and selection process. Create more opportunities for the Fellows to be engaged with the membership.

*Emerging Leaders:* Continue to submit session ideas for conferences and plan events for Emerging Leaders and to work with the Fellows on information exchanges.

*IT:* Continue to meet with staff on technology updates and provide feedback if continued.

*Marketing and Relationships/Partnerships Subcommittees:* Continue to work on fine tuning the reclamation, retention and acquisition plans put into place in order to grow and retain members.

*Conference:* Continue to participate in the site selection process. Continue the role with the first-time delegates. Continue to have a representative from the Member Services Committee on the National Conference Planning Committee.

*Strategic Plan:* Continue to work on the strategic plan and add new tasks as needed.