



**2019-2021 Member Services, Marketing and Relationship Subcommittee –
Conference Call
Thursday, October 15, 2020 – 2:00 pm-2:30 pm**

Staff Liaison: Lori Myers-Carpenter || lmyers@nahro.org
<http://www.nahro.org/content/nahro-member-services-committee>

Attendance:

Those on the call: Cynde Smith, Larry Guanzon, Randy Waters, Milet Hopping and Denita Johnson

Cynde Smith welcomed everyone on the call and thanked them for sharing their time. She also welcomed Larry Guanzon to the subcommittee.

She started the call by providing a brief overview of the subcommittee's progress to date. She said the committee had three main objectives. The first was to Improve Peer-to-Peer Networking, which because of its impact had been moved to discussion by the full committee. The next was researching other associations and completing a benchmarking exercise to see if they did things differently that NAHRO could use to enhance membership, and the third was a membership survey.

She said on the last call, they decided to focus on the benchmarking study next, and they discussed the types of organizations they should research. They felt they should focus on the following areas, advocacy, professional development and resident/customer satisfaction and best practices. They selected four organizations to research:

- National Low-Income Housing Association – Advocacy
- PHADA – Advocacy
- Nan McKay – Professional Development
- National Apartment Association – Housing and Community Development, Customer Service/Resident Satisfaction, Private Market Best Practices

Milet Hopping and Denita Johnson both commented that they liked the idea, and they were excited to hear the results.

Cynde then reported she revamped and old bench market study staff had, which was sent to the group. She said each person will research their assigned organization and complete the form.

Milet asked about the process itself. Would they call the organizations, do it online? Cynde said she thought they'd mostly conduct the research online, but if they knew someone from the organization or they were a member themselves, then they could use that information as well.

Larry asked about the assignments since it looked like several people were doing the same agencies. Cynde said they had hoped for the subcommittee members to select the organizations they wanted to research, but due to a low response, they made the assignments for them. She also said they did the multiple assignments so they could get different perspectives on each organization.

Cynde asked if the group had any ideas on how to roll this out or communicate the next steps. She said the next call was on the 19th of November, and she asked if they thought they could be done by then. The group agreed that would be enough time. Larry also said it would be helpful to send out reminders to make sure people didn't forget about the assignment. The group also agreed they should complete the assignment prior to the 19th so the information could be compiled and suggested a deadline of November 13th. They also agreed they would need to provide instructions for those who weren't able to make the call and staff said she would create them.

Cynde asked if there was any new business, and hearing none, she thanked everyone for their input and the call ended at 2:30 pm.