



**2019-2021 Member Services Emerging Leaders Subcommittee –
Conference Call
Monday, June 1, 2020 – 3:00 pm-3:30 pm**

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

Attendance:

Those on the call: Keon Jackson, Rickey Bouffard, Caileen Foley, Vanessa Gonzalez, John Hamilton, Lori McGowan, Betsy Soto, Chonda Tapley and Matt York

Subcommittee Chair, Keon Jackson welcomed everyone on the call and thanked them for sharing their time. He said he wanted to congratulate them since almost all of the ideas that were selected for the Strategic Plan were theirs and they should be proud. These included the advocacy training and peer-to-peer contact.

He asked the group if there was anything anyone wanted to add before the full committee call next week. Betsy Soto asked how NAHRO is reaching out to non-members or trying to bring in younger members. She said she knows from her own experience in Conn NAHRO that it is a very big reach to bring agency's back, and she wanted to know if National had a plan in place. Staff said this is one of the objectives the Marketing and Relationship subcommittee is working on, to improve retention and reclamation. She said they have an exit survey which they send to members who decline to renew, and they have a plan in place for new members. Betsy also asked if they do any kind of survey and staff said the subcommittee is looking into that as well. Betsy said if they don't have the support of the ED then it's hard to keep the agency as a member, which is why peer-to-peer relationships are so important.

John Hamilton agreed. He said a lot of his peer-to-peer connection comes from the conferences. He said it might be good to see if we could find a broader, wider base which could even include those people who don't normally go to the conference.

Betsy said one thing she does to improve relations is whenever she has an open position, she asks EDs from the neighboring agencies to sit-in on the interviews since they might notice something she missed.

The group liked these ideas and wondered if Zoom could be used for this type of communication. Maybe each month a topic could be selected for an open forum.

Staff said she would mention this idea to Ms. Todman. She also asked Betsy if she would be willing to share her letters/survey with her so she could share them with the Marketing Subcommittee.

Keon asked if there were any other ideas, and hearing none, the call ended at 3:30 pm.