



**2019-2021 Member Services, Marketing and Relationship Subcommittee –  
Conference Call  
Friday, June 5, 2020 – 12:00 pm-12:30 pm**

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

**Attendance:**

Those on the call: Cynde Smith, Zach Bale, Angie Hanifin, and Billie Shelburn

Cynde Smith welcomed everyone on the call and thanked them for sharing their time. She also thanked them for taking part in the survey to select the subcommittees objectives for this term. She said Dave Martens, the last term's subcommittee chair, did a lot of legwork to get them to where they are today, and she hoped this subcommittee could build on that work.

She said the goal for today's call was to go over the objectives they selected, offer any suggestions they may have on them, and prioritize them.

She said the first one she wanted to discuss concerned peer-to-peer networking. She said since this one was selected by the full committee to be included in the overall strategic plan, that it should be their first priority. The group agreed. Cynde mentioned some ideas they could consider creating interest groups, holding peer-to-peer circles on common issues, arranging speed-networking events, and convening smaller networking circles prior to the larger receptions. Angie Hanifin said at their conferences they sometimes group two or three states together to bring people together. Billie Shelburn said sometimes people don't go to the events since they don't know anyone. If they knew it would be a smaller group, then they might attend.

Cynde said she thought the benchmarking idea might be good for their second priority. Benchmarking is when they select a similar organization and review their benefits/products and services to see how they compare to their organization, and if there are any tools or product they offer that might be beneficial to their own organization. The previous subcommittee suggested they look at the National Apartment Association, PHADA, CLPHA, National Property Managers, Institute of Real Estate Management, and/or National Affordable Housing Managers. She thought the group should pick two or three of these to research this term. The group thought this was a good plan.

Cynde said their third priority would be a membership survey. She thought it was a good idea to focus on this after the other two since they could include what they were proposing for the networking events or learned from the benchmarking study in the survey to gain the members reaction. They would also include the standard questions about why they joined, what they valued, etc. In the past they discussed adding a survey to the conference app or on the website or simply doing one by email. Angie asked what types of surveys NAHRO had done in the past and what they learned. Staff said an annual benefit survey was sent to approx. 13,000 Associates in the past, which received about a 5% return rate. The surveys included general membership questions on who they were, how long they've been a member, and which products and services they liked as a benchmark from year to year, and they also included an in-depth section on a particular topic. One year they focused on advertisers and publications, another it was conferences and professional development, and another on the association's vision and mission

statements. She said she would send the group the results. Zach Bale said he liked the idea of doing a survey and all of the networking ideas they mentioned. He said they might ask the members to share some of the best practices they've learned during this situation on the survey, and then we could share those with the membership. Cynde said they could also use some of those ideas for common interest networking groups, and depending on the topics, they might want to involve the other group she chairs for NAHRO, the Business Partners Council (BPC). The group also agreed it would be a good idea to provide an incentive for completing the survey to get people to participate.

Cynde wrapped up the call by stating their priorities:

1. Peer-to-Peer Networking Ideas
2. Benchmarking 2 or 3 similar organizations for ideas/tools NAHRO might use
3. Doing a survey of the membership

She asked if everyone could think of a few networking ideas to share with the rest of the subcommittee members on the next call – date and time to be determined. She thanked everyone for their input and the call ended at 12:30 pm.