



**2019-2021 Member Services Awards Subcommittee – Conference Call
Thursday, September 17, 2020 – 3:00 pm-3:40 pm**

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

Attendance:

Those on the call: Kathy Walter, Annie Botsford, Dale Gravett, Milet Hopping, Revonda Stordahl, and Dannie Walker

Kathy Walter welcomed everyone on the call and said the purpose was to focus on their objective to try and increase the number of applications.

She said we currently have the following individual award applications:

- Outstanding Professional of the Year - 0
- Commissioner of the Year - 2
- International Research and Global Exchange Award - 1
- Emerging Leaders Award - 1

She said for the Awards of Merit, we received 207 applications, which resulted in 181 Merit winners and 21 Excellence winners. This was a few less than last year, but for all awards, the number of applications might be down due to COVID, so that is why she wants to focus on how to increase the awards next year. Dale Gravett asked how the awards of Excellence would be distributed this year. Staff said they are working on the details, but the winners will be recognized in some fashion during the online national conference.

Kathy said their objective was under the goal that dealt with partnerships, so they are going to brainstorm on how they can get more applications next year by working with the regions and chapters. She said last term they worked on improving the awards and this term they are going to work on promoting them. She said one thing they could do is determine which region each of the subcommittee members was in, and then have each member work with their respective state and regional service officers and presidents to help promote the awards. She said they could hold a competition between the regions/chapters if they liked.

Dale thought this was a good idea, and he said their focus should be more on the individual awards since they were so prestigious. He said it might take more than just an email to promote them though, so they might want to consider doing phone calls as well. He also mentioned that it's a shame the individuals who submit the merit awards aren't recognized as well since that is a lot of work.

Milet Hopping asked what the end game of the competition would be, how they would be recognized, and how they would get the information out. Kathy said she thought they could model the promotional campaign after the letter campaign used by LegNet. As a member of LegNet, at the beginning of the campaign, she sent out a request to everyone in her region for help. Then in the weeks that followed, she selected a small group each day to market to as a reminder. She said if the subcommittee members could send out reminders on a consistent basis, that could increase the number of applications. She said

her region was proof of this, since last year they were in last place for the letter competition and this year they came in third.

Milet said if there was an easy system in place for them to follow and a way to recognize the ones who brought in the most applications, it would encourage folks to become involved. Kathy agreed, and she said we could let them know where the applications came from and then thank that region for their help. Revonda said if we could also provide them with information highlighting the awards won by regional members, that could help too. The flyer could list the winners and then say you too could be a winner and provide some highlights of the person. That way folks would know the type of candidates they want. The group liked that idea. Staff said she could pull together a list of the past winners by region to help with the promotion, and she'd also breakdown the subcommittees members by region to make sure they had someone to help promote in each region. Kathy asked if the subcommittee could be alerted periodically on how many applications NAHRO received in each category and where they originated from, and staff said yes.

Kathy said if everyone agreed, she'd like to treat the awards promotion like the LegNet letter campaign – each subcommittee member would be responsible for helping to promote the awards in their region by contacting the service officers, region and chapter presidents, and fellow committee members. Dale mentioned they should use email and phone calls as part of their outreach. Kathy said that was a good idea, and they could also touch base with people at conferences once those are held again to get that personal touch.

Kathy asked if there were any other ideas and hearing none, the call ended at 3:40 pm.