



**2019-2021 Member Services, Marketing and Relationship Subcommittee –
Conference Call
Thursday, September 17, 2020 – 2:00 pm-3:00 pm**

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

Attendance:

Those on the call: Cynde Smith, Zach Bale, and Milet Hopping

Cynde Smith welcomed everyone on the call and thanked them for sharing their time. She started the call by going over the agenda, saying she wanted to review the objectives they set and review some of the data from the previous surveys.

She said the objectives included:

1. Improving Peer-to-Peer Networking
2. Researching other associations and completing a benchmarking exercise to see if they did things differently that NAHRO could use to enhance membership
3. Doing a survey of the membership

Cynde asked if they should still work on the first priority since it had been folded into the objective presented by the Emerging Leader subcommittee that was discussed on the last committee call. Staff said since the objective was being covered by the full committee now, and some suggestions had already been made, they could consider their obligation on that objective done, and they focus on the others instead. She said she was going to present the full committee's idea to hold informal zoom calls on specific topics to Ms. Todman on their next call, as well as some of Cynde's other ideas.

Cynde mentioned one of the things she wanted to know is if anything was being done to improve networking around the annual conference to help vendors interact with attendees. Staff said Jill Randles, the conference director, mentioned they were looking into having a showcase for the vendor using a gamification platform, which is like an online game the vendors use to interact with attendees.

Zach Bale asked if during the discussion the committee had thought about calls geared toward specific titles or job descriptions. Staff said that was one of the suggestions that came up. The discussions could be by topic or program title.

Cynde said she wanted to spend the rest of the time on the idea of benchmarking other associations. She provided a list of organizations they mentioned on the last call, as well as a few she noted from the surveys. They included the National Apartment Association (NAA), Public Housing Authorities Directors Association (PHADA), Council of Large Public Housing Authorities (CLPHA), National Property Managers, Institute of Real Estate Management, National Affordable Housing Managers, Nan McKay, Nelrod, QUADEL, NCHM, Jamie Kenny. She said on the last call they suggested they focus on three of them, so she hoped they could make those selections today. She said according to the surveys, advocacy, industry and professional support, Washington updates, professional development, and networking were important to the members, so they might want to select associations with ties to these areas.

Zach Bale said NAHRO is their first source for industry and advocacy information with PHADA being second and for training, they go to Nan. He said they might want to look at what area NAHRO wants to be known for and then select organizations that reflect that. Cynde asked if Professional Development was a big component of NAHRO, and staff said yes. Milet Hopping said she agreed with Zach. When they think of advocacy, they think of NAHRO, but when they want training, they think of Nan. She said NAHRO needs to change that mindset. Zach said one of the things he looks to NAHRO for is timely trainings, but for day-to-day operations, its Nan. Zach said one of the things to consider that might help in that area is the for-profit vs. the non-profit. Maybe the mission of the organization is the greater selling point. They also said another association to consider when you're talking about advocacy is the National Low-Income Housing Coalition.

Another idea is for NAHRO to become more forward-thinking, more innovative. If that happened, people would go to them first. Zach said you want to make sure you are still following regulations, but if there were creative ways to do that and those ideas could be shared that would be a great selling point. For example, he said if social justice could be woven into trainings, or being more customer focused or innovative, that would be unique as well. Milet agreed and said this would be a way for NAHRO to step forward. It would create better customer service and a happier clientele.

Cynde said service to residents and customer service was one of the reasons for putting the National Apartment Association on the list. We might want to look at a more public model on how to do things. Milet agreed, and she said this was especially true since many of them are changing from a regular public housing model to an affordable housing model. She thought this comparison could end up creating a beneficial partnership for both groups. Cynde agreed that having the NAA on the list would add value since our market is starting to look more like the private market. Milet said they also face similar advocacy issues as well.

Cynde said if they agreed, they would select four instead of three. The list would include:

- 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

Zach and Milet agreed. Cynde said the next step would be to decide how to divide these up. It was decided staff would ask for volunteers to select two organizations to research, and once the assignments were made, staff would provide them with the specific items to look for when doing the research. They would ask the subcommittee members for a progress report by the next call, and then a final report by November.

Cynde thanked everyone for their input and the call ended at 3:00 pm.