



**2019-2021 Member Services Committee – Conference Call
Tuesday, January 12, 2021 – 3:00 pm-3:45 pm**

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

Attendance:

Those on the call: Milet Hopping, Randy Waters, Donna Brown-Rego, Rickey Bouffard, Kathy Walter, Dale Gravett, Eric Chubenko, Keon Jackson, Anna Judge, Peggy Rice, Dannie Walker, Cynde Smith, Sharon Dixon, Beverly Banks, Karen Reynolds, Billie Shelburn, Larry Guanzon, MaryLiz Paulson, Michele Poletti, Lori McGowan, Andy Rodriguez, Zach Bale, Revonda Stordahl, April Thompson, and Zachary Guerin

Those absent: Denita Johnson, Gary Centinaro, Joseph Anderson, Pamela Kemp, Lillian Stringer, Shauna Boom, Jake Oglesby, Liz Morales, and Lisa Stevens

NAHRO Staff:

Lori Myers-Carpenter

Milet Hopping, Committee Vice Chair, conducted the meeting since the Chair, Denita Johnson, was unable to attend. Milet thanked everyone for being on the call. She reflected COVID wasn't all terrible since it made everyone think on their feet, and they learned to do things in a different way. She urged everyone to remember there are good things even during the bad times, and she is looking forward to the new year.

Staff reported although they were going to select their new AMS vendor at the end of December, the decision had been postponed due to the holidays. They now hope to make a final selection by the end of the month. She also reported renewals continued to hold steady after the slump they encountered over the summer, and she hoped they would stay that way. She said they engaged someone to help make cold calls to past members to encourage them to rejoin and to gain information on why they left in the first place. They hope to use this information to make the organization more appealing to non-members in the future.

Subcommittee chairs were asked to provide updates on their work. Cynde Smith reported the Marketing and Relationship subcommittee conducted a benchmark study to research like organizations. They hoped to identify benefits and tools these organizations provided to their members NAHRO could use to improve their own benefits. The subcommittee selected three areas of focus: advocacy, professional development, and best practices. They selected four organizations to review: National Low-Income Housing Association for their advocacy efforts, PHADA for their advocacy and professional development, Nan McKay for their professional development, and the National Apartment Association for their advocacy, professional development, and private market best practices. The subcommittee designed a template to find out what the organization offered in these areas and what the perceived value of each was to a

typical member. They were assigned two of the four organizations to research so they could obtain different perspectives for each one. The results were compiled in a document and reviewed, and then the subcommittee members created a list of recommendations, which were submitted to Ms. Todman to see if they were on the right track. They hope to have her review in time to present their findings to the full committee next month and to start working on next steps. Milet thanked Cynde and her team for all their efforts on this project.

Staff gave a short update on the IT subcommittee since Beverly Banks had not yet joined the call. She said most of their work will take place once the new AMS is selected and the testing phase begins.

Kathy Walter reported the Awards Subcommittee was tasked with looking at the awards of merit and trying to increase the number of applications. So far numbers are a bit lower than usual, but staff said they normally come in at the last minute. Kathy said she thought the lower numbers might be due to the current environment, and she thinks it would be a wise to see if they can push the deadline back in order to give people more time. They are also reviewing the 2020 Awards of Excellence winners to select a few agencies to be part of the “Try this at Home” best practices session they will submit for consideration for the national conference program. MaryLiz Paulson suggested NAHRO send a special award only email to everyone, and staff said she would.

Keon Jackson reported the Emerging Leaders have been working on their objectives. They hosted the closing reception of the national conference and they thought the format worked well. They also shared best practices they learned during the pandemic to help each other, and they are thinking of ways they can use these ideas going forward, especially the use of virtual conferences/meetings. They are also looking into ways to get more peer-to-peer networking events involving the Fellows, as well as improving overall networking opportunities. Keon said they have bright individuals on the subcommittee, and they are going to continue to produce and work on their goals.

The committee then discussed the topics taken from member evaluations that could possibly be used for future information sharing webinars. These webinars would have a leader who would guide the conversation, but they would be seen as more of a roundtable discussion, where participants shared ideas or best practices, instead of a hands-on training session. The following topics were suggested:

Milet Hopping: Webinar for inspectors, mental health and managing stress

MaryLiz: Managing stress, both professionally and personally

Lori McGowan: COVID-related best practices, like new technology, lessons learned, etc. as well as policies on teleworking.

Kathy Walter: Interacting with mental health clients, dealing with electronic documents and docu-sign, webinars for new EDs, and dealing with HR issues like FML

Keon Jackson: VAWA

April Thompson: Dealing with burnout

Milet thanked everyone for their input. She said she hoped these topics could not only be used as webinars, but in other professional development formats as well. Staff said if anyone had other ideas to please send them to her. She asked if there was any other new business. Hearing none, the call ended at 3:45 pm.

The next call is scheduled for February 9 at 3:00 pm.