



**2019-2021 Member Services, Marketing and Relationship Subcommittee –
Conference Call
Thursday, January 21, 2021 – 2:00 pm-2:30 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, Larry Guanzon and Zachary Guerin

Guests:

Milet Hopping

Cynde Smith welcomed everyone on the call and thanked them for sharing their time. She recapped the work the subcommittee had done in conducting the benchmark study and creating the framework based on their findings. She said they decided to share the findings with NAHRO leadership first to see if they were on the right track before proceeding, and staff had shared the framework with Ms. Todman for comment last month. Staff reported after reviewing it, Ms. Todman asked her to present the framework to the Department Heads for their input. After the presentation, Jackie Rhodes, the liaison for the Professional Development Committee, asked if she could share the findings with her PD chair. Jackie said she was also going to suggest to her chair that the PD marketing subcommittee meet with the MS marketing subcommittee so they could combine resources since they were doing similar work.

Cynde said that was a great suggestion since one of the objectives of the group today was how to move this forward, and an alignment with the Professional Development committee would do that. Cynde asked if there was also a group working on Advocacy, and Staff said it was the Legislative Network, but she had not talked to their liaison yet. Cynde said if they do start holding calls with these groups, they should get together before the calls to formulate talking points to share with them.

Cynde said once they have the feedback from Ms. Todman and the staff, she would share the benchmark framework with the full Member Services Committee during their meeting on February 9th. Cynde asked if there were any other comments. Milet Hopping asked if there were any questions about the presentation from Ms. Todman or the Department Heads. Staff said not at that time, but Ms. Todman directed the Department Heads to hold their questions or concerns until their next call. Zach Bale asked if the group had thought about the outcomes they wanted to achieve. Did they want an increase in membership or value or professional development trainings, and did they have any measurements in mind to see if they obtained the desired outcomes? Milet said that was a good idea, and they should put some measurable objectives in place. Cynde reminded the group their other objective was to do a survey so they could possibly use that tool to measure the value/success of the outcomes. The group agreed that was a good idea, and they also suggested the survey needed to be short, maybe no more than 10 questions.

Cynde asked if there was anything else, and hearing none, she thanked everyone for their input and the call ended at 2:30 pm.