



**2019-2021 Member Services Emerging Leaders Subcommittee –  
Conference Call  
Tuesday, February 23, 2021 – 2:00-2:50 pm**

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

**Attendance:**

Those on the call: Keon Jackson, Rickey Bouffard, Vanessa Gonzalez, John Hamilton, Vanessa Sanchez, Chonda Tapley, Matt York, and guest, Milet Hopping

Chair, Keon Jackson, welcomed everyone on the call. He said they had two items on the agenda with the first being possible topics they could discuss with the Fellows on a future zoom call. Keon asked if anyone had any suggestions. Matt York said he is having trouble with the definition of an emerging leader in regard to who to nominate for the local, regional and national Emerging Leaders awards. Keon said that is something they've discussed many times in the past. Staff said they were told the national application was too restrictive so they changed the criteria to be vaguer so it could apply to more people. She said they are now looking for people who have shown leadership qualities at any level, whether that was in their community, at their agency, or at their region, chapter or national organizations, so it didn't have to be tied to their position at the agency. It was suggested they ask the Fellows who they saw as emerging leaders.

Milet Hopping suggested they might want to discuss how to motivate change at their agencies with the Fellows, which could cover several areas such as advocacy, housing or staff. In her state they are currently facing a change in regulation that might be harmful to housers so they are looking for ideas on how to either fight that change through advocacy or if it passes, to learn to adapt to the change. She said another area to discuss with them is how new leaders can learn to promote their vision for their agency.

Rickey Bouffard said it's been helpful in the past when the Fellows shared their successes in running an agency, but maybe this time they could share their failures and what they learned from them. Keon said that was an excellent idea, and he also suggested they ask them how to talk with the media, what to say and not say.

John asked if any of the participants on the call were dealing with union shops? He would welcome guidance in that area. Staff said a few years ago when they broached that topic, none of the Fellows were experienced in that area, but since then, new Fellows have been added so hopefully the new ones can provide insight. John also said it might be good to hear how they have motivated their staff to become passionate about their work, and if they could share employee incentive programs, what worked and what didn't.

Chonda Tapley said she agrees with all the ideas presented, and in particular the ones about employees. She said it's always been difficult hiring employees, but more so now with COVID, so maybe the Fellows could share recruitment ideas.

Milet suggested the Fellows share insights about dealing with boards, and in particular how to deal with a difficult commissioner. John said he is currently training his new board himself, so ideas on how to get commissioners more involved would be helpful. Matt said commissioner training is good, but

sometimes you get a commissioner who thinks they know everything so how would they handle a person like them?

Keon thanked everyone for their input and said they had a few minutes left to talk about their second topic, which was how to draw younger members to the organization, what products they might be looking for, and how to get younger people attracted to the field in the first place. Milet said she polled some of her younger staff prior to the call, and they said they are looking for networking opportunities and they want information available on social media platforms. They want to learn how to be innovative at work and how to meet people in the field. They said we are more focused on specific tasks, and they are looking for soft skills they could take anywhere such as customer service training.

Matt asked the group how many thought they would be housers, and most said they thought they would be social workers. He said we need to show younger people that this can be a career by involving them more and offering them growth at the agency.

Keon said on one of the earlier calls, it was suggested we think about offering information on the housing field at local high schools or offering summer youth programs. Matt said it might be a good idea to reach out to local colleges as well.

Keon said these were all good ideas, and he' like to focus more on this topic during the next call. He suggested they talk to their colleagues and staff and find out if they had ideas on how to attract younger people to the field. They would then discuss them on the next call.

Keon thanked everyone for their input, and the call ended at 2:50 pm.

The next call is scheduled for March 23 at 2:00 pm ET.