



**2019-2021 Member Services, Marketing and Relationship Subcommittee –  
Conference Call  
Thursday, April 15, 2021 – 2:00 pm-2:58 pm**

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

**Attendance:**

Those on the call: Cynde Smith, Larry Guanzon, Zachary Guerin, and Billie Shelburn

**Guest: provide**

Milet Hopping

Cynde Smith thanked everyone for sharing their time. She said the main purpose of today's call was to continue the discussion from Tuesday's Member Services call on the DEI designations. Milet Hopping said a lot of the access points might revolve around the marketing and relationships subcommittee and how they could help them get the message out. Cynde agreed and wanted to know if the group had thought of any other ideas since Tuesday's call. She also asked what they thought the subcommittee's goals or responsibilities were concerning the framework and how they could help market the ideas, increase awareness, and position the message.

Larry Guanzon said agencies have FSS and ROSS coordinators who deal with organizations and non-profits who provide services, so instead of re-creating the wheel, maybe we should tap into those already established resources. He also said we need to emphasize NAHRO's position on DEI. Milet asked if he thought this should roll out all at once, or if it should be done in sections. She also asked if the same message should be use for all areas. Larry said every organization is different, so NAHRO needs to have a plan for each one. Milet said she thought NAHRO wanted the committees to identify the access points that were important to membership at every level and size. She asked if NAHRO wanted them to market the access points or the messages. Staff said it was probably both – a message on why DEI is important in all of the various areas and a toolkit of resources in order to access them.

Staff mentioned the Best Practices database as a good resource for access points. She also referenced a magazine article she saw on getting involved which said if you have an hour, do this, 30-minutes, do that etc. She said maybe they could base the messaging on something like that but gear it toward the different agency types/sizes. Cynde said she really liked the Best Practices database, and she found a lot of helpful information in it. Milet said she often forgets it is there, but she has also found it helpful in the past. It was mentioned if they could market it better or make it front and center, it could become a good resource for the toolkit. Cynde said maybe we could provide certain keywords to use in the database to help tie back to the access points.

Milet mentioned another area they need to address is the one concerning neighborhood and built environments. She said the definition was about urban planning and being present when those decisions are made so everyone is represented. She said in her area, due to the popularity of the show Fixer Upper and Baylor University, most of their zoning revolves around tourism and short-term housing. She said her agency has to always remind the city about the people they represent since those other groups overshadow them. She said if we could provide some simple messaging in one place that could

help agencies be more involved in zoning issues it would be great. Billie Shelburn said as a small agency, she is the main resource for anyone in her community when it comes to housing or services. She said in a small town it's a lot easier to focus on those areas than it might be in a large community.

Cynde said the messaging should be sent out in phases, an initial introduction about the framework, what it is and why it's important so people can become familiar with it and then roll-out the different components over time. As the other committee's start working on their areas, she sees member services as the group to get the message out through the various communication channels NAHRO already has in place as well as any new ones they come up with. Staff reminded the group they did not have to come up with the messaging now. That their task was to come up with the plan/outline on how to move these ideas forward and then the next term would carry them out. Cynde asked if NAHRO had a marketing team to help them with messaging. Staff said the Communications Department has been working with someone to help with messaging, but she wasn't sure if the subcommittee would have access to this person's services or not. They could however work with NAHRO's the Communication's Department.

Larry said his understanding of the request was for the committee to make recommendations for further action to move on, including their ideas on what could be done, which would then be put into some type of document for the next committee to carry out. The group agreed that was the plan. Larry mentioned the local colleges/universities in his area offer trainings and information on DEI that could be useful. Milet asked if we should try to create an affiliation with one of them to help us. Larry said most agencies have ADA coordinators on staff, so maybe in the future, there would be DEI coordinators as well. Cynde said a lot of corporations are moving in that direction as well. Milet said their local United Way has started asking for DEI information on their applications when folks ask for funding.

Larry said his region is starting to look for DEI speakers for their conferences. He suggested maybe NAHRO could provide training on DEI that could then be used by all of the regions and chapters. Milet said that was a great idea. She provided DEI training for her staff, so she knows others are probably looking for this type of training as well. It was also suggested that even a short video about DEI could be posted on the website so everyone could see its importance. They also suggested the toolkit contain a variety of different resources since not everyone learns the same way. They said there should be print, videos, trainings, etc., and if it was sold on a national level, then word would get out.

Cynde said not only do they need a variety of different resources for folks to access they need to use a variety of communication channels to let folks know about them. Since their time was almost up, Cynde thanked everyone for their input, and she said they would continue the discussion on their next call. The call ended at 2:25 pm.