

TRANSITION REPORT FROM 2019-2021 MEMBER SERVICES COMMITTEE

The Member Services Committee's mission is to achieve member satisfaction and grow the professional organization by providing networking opportunities, membership outreach, current technology, quality customer service, and recognition of excellence.

ACCOMPLISHMENTS

Membership/Communication

To date, membership consists of almost 2,700 member agencies comprised of public housing and community development agencies, non- and for-profit organizations, and business council partners, and more than 17,000 associate and allied individual members.

Staff continues to send emails welcoming associates when the agency renews—both to new Associates and to continuing ones—reminding them of their login information and services available. In addition, they send thank you emails to the executive directors for the renewal, and they send a copy of their updated associate list when requested.

Since October 2019, the committee discussed and/or acted on a variety of membership specific topics including renaming the individual awards, discussing diversity, equality and inclusion issues, sharing ideas on how to cope with COVID-19, things they have done which caused an impact or ripple in their communities, and discussing ideas on how to improve interaction between agencies and members through virtual roundtable discussions or other means.

Dues

The Committee continues to oversee the dues structure. In 2019 a motion passed to increase dues annually by 1.5% a year to keep up with the rising costs associated with advocacy, improving communication tools, enhancing technology, adjusting to increasing fixed costs, and other business expenses. The 1.5% increase started with the January 2021 dues.

NAHRO Governance

The committee reviewed numerous changes to chapter and regional By-Laws and recommended the changes to the Board of Governors.

Awards

The Committee oversaw the 2020 and 2021 Agency Awards process. In most regions, the regional Member Services Committee served as the regional jury. In 2020, 181 Awards of Merit were awarded and in 2021, 184 were awarded. National juries convened online in 2020 to select 21 Awards of Excellence. Members of the Awards Subcommittee narrated an online presentation for the Awards of Merit which was available to all Summer Conference attendees and posted on the website. They also served as the jury for the Emerging Leader award, and they developed a marketing plan to promote the 2021 individual and agency awards. In the summer of 2021, it was decided to feature the Awards of Merit at the National conference and move the Awards of Excellence presentation to the 2022 Washington Conference.

They also reviewed the current Mert Awards scoring criteria and offered suggested changes to the point system, to recognize those entries that addressed diversity, equity and inclusion, starting in 2022.

Finally, to provide all NAHRO individual awards with a name that easily identifies the award type instead of a person, the Awards Subcommittee suggested NAHRO remove the individual person's name connected to the award. Although the person's name will no longer be in the award's title, their full name and legacy will still be referenced in the awards description. The new name changes are as follows:

- The Elizabeth B. Wells Award will now be known as the Commissioner of the Year Award,
- The John D. Lange Award will now be known as the International Research and Global Exchange Award and
- The Mary K. Nenno Advocacy Award will now be known as the NAHRO Advocacy Award.

Marketing and Relationships/Partnerships Subcommittees

In 2020, the Marketing and Relationship subcommittee conducted a benchmark study to review similar organizations' benefits and products and services to see how they compared to NAHRO. They selected four organizations to review—two known for their advocacy efforts, another for their professional development programs, and the final one for their achievements in customer service and tenant relations. They shared their findings in the areas of advocacy first with the member services committee, then NAHRO staff and finally with the Professional Development committee to see how the two committees could collaborate in the future on some of the ideas that came out of the study. They hope to share their findings on advocacy with the Legislative Network in the future.

Information Technology Subcommittee

The IT Subcommittee met with staff to discuss upgrades to the Association's current and proposed technology. They also reviewed and made suggestions to enhance the updated website, and they agreed to participate in the beta testing of the new association management system once its ready.

Emerging Leaders Subcommittee

The Emerging Leaders (ELs) discussed several ideas to inform or promote more interaction/networking. These ideas included holding an advocacy training geared toward ELs, suggesting conference session and/or seminar topics that might interest ELs, expanding partnerships, and holding online sessions for information exchanges.

Fellows

The NAHRO Fellows Program honors individuals for their accumulated wisdom and mastery as seen by their achievements and their actions within their own communities. In 2020 and 2021 three Fellows were inducted each year.

Diversity, Equity and Inclusion

The committee took a discovery approach to the DEI Framework designations assigned to them in 2021 and compiled the following items/suggestions:

- Encouraging collaborations between local clinics and/or nursing schools using the Best Practices database as a how-to resource
- Encouraging partnerships with local non-profits who provide health, education, financial services using the Best Practices database as a how-to resource
- Possibly altering the Awards of Merit application to either create a new DEI category or simply providing additional points if a program/development addresses DEI.
- Creating a short video on why DEI is important to set the stage for how regions and chapters can encourage best practices at the local and regional level
- Encouraging NAHRO PD to create DEI training courses/videos
- Continuing to present the Innovative Ideas session at the national conference making sure to include one award winner who focuses on the DEI access to resources listed in the framework
- Tapping into existing resources such as FSS and ROSS coordinators for ideas
- Enlisting the help of the BPC for marketing ideas or identifying businesses who excel in DEI practices
- Creating a DEI online toolkit that provides information on the items listed above, as well as outside articles, books, resources, etc. on the subject matter

Strategic Plan

The Committee focused on the following sections of the Strategic Plan:

- A. Maintain NAHRO's position as the preeminent organization for the development and implementation of responsible housing and community development policy by vigorously advocating for legislation, regulations, core programs and innovative initiatives.

Objective: Provide Advocacy Training for Emerging Leaders, whether online, in person or through other resources.

Status: Tess Hembree addressed the Emerging Leaders Subcommittee and the Member Services Committee in August of 2021 to inform them on how they could help NAHRO reach its goals during August Advocacy, as well as other advocacy efforts they could do throughout the year.

- E. Strengthen NAHRO as a thought-leader by improving communication, networking, information exchange, and knowledge transfer with and among members, partners and stakeholders, and by enhancing the experience of members and next-generation professionals.

Objective: Create a networking program between housing authorities, whether in person or through online means.

Status: The Member Services Committee created a list of topics, which they submitted to the

PD liaison for consideration, as possible roundtable discussion webinars. Currently no topics have been selected. However, the two committees did meet to discuss the findings that pertained to PD from the Marketing and Relationship Subcommittee's bench market study. By sharing their findings and recommendations, the subcommittee hopes the two committees might better collaborate in the future on marketing endeavors and other communication projects.

Objective: Improve Peer to Peer Networking.

Status: In July 2020, the Emerging Leaders invited NAHRO Fellows to share leadership tips with them on their monthly call.

F. Advance diversity, equity, and inclusion as crucial to healthy communities.

Objective: Emerging Leaders to work with the Diversity, Equity and Inclusion Advisory Committee to create engaging plenary sessions at the NAHRO Conferences that provide a space for all groups to come together and share ideas, concerns and solutions.

Status: The Emerging Leaders discussed possible topics that could be used at an upcoming diversity session, and they are ready to assist the DEI in any way to help facilitate the diversity session at the National Conference. The Emerging Leaders and the Member Services Committee also held numerous discussions during the spring and summer of 2021 on how they could address the DEI Framework presented to the BOG.

CONTINUING ITEMS/RECOMMENDATIONS

Awards: Continue to evaluate, promote, and fine tune the award programs. Consider ways to increase the number of entries and to better market the program such as recognizing the size of each agency in the awards catalog, promoting the Awards in the CEO's email message, Twitter, and asking the regions and chapters to promote them on their websites.

Fellows: Continue the collaboration with the Emerging Leaders. Continue to fine tune the Fellows application and selection process. Create more opportunities for the Fellows to be engaged with the membership.

Emerging Leaders: Continue to submit session ideas for conferences and plan events for Emerging Leaders and to work with the Fellows on information exchanges.

IT: Continue to meet with staff on technology updates and provide feedback on the new association management system.

Marketing and Relationships/Partnerships Subcommittees: Continue to work on fine tuning the reclamation, retention and acquisition plans put into place to grow and retain members. Continue to review and/or update the bench market study and share ideas/suggestions with other committees.

Conference: Continue to participate in the site selection process. Continue the role with the first-time attendees.

Strategic Plan: Continue to work on the strategic plan and add new tasks as needed.

Diversity, Equity, and Inclusion: Review the list of discovery items/suggestions to see if any were missed or should be reconsidered and then design, create, and put into place a member tool kit featuring these and any others that may emerge.