

## Strategic Planning Advisory Group Report -- 2017-2019

The Strategic Planning Advisory Group (SPAG) was formed to ensure that bi-annual work plans of committees, task forces and ad hoc groups were appropriately coordinated with the NAHRO Strategic Plan and to be the “think tank” of NAHRO ideas and potential initiatives. SPAG is comprised of one member from each region. This year, President Carl Richie appointed all of the VP’s of Committees to participate in SPAG.

Under President Carl Richie, NAHRO’s leadership convened at a retreat in January of 2018 where the group discussed the Strategic Plan and conducted a Blue Ocean exercise where we were challenged to think about the space where NAHRO currently is and to identify any areas of opportunities where NAHRO could play a role for our membership.

Over the past two years under the leadership of Chair Jennifer Bergman, SPAG considered and discussed several issues but primarily focused on two Blue Ocean ideas that came out of the Leadership Retreat: (1) Form a development company vs. technical assistance for development; and, (2) Housing Policy vs. Housing Platform.

The discussion on a development company vs. technical assistance for development resulted in a recommendation from SPAG to not get into the development space but rather to assist our members with technical assistance. The discussion was to start with a RAD bootcamp which was quickly established by the PD committee.

SPAG spent a considerable amount of time discussing housing policy vs. housing platform which started with a discussion out of the leadership of creating a 2037 Housing Act. We had the opportunity to discuss this issue with Dr. Tiffany Manuel who wrote “You Don’t Have to Live Here – Why Housing Messages are Backfiring and 10 Things We Can Do About It.” This discussion led to a conversation the Presidential Campaign and resulted in a draft 2020 Presidential Campaign Priorities paper.

In addition, SPAG was charged with monitoring NAHRO’s Strategic Plan to ensure that the goals and objectives were accomplished. NAHRO’s Strategic Plan is comprised of five (5) goals and 76 objectives under those goals. As of June, 2019, 42 objectives have been completed, 22 are in progress and 12 are ongoing. NAHRO staff and Committees have done an amazing amount of work in the past year and a half to accomplish the wealth of goals and objectives.

Jennifer Bergman

Chair