

2018 LEADERSHIP RETREAT BLUE OCEAN EXERCISE TALLY TOP THREE IDEAS

# RESP	IDEA	COMMENTS
14	Opportunities to use tech platforms in PD learning spaces – breaking PD into bite-size chunks and providing on demand, e.g., via subscription services and bringing back Listserves	
12	What if we started our own development company, then partner with agencies? Then we start seed fund for new PAC. [We have expertise]	
12	Become a leader on developing national housing policy strategy – would help with branding i. Draft new 2037 Housing Act	
11	Opportunities to use tech platforms in PD learning spaces- breaking PD into bite-sized chunks and providing on –demand, e.g., via subscription services and bringing back Listserves	Works well with #20
8	New NAHRO (could be separate entity under old NAHRO) creates a housing laboratory HA2037 to create a model to redesign PHAs from residents’ perspective – how residents interact with PHA (phone, in-person, etc., personalized care and assistance depending on whether elderly, child, etc.) – model based on research, not federal guidelines, addresses issues like healthcare and social justice i. Second part: Inequity and many –isms – addressed by creating lab of social justice leadership certification ii. Bring in experts in relevant fields iii. Changing and shifting dynamics of who lives in housing and how they are treated Collaboration includes deep pockets	
7	Create larger advocacy alliances with large national associations like AARP, NAB	

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7	Customized certification (“Certification”) – current NAHRO modules very linear. Take what we have and putting them in smaller modules that can be accessed on-demand and out of sequence as they want. PD will have to see how that fits into certification	Works well with #13
6	New NAHRO changes to c4	Lobbying authority Or c6 at least explore
6	Lobbying and finding deep-pocketed partners	Was selected as 4 <sup>th</sup> item because we can’t implement now but is #1 blue water choice.
6	Purple water: provide document templates (RFPs, etc.) as a subscription service with annual updates or NAHRO Zoom pay-by-doc service	
5	NAHRO become entity to help small PHAs create consortiums	
5	Using new tech to engage members, attendees, future students and advocates – can’t say exactly what it is, will shift – need to have solid instrumentality within NAHRO that’s focused on this and can tell us what needs to be done (focused on communication conveyance, tech, the cloud, etc.)	
4	Create and market educational offerings focused on folks we work with a lot – cities and counties that control HOME and CDBG funds, where do they get their education?	

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4	Quick hits: finding ways to give out moments (YouTube, Instagram, Snapchat) that cause people to think and open dialogue which can then move to “IChat” system	If you use YouTube, etc. you lose the property rights to the content.
4	Training non-traditional segments (e.g., commissioned RAD/MTW evaluation from a university, involved students and teachers) – opening channel of opportunities and sharing contextual fabric of what we do. Why is housing a basic need and why should we invest our scarce national resources?	
4	New NAHRO approaches deep-pocketed visionaries like Gates, etc.	
3	Advocate for ability to have NAHRO have national bonding authority	This is great as a member based entity probably can get an RFP waiver like HAI did for insurance.
3	NAHRO be national facilitator to help every PHA get every resident registered to vote	
2	Capitalize on TED Talks – use hot, controversial topics to stimulate discussion and brainstorming of potential solutions	
2	What if we reimagined or created an experience company? [Vox conference] What can get people interested in us? Visit sites, show vibrancy of communities, engage with activists, broad segment of our population, share contextual history of affordable housing – Instagram, Snap chat, tour neighborhoods, take pics of graffiti, etc.	
1	Mission statement: Inspire and engage residents, stakeholders, etc. to create attainable, sustainable housing ...	

# RESP	IDEA	COMMENTS
1	Buy Nan McKay	
1	Train staff to be able to work with clients on non-program issues	
1	NAHRO would nationalize the Section 8 waiting list (take it away from PHAs)	
1	NAHRO provide national response team to address NIMBYism	
0	Utilizing and maximizing NAHRO's existing role in international space and growing in 2 ways: int'l certification program, hosting and promoting int'l conferences (not just tri- but many-country conference)	
0	World domination	