



**2021-2023 Member Services Awards Subcommittee
Zoom Call
January 6, 2022, 11:00 am-11:55 pm ET**

Staff Liaison: Lori Myers-Carpenter | lcarpenter@nahro.org

Committee webpage URL: <https://www.nahro.org/about/nahro-leadership/national-standing-committees/member-services-committee/member-services-21-23-correspondence-and-meeting-summaries/>

Attendance:

Those present: Sharon Dixson, Betsy Soto, Dale P. Gravett, Kia Fuller, Larry Guanzon, MaryLiz Paulson, Michele Poletti, Lori McGowan, Revonda Stordahl, Peggy Rice, Gail Sansbury, and Karen Reynolds

Those absent: Michael Sweet and Denita Johnson

Guests

Milet Hopping

NAHRO Staff

Lori Myers-Carpenter

Awards Subcommittee Chair, Sharon Dixson opened the meeting with an ice breaker. She said the purpose of the call was to review the last term's objectives/metrics and decide if they wanted to continue them, adjust them, or remove them and create new ones. She then went through the former objectives one by one.

Under Goal B: Strengthen NAHRO's role as the leading resource in developing the professional expertise and credibility of housing and community development practitioners.

- **Awards Objective:** *Increase the number of total award entries for individual and agency awards. Metric: Entries are increased by at least 3%.*

Sharon asked staff if the goal was obtained last year. Staff said it was about a 1% increase. Peggy Rice said its good to strive for an increase, and a lot of that will depend on educating people about the awards and the process. Gail Sansbury said she'd also like to see if we could increase the number of applications sent in by males since most of the submissions were sent in by females. The group wasn't sure how to do that, but they'd think about it.

- **Awards Objective:** *Better advertise and promote the individual and agency awards. Metric: Awards announcements/ads are revamped to be more eye-catching. Awards are placed in the usual outlets such as the NAHRO website and Monitor, but they are also included in new outlets such as regional newsletters, the CEO's email message, and distributed through social media.*

Lori McGowan asked if NAHRO had a partnership or collaboration with big development groups or CPAs like Novogradac so we could place ads in their magazines. She said a lot of the time it's the architect who is pushing the agency to put in for the award. Staff said we had not considered that, but she would mention the idea to NAHRO's Business Council Partners liaison to see if she could broach the subject with the BPC to see what they thought about the idea.

Sharon said it might help if we expanded our window of when the applications are accepted so it would allow them to submit applications at any time. Peggy asked if we could better highlight any changes made to the application each year, so folks are made aware of them. She also said we need to make the application as simple as possible and advertise it often. Milet Hopping said maybe we should review how we advertise the awards and Peggy agreed. She said we should put it in multiple places – in emails, on the website, in the newsletter, at the conferences, etc.

- ***Awards Objective:*** Review current awards to make sure they are relevant to the changing industry and that all members/partners have a way to be recognized for their good works.
Metric: Awards are reviewed for relevancy and suggested changes are made and incorporated by the end of the term.

Dale Gravett said he would like to see more small or medium agencies submit applications since it seems like the same large agencies submit every year. He said a goal this year might be to expand our outreach to them.

Under Goal C: Expand NAHRO's reach and improve its effectiveness by building and reinforcing partnerships, both with NAHRO's regions and chapters, and with outside organizations.

- ***Awards Objective:*** To better engage the regions in helping to increase the number of individual and agency awards entries.
Metric: Develop a contest between the regions to see who can achieve the greatest percentage increase in applications from their previous year's total.

Peggy liked the idea of a competition, but she suggested instead of the regions competing against each other, we challenge each region to increase the number of applications they submitted the year before. Lori agreed with this idea since some regions are larger than others and Milet said that idea was probably more achievable and good way to start the process.

- ***Awards Objective:*** Better engage the regions in helping to advertise the agency and individual awards.
Metric: Awards ads will be placed in regional newsletters

Sharon asked if this was accomplished last term and staff said the regions whose newsletter scheduled coincided with the application window did help with advertising. Milet suggested we provide the regions with a schedule and information on what is needed when, so they could post it in their newsletters or on their websites.

Lori suggested we feature the winners in the Monitor or on the website or in a regional newsletter as more of an incentive for others to apply. Staff said we currently do this for the Awards of Excellence, but not the Awards of Merit. Milet said we could consider featuring the winners in virtual roundtable discussions so the members could have more access to their ideas. Lori said we could encourage the regions to highlight the winners from their own regions in their newsletters or websites for more exposure. Peggy said another group she works with has someone from national work with the regions as a type of mentor and maybe we could do that for our regions concerning the awards.

Sharon asked if there were any other ideas. Dale said he would like to do more outreach around the individual awards in order to get more nominees under each category. Betsy suggested we send the applications for the awards directly to the regional/chapter contacts encouraging them to promote it in their regions/chapters.

On another matter, Sharon said she had a question about some dates in the application since she thought they were incorrect. Staff said she would check on those and get back to Sharon.

Sharon asked if there were any other suggestions. Hearing none, the call ended at 11:55 am.

The next Awards Subcommittee meeting is scheduled for March 3, 2022, at 11:00 am ET.