



**2021-2023 Member Services Committee
Zoom Call
December 7, 2021, 11:00 am-12:00 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: Milet Hopping, Elizabeth Morales, Betsy Soto, Rickey Bouffard, Donna Brown-Rego, Jennifer Polito, Guy Gagnon, Angela Carolla, Eric Chubenko, Gina Gibson, Keon Jackson, Shaunte Evans, Michael Sweet, Jake Oglesby, Beverly Banks, Billie Shelburn, Sharon Dixon, Kia Fuller, Larry Guanzon, MaryLiz Paulson, Michele Poletti, Lori McGowan, Rene Brodeur, Revonda Stordahl, and David Nisivoccia,

Those absent: Dale P. Gravett, Gary Centinaro, Aaron Cooper, Zachary Fosler, Peggy Rice, Gale Sansbury, Denita Johnson, Cynde Smith, Karen Reynolds, Andy Rodriguez, and Lisa Stevens

Guests

Patricia Wells
George Guy

NAHRO Staff

Michael Gerber
Lori Myers-Carpenter

Member Services Chair, Milet Hopping opened the meeting with an ice breaker for roll call. A quorum was present. Next she welcomed guests Patricia Wells, NAHRO President, George Guy, Sr. Vice President and Mike Gerber, Interim CEO. Patricia thanked Milet for getting the call started with a lot of energy. She said their answers to Milet's question were in line with the purpose of the committee – they covered event planning, helping folks with activities, giving service to those who are most vulnerable such as the elderly, children and the homeless, teaching, inspiring others, and welcoming people. Patricia said they are at a point in time when they can make the experience of being a member of NAHRO meaningful for everyone. She said when they think of how the industry is shifting, it is important to share that NAHRO has kept up and lead the industry forward through these challenging times. Patricia said, they need to continue to do this in such a way that folks understand what being a NAHRO member can do for them, and the committee needs to find ways to encourage members to stay engaged and be inspired. She said they need to think big and come up with ideas on how they can do this better. George Guy said the member services is very important since NAHRO is in competition with other associations, and this committee has the opportunity to come up with ideas on how to maintain and attract members. He said there are many leaders on this committee who are doing great things at their agencies and in their communities and that energy can be used here to obtain new members. He said he is ready to help them do this in any way he can. Mike Gerber said the membership experience is changing, and NAHRO is trying to address those changes through enhancements to conferences, professional development training and hybrid events. He encouraged everyone to think about how NAHRO can make our members return on investment stronger and more robust. He said the rally on Thursday is going to encourage folks to get involved

in any way they can to encourage the passage of Build Back Better. He said in order for NAHRO to have an impact, they need every voice, so they don't lose this moment to support this unprecedented housing investment. He asked them to encourage their staff and others to attend. The Rally is on Thursday at noon ET featuring Senator Smith, Congressman Torres, members of the Legislative Network, Patricia and others. He closed by thanking everyone for their hard work. Milet asked if there was going to be a reminder about the link to the rally, and staff said the communications department will be sending out additional reminders.

Next Milet mentioned the purpose of today's call was to come up with ideas/goals for the term. She said although they would receive guidance from the Board of Governors (BOG) later on, this was a chance for them to come up with some goals of their own. She suggested they think of ways to connect members with NAHRO and each other. She said they need to keep ideas moving forward or they will get stuck, and the same holds true for the rally. She said if they don't participate, they are sending a message, so they need to attend and they also need to get leadership, their staff, other housers and residents to attend as well so they keep moving housing and community issues forward.

Staff reported some ideas shared with her by other committee members included focusing on the new normal post pandemic – how can we support our members going forward; supporting our members who are repositioning, reviewing the bench market study from last year and moving those ideas forward with the PD committee and Leg Network advisory committee, focusing on the DEI framework and suggested toolkit, and finally, possibly doing a membership survey to see what products and services our members would like us to provide. Patricia said this committee's work is paramount to where we are going and keeping members engaged is important, and some of these suggestions are spot on in doing that. She said we need to focus on the member experience through training, conferences, networking, and more to build up the relationships between agencies, regions/chapters, or components as they are now called, with National NAHRO.

Shaunte Evans said at a recent meeting, her region talked about how they could be better ambassadors. They focused on how they could make connections with people new to the region or new to being an Executive Director. She said although NAHRO hasn't changed its name, we need to rebrand ourselves so people know why NAHRO – why they should be a NAHRO member.

Milet said last year they discussed products that might entice new members to join and one of those was creating a new ED tool kit. She said NAHRO should be the place where they could find information on the areas not covered in their agency handbook like dealing with local politics, DEI, handling negotiations, creating partnerships, etc.

Liz Morales said she really likes her social media support groups where she can ask questions and get answers on issues/problems, as well make connections. She said it might be worthwhile to investigate something like this for NAHRO, although she realizes it might be hard for staff to manage the site.

Milet asked if there were any other suggestions. Hearing none, she encouraged everyone to continue thinking about this and to share any new ideas with them on the next call. The call ended at 12:00 noon.

The next full committee meeting is scheduled for February 8, 2022, at 11:00 am ET.