



**2021-2023 Communications Subcommittee
Virtual Meeting Minutes
February 3, 2022 3:00 – 4:00 p.m.**

Presiding: Char Reavis– Chair

Chair greeted the subcommittee members and the committee reviewed objectives and agreed on the objectives as set forth in the suggested list by Committee Chair Lucile Boss.

Focus Communications subcommittee goals on Commissioners Resources were established as follows:

New Goal for Committee C: Expand NAHRO's reach and improve its effectiveness by building and reinforcing traditional and non-traditional partnerships, both with NAHRO's regions and chapters, and with outside organizations.

SUBCOMMITTEE MAJOR FOCUS

Obj. 2. Communications Subcommittee to work with LNAC to establish measurable goals.

Work with LNAC to expand NAHRO's reach, improve advocacy effectiveness and sphere of influence by building and reinforcing outside partnerships through joint advocacy and social media campaigns. Build stronger regional and state-level communication networks to share, coordinate, and expand NAHRO's legislative work and advocacy campaigns.

Goal 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.

Obj. 1. Commissioners Communications Subcommittee (Commissioner of the Year Group) to work with regions to ensure nominees for Commissioner of the Year Award.

- Ensure there is at least one nominee from each region

Obj. 4. Communications Subcommittee collaboration with Housing America to establish measurable goals. Increase participation and visibility of Housing America month and campaigns through and by local state and regional social media platforms and events by engaging in idea sharing.

- Develop more news stories/photos that are shared on the NAHRO website and in NAHRO-affiliated publications.
- A minimum of one discussion per year with national standing committees which will produce cross-committee goals and initiatives to advance DEI and increase participation by Nex Gen professionals in policy discussions relative to advancing DEI.

COMMUNICATIONS SUBCOMMITTEE	
MEMBERS	
The Recurring Meeting Schedule will be every other month. A doodle poll will be sent to members	
Suggested: Every other month – 1st Thursday Beginning April 7, 2022 3:00 -4:00 p.m. Eastern Time	
Gary Allsup	
Sam Bergami	Johnny Johnson
George Perez	Joycelyn Straight
Lucille Boss	
Absent	
Brenda Honeycutt	Dina Getty
Delois McKinley – Eldridge	John Benton

Communications members will draft and/or provide article topics for the Commissioner's Corner of the *Journal of Housing and Community Development* magazine. Assist in revamping the commissioner's research page; Identify and recommend ways to communicate more effectively who NAHRO is and what NAHRO represents to our peers throughout the country, communicate NAHRO membership information, showcase Commissioners' Handbook at the Mentors Booth & First Time Attendees (at in-person conferences); and create/implement communications plan.

Commissioners of the Year Group - This group functions within the Communications Subcommittee. Commissioners of the Year Group members will encourage regions to submit regional commissioner award nominees for the national commissioner award consideration and judge and select yearly award recipient.