



**2021-2023 Member Services Marketing/Relationships/IT
Subcommittee -- Zoom Call
January 14, 2022, 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: Donna Brown-Rego, Beverly Banks, Rene Brodeur, Angela Carolla, Eric Chubenko, Shaunte Evans, Zachary Fosler, Andy Rodriguez, Billie Shelburn and Lisa Stevens

Those absent: Gary Centinaro, David Nisivoccia and Jake Oglesby

NAHRO Staff

Lori Myers-Carpenter

Marketing/Relationship/IT Subcommittee Chair, Donna Brown-Rego opened the meeting with an ice breaker, which served as the roll call. 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 last term's objectives one by one.

Under Goal A:

IT Objective: To monitor the Serving Rural America Act, which hopes to close the digital divide, and to offer support or comments as needed for passage.

Metric: If warranted, letters of support would be sent to the Hill. If passed, the subcommittee would help educate members about the new Act through outreach at the region/chapter/agency levels.

Shaunte' Evans asked if this was still relevant and if it was, they should consider keeping it. Donna agreed. Staff checked online and discovered there has been no movement on the bill since it was introduced in April 2020. The group decided not to move it forward until some action had been taken.

Under Goal B:

IT Objective: Encourage the PD Committee to provide a webinar on best practices for working remotely and/or they or even the IT subcommittee could create a list of tools available.

Metric: A webinar is held or best practices toolkit is created by summer 2020.

Donna asked Staff if this happened. Staff said it was presented to the PD Committee Liaison at the beginning of the pandemic. By the time PD could focus on it since they had to first convert their live trainings to online ones, it was decided most agencies had

already solved their immediate IT issues and the training wasn't needed. Andy Rodriguez agreed that a webinar probably wasn't needed now since we've been living in this world of webinars and working remotely for two years now and if they haven't figured it out by now, they're not going to figure it out. Lisa Stevens agreed. Angela Carolla asked if there were any tips or best practices that people may not know about or information on how to transition back to the office that may be helpful. Lisa said instead of a webinar maybe we could post a tool kit or section on the website that had links to this type of information. Donna said she liked the idea and maybe between this group and PD they could come up with a list of topics/links to post online. She said her agency hired a lawyer to create a policy about working from home she could share with the group if they were interested. Rene Brodeur asked what the document included. Donna said it outlined the type of equipment they needed as well as level of IT security, how to handle workman's comp to make sure home offices were safe and how to keep track of everyone's attendance. Rene said he thought this information would be very helpful, especially to those smaller agencies who might not have IT departments.

Under Goal D:

Marketing Objective: Research other associations and identify new benefits/tools that they aren't providing to entice new members.

Metric: Benchmarking other associations is complete and a list of suggested benefits/tools to add is provided by mid-2021.

Donna said she thought this had been done, and staff confirmed it had. She said the last term's marketing subcommittee selected four organizations to review, came up with a list of standards, collected information and created suggestions based on their findings which they shared with NAHRO staff, the PD committee, and hoped to share with the Legislative Network. The group thought it would be good to include this again, with some minor tweaks to the language.

Under Goal E:

IT Objective: Review, support and promote the new website.

Metric: Subcommittee to review a section of the new website each month to make sure all links are working, information is arranged in an easy-to-find layout, etc. Findings/recommendations will be provided to the Director of Communications. Entire website to be reviewed by spring 2020.

Donna said she thought it was a good idea for the group to periodically review sections of the website and offer feedback to continue to improve the website.

IT Objective: Subcommittee to research and review possible listserv software, which can be incorporated on the new website or with the new AMS when it is in place.

Metric: A report on possible software is provided for NAHRO's consideration by spring of 2021.

Donna asked if they thought we should keep this on as an objective. Lisa said this is something they have been talking about for a long time so she believes its important to

keep it. Angela asked if there was a NAHRO membership app. Staff said the app they had was solely connected to the conference. She also mentioned during their review of the information in the new Association Management System (AMS), they think they found an area that might be used as a possible list serve, but they aren't sure yet. Donna said this is something members find useful so they should continue to research it.

Marketing Objective: Improve Peer to Peer Networking.

Metric: Identify additional networking opportunities through NAHRO and develop a plan and implement it by the end of the term.

Donna suggested possible virtual roundtable discussions. She said they held some successful ones in NERC for agencies of varying sizes on different topics. She said these could also be held in person once we get back to live conferences. She also recommended we beef up the peer-to-peer interaction during the First Time Attendee event when we are back in person as well.

Marketing Objective: Survey existing members to define value of agency and supplier membership.

Metric: A survey is developed and launched. Results are analyzed and actions plans, and initiatives are developed based on results, to drive retention and alignment to member wants and needs by the end of the term.

Staff said the Communications Department is going to send out a survey later this year so maybe the group can be involved with them in that project. Shaunte thought that was a good idea. Rene asked when the last member survey was sent out. Staff said she thought it was 2018, but she wasn't sure. She said she would look for it and share a copy of the past survey with the group. It was noted it would be good to include some of the same questions on the new survey as the old ones in order to see if there were any trends.

Donna asked if there were any other ideas and she said Angela's idea about a membership App would fall in the new idea area. Rene said he would like to have information on how agencies are closing the digital divide – maybe we could compile best practices on this topic. He also asked if NAHRO has a statement on the importance of doing this. Donna said she liked that idea, and she also suggested we look at the Awards of Merit to see if there were any ideas listed there. Donna said she thought it was a good idea to review NAHRO's list of benefits to see if anything was lacking or needed to be updated/highlighted more. Angela said she would like to see ideas on how people are transitioning back to the workplace or dealing with a hybrid model. Billie Shelburn said this is a good idea and it pertains to conferences as well. She wants to go to conferences again to see everyone, but how do we do that safely since some people are reluctant to travel or leave their offices. Rene said that might be a good survey topic. Rene also said his agency, and many others, are struggling with high turnover in property management and maintenance. He would like to find out what other agencies are doing to promote the industry and attract employees and possibly share this information with others. Donna said the Emerging Leaders subcommittee focus on this topic -- attracting people to the industry. She said this was an issue even before COVID. Rene said its hard to attract new people since most agencies are behind with technology. Lisa Stevens said another factor is salaries. She said with limited resources, it's hard to pay for talent. Angela said one of the issues she faces is her agency is civil service which means candidates have to take a test before they are even put on a list for

consideration. It's a long process which many candidates don't want to go through, so their pool is very limited. Donna said her agency did a virtual job fair in order to attract potential employees. Lisa said this is another skill set they could offer to housing authorities – how to get involved in things like job fairs to attract staff.

Donna asked if there were any other suggestions. Hearing none, the call ended at 12:00 pm.

The next Marketing/Relationship/IT Subcommittee meeting is scheduled for March 11, 2022, at 11:00 am ET.