



**2021-2023 Member Services Awards Subcommittee**  
**Zoom Call**  
**March 3, 2022, 11:00 am-11:55 pm ET**

Staff Liaison: Lori Myers-Carpenter | [lcarpenter@nahro.org](mailto: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, Nikki Caudle, Dale P. Gravett, Larry Guanzon, Denita Johnson, MaryLiz Paulson, Michele Poletti, Lori McGowan, Revonda Stordahl, Peggy Rice, Gail Sansbury, and Michael Sweet

Those absent: Kia Fuller, Betsy Soto, and Karen Reynolds

**Guests**

Milet Hopping  
Liz Morales

**NAHRO Staff**

Lori Myers-Carpenter

Sharon Dixson welcomed everyone on the call and said the first item on the agenda was to review the objectives and prioritize them. Sharon said they needed a concrete way to achieve the first objective which was to increase the number of submissions. Dale Gravett said the first objective under goal B was very similar to the second objective under the same goal. Milet Hopping agreed, and she asked staff what marketing National was currently doing vs. what the region or state was doing. Staff said they feature the Agency Awards in the NAHRO Monitor, on the website, in the Direct News emails and on social media. She also said they ask the regions and chapters to help promote the awards in their own newsletters, social media and websites. This ask has been done in the past by the subcommittee members using the draft marketing materials she provided prior to the call. MaryLiz Paulson said she is not on social media very much, and she felt the awards are getting buried in the newsletter. She wanted to know if we could do an email blast solely on the awards. Sharon thought this was a good idea. Staff said she would ask the communications department if they could do that for them. Liz Morales said she would like to see our regional and state presidents send out the information as well since the personal touch helps. Milet asked if we could provide them with ready-made items so they could just use that instead of creating something themselves. Staff said she tried to provide those in the document, and she asked the committee if they had any suggestions on how to improve them to let her know. Sharon said the next objective was to review the awards and make sure they were relevant. She asked staff to provide an overview of the awards and how many entries they received for each one. Staff shared the [awards page](#) during the call, letting them know which ones had been reviewed last term (NAHRO Outstanding Professional of the Year, the International Research and Global Exchange Award, the Commissioner of the Year award, NAHRO's Advocacy Award and the Business Partners Council Partnership award), the

changes made to them, and that most did see an increase in the number of applications once the changes had been made. Milet suggested we might want to meet with the committees connected to the various awards to encourage them to send in submissions. Sharon asked staff to connect with those committees to set-up a time to talk with them about the awards. Staff said she would do that, but she mentioned that they don't usually start promoting the Individual Awards until after the Awards of Merit application cycle had closed which would be in mid- to late-April.

Sharon moved to the objectives under Goal C which included better marketing to the regions not only through a contest to increase the number of applications but in asking their help in advertising the awards. Milet asked how they would handle the contest. Staff said once the committee approved the marketing materials and sent out the material to each region/chapter, she would follow up with them to let them know how many awards they submitted last year and the number they had to beat for bragging rights.

Sharon said the final objective under Goal E talked about holding round table discussions either online or in person at a conference. Staff said they are usually offered a slot at the national conference for a session so they should be able to fulfill this objective. Staff also said if they wanted to do an online roundtable, she would need to work with other staff on how to do that since she didn't not know how to run an online event. She said the subcommittee could then select the participants from the previous winners. Milet said she liked the idea of sharing this information virtually. Milet said we could select one or two winners to showcase and the chair or one of the other committee members could facilitate the discussion. Revonda Stordahl said it was important to have representative from different size agencies. Milet asked if we needed to prioritize the objectives and staff said it might be a good idea to do that, so she wasn't spread too thin. Milet said she thought marketing the awards to the regions and showcasing the winners should be near the top since it addressed one of the BOG's main focuses which was communication. Sharon asked which awards they should market first, and staff said the Agency Awards of Merit since they were currently accepting applications. Liz agreed with prioritizing that objective since it was a great way to make progress and meet their objectives.

The next item on the agenda was to review the promotional material provided by staff. Staff said the material basically provides text they can use to email the regional and chapter presidents and service officers, along with sample text for a newsletter article or website and a link to the awards site, along with awards background information. She said they could use this text or modify it. Sharon asked the subcommittee members to review the document after the call and to send any changes they might have to staff. Staff also said she would send out the list of who was from each region in case anyone wanted to volunteer to be their regional spokesperson. Revonda asked if they should cc Sharon or staff when they sent them out, and staff said that was a great idea.

The final item on the agenda was to talk about different promotional outlets they should consider. Milet suggested we reach out to universities or an architect group. Lori McGowan said we might want to think about the American Institute of Architects or engineer or developer associations, which could probably be found by a Google search. Dale suggested we see if there is a national organization like his local PA Housing Finance Agency. Lori said they have a similar group in Washington State.

Sharon asked if there were any other comments. Mike Sweet asked if there was an application fee for the awards. Staff said yes there was, and it was used to run the program. He said he wondered if we might get more applications if there wasn't a fee. Denita Johnson said the fee basically covers the cost of the award itself. Staff said beside the plaque, winners also receive recognition since staff sends out press releases on them, they feature them in the awards catalog and in the online best practices database.

Sharon closed out the meeting by thanking them for their input and she said if they had any questions to send them to staff and herself, and they would get back to them. The meeting ended at 11:59 am.

The next Awards Subcommittee meeting is scheduled for May 5, 2022 at 11:00 am ET.