



**2021-2023 Member Services Committee
Zoom Call
February 1, 2022, 11:00 am-12:05 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:

Beverly Banks, Rickey Bouffard, Rene Brodeur, Donna Brown-Rego, Angela Carolla, Nikki Caudle, Aaron Cooper, Sharon Dixson, Shaunte Evans, Zachary Fosler, Kia Fuller, Guy Gagnon, Dale P. Gravett, Larry Guanzon, Keon Jackson, Denita Johnson, Lori McGowan, Jake Oglesby, MaryLiz Paulson, Jennifer Polito, Peggy Rice, Amy Stewart, and Revonda Stordahl

Those Absent:

Gary Centinaro, Eric Chubenko, Gina Gibson, David Nisivoccia, Michele Poletti, Karen Reynolds, Andy Rodriguez, Gale Sansbury, Betsy Soto, Billie Shelburn, Lisa Stevens, and Michael Sweet

Guests

Patricia Wells
George Guy

NAHRO Staff

Michael Gerber
Lori Myers-Carpenter

Member Services Chair, Milet Hopping welcomed guests Patricia Wells, NAHRO President, and George Guy, Sr. Vice President. Patricia Wells said the paper she received with the updated objectives met the endeavors they hope to wrestle during the leadership retreat. She said membership is important right now, particularly the advocacy work concerning Build, Back Better. She said communication is one of the areas they are going to focus on during the retreat, and she appreciated the ideas in the paper concerning how to keep members connected and making the NAHRO experience one of value. George Guy said he echoed the words of President Wells, and he said this committee has the critical role of maintaining and increasing membership. He said if anyone knows of an agency that may be leaving NAHRO or is only involved in the region or chapter, to let him know, and he will be happy to reach out to them about membership.

Next Milet said the focus of the meeting was to review the objectives and make any changes/additions if needed. Staff said they also needed to select the ones they wanted to submit to the BOG/SPAC. She said they could keep the ones from the last term, replace them with new ones from the list or do a combination.

Milet said the objective under Goal A, which dealt with advocacy training for Emerging Leaders, was important. However, she thought it needed to take place sooner rather than later. Shaunte Evans agreed it would be more useful now considering the Build Back Better bill. Rickey Bouffard agreed and suggested the Washington Conference as a good time to hold the training. Liz Morales said we might not want to put in a specific date since we don't know about resources. She said it might be

better to leave it vague, and if it takes place sooner that would be great. Peggy Rice said she would like to see this be an ongoing training, maybe quarterly. Sharon Dixson said she liked that idea. Staff reminded the group they would be reliant on NAHRO's Congressional Relations department to hold the training so they might want to keep the timeframe more open.

Under Goal B, which focused on strengthening professional expertise, Milet said she liked the objectives, and she appreciated the specific metrics. She asked if anyone had comments, and Shaunte asked if the 3% increase in awards was for revenue or to highlight more projects. Milet said it was the latter. MaryLiz Paulson asked if we were trying to push the number of awards applications from the same agencies or the number of agencies submitting the awards. Shaunte said that was a great question since some agencies submit a lot. MaryLiz said she thinks it should focus on getting more agencies to submit instead of just having the same ones submit more. Staff suggested they change the wording to "increase the number of organizations who submit award entries." Milet said they should consider polling past EL subcommittee members for the next objective dealing with Emerging Leaders session topics to make sure the topics are on point. Sharon Dixson asked Milet to clarify if the topics were just for the ELs or everyone. Milet said they should focus solely on EL issues. Milet said she liked the next objective under this goal about providing a list of IT practices as well.

Under Goal C, which focused on partnerships, Milet asked for more details on the contest the Awards subcommittee suggested. Staff said the contest was more for bragging rights instead of a prize. Each region would try to increase the number of awards they submitted last year, and the region with the biggest percentage increase would be the winner. The group agreed the last two objectives under this goal concerning additional advertising for the awards and working with the Fellows were fine as is.

Under Goal D, which focused on financial stability, Rickey said the ELs did not have much luck identifying new partners during the last term, so they wanted to include the objective again. He felt a meeting specifically focused on identifying partners would increase their results this term. Milet said she liked the other two objectives, continuing the work started through the bench market study and building membership through being better NAHRO ambassadors, and they should stay as well.

Under Goal E, which focused on communication, Milet said she liked the idea submitted by the Awards subcommittee to hold in person or virtual sessions showcasing award winners. She also liked the ideas from the ELs concerning the Fellows and attracting new employees to the field. For the next two objectives, which focused on IT, Milet asked staff if NAHRO was any closer to getting a listserv. Staff said the new Association Management system has a feature that might work, but if not, they would continue to research other systems. On the next item concerning peer-to-peer networking, MaryLiz said she liked the idea, but wondered if there was a way to incorporate the Fellows into this objective, possibly through the first-time attendee session. Milet asked the group if they thought the metric on the next objective concerning the survey should be changed. MaryLiz asked if NAHRO had a schedule for their surveys, and staff said they used to do a full membership survey every year, but lately they have done smaller, topic specific surveys instead. Milet said the final objective under this goal to create a toolkit for new EDs should stay.

Under Goal F, which focused on DEI, Milet said she liked both objectives, especially the idea to create a DEI toolkit.

Milet welcomed Mike Gerber, NAHRO's Interim CEO to the meeting. Mike Gerber thanked the group for their work on the objectives, and he assured them they weren't working in a vacuum – their

work would come together as pieces of a broader puzzle during the leadership retreat. He said once the retreat was over, the committee would be briefed on the outcome. He mentioned the Build Back Better sign-on letter, and he said he hoped he could count on their agencies support. He also said the Steering Committee and the B&A Committee decided to move the Washington Conference to an all-virtual conference instead of in-person. Finally, he said there were two webinars he hoped they would join, one this week on Build Back Better and one next week on waivers. Milet asked if they were going to receive reminders about the events, and staff said they would, and she would send a reminder as well.

Milet asked staff what they needed to do next, and staff said they needed to select the objectives they would submit to the BOG/SPAC. Milet suggested they include the original three, as well as the DEI and ED tool kits, and the other members agreed. Staff said she would make the changes they discussed, and she would send a revised list for final approval before submitting it to the BOG/SPAC.

The call ended at 12:05 pm.

The next full committee meeting is scheduled for April 5, 2022, at 11:00 am ET.