



## 2021-2023 Member Services Marketing/Relationships/IT Subcommittee -- Zoom Call March 11, 2022

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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, Rene Brodeur, Angela Carolla, Eric Chubenko, Zachary Fosler, Andy Rodriguez, Amy Stewart and Lisa Stevens

Those absent: Beverly Banks, Gary Centinaro, Shaunte Evans, David Nisivoccia, Billie Shelburn and Jake Oglesby

### **Priority #1: Improve Peer-to-Peer Networking**

The group agreed this is most important and will have the greatest impact. They felt it is imperative to make first time attendees feel welcome at their first conference, give them a great first impression, help them meet NAHRO members, not be intimidated because don't know anyone. We had a great conversation about holding a virtual first-time attendee event possibly over the summer and then a session at the National Conference in October. The in-person session at conferences has traditionally involved committee chairs talking about the committee structure and overall NAHRO structure. We agreed we need to change the format of this session to make it more of a get to know each other as attendees aren't ready at that point to join committees. Suggestions included using the conference app to have people join various groups/meet for dinner ("conference Tinder", if you will) or set it up like a speed dating event. The virtual event could involve a fun activity to get people engaged, possibly use a third-party vendor (Family Feud, TextBreakers). We could ask new members to submit questions in advance to be answered at the event. As has been tradition, we could offer a prize/raffle as incentive to participate. Suggestion to hold virtual events 1-2 times annually in between conferences as not all new NAHRO members get to the major conferences. Subcommittee members will bring to May meeting ideas for format of both virtual and in person events.

### **Priority #2: Review the web site**

All subcommittee members will look at content, links, and navigation of the 6 main menu items on the website and bring notes to next meeting with what is good and suggestions for changes.

### **Priority #3: Gather list of best practices regarding working remotely, using IT, etc.**

Subcommittee will collect ideas, policies, etc. from their own and agencies in their area and share at next meeting. Suggestion to contact IT vendors that NAHRO works with for input.

**Priority #4: Review 2019-2021 Bench Market Survey**

Subcommittee received copy of survey from Lori in January. All will review and see if any of the recommendations from the survey can be implemented. WE can compare notes at May meeting, then reach out to PD and Leg Net for their ideas.

**Priority #5: Survey existing members**

All agreed it's important to do regular surveys of members to find out what they need. Suggestion to do in-person surveys at conferences. Committee members could each take 4-5 questions and ask attendees while at lunch in exhibit hall or throughout the conference. Does Conference app have functionality to have questions pop-up while in the app? Include questions related to objective on listserve/apps – do you know of any software that you would recommend? If NAHRO developed listserve/app would you use it? Suggestion to put a directory of subject matter experts willing to take quick questions from members.

**Priority #6: Research and review possible listserve/app software for member interaction**

Include question on member survey on do you know of any software.

The next Marketing/Relationship/IT Subcommittee meeting is scheduled for  
May 13, 2022, at 11:00 am ET.