



**2021-2023 Member Services Committee  
Special Zoom Call  
March 15, 2022, 11:00 am-11:58 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:**

Beverly Banks, Rickey Bouffard, Rene Brodeur, Angela Carolla, Eric Chubenko, Sharon Dixon, Shaunté Evans, Zachary Fosler, Dale P. Gravett, Gina Gibson, Larry Guanzon, Keon Jackson, Denita Johnson, Lori McGowan, Liz Morales, MaryLiz Paulson, Karen Reynolds, Andy Rodriguez, Gale Sansbury, Billie Shelburn, Amy Stewart, Lisa Stevens, and Revonda Stordahl

A quorum was present.

**Those Absent:**

Donna Brown-Rego, Nikki Caudle, Gary Centinaro, Aaron Cooper, Kia Fuller, Guy Gagnon, Jake Oglesby, David Nisivoccia, Jennifer Polito, Michele Poletti, Peggy Rice, Betsy Soto, and Michael Sweet

**NAHRO Staff**

Lori Myers-Carpenter

Member Services Chair, Milet Hopping called the meeting to order and asked for approval of the minutes from the last meeting. Zachary Fosler put forth a motion and Lisa Stevens gave the second. The committee approved the minutes unanimously.

Milet asked staff to provide an update. Staff touched on three areas: the upcoming Washington conference, the new Association Management System (AMS) and the awards. Staff encouraged everyone to register for the conference and mentioned the early bird deadline ended today. She said they are currently viewing “proof of concepts” for the new AMS system to see if they worked. She said staff will begin training in April and they hope to have the new system in place by the end of May. She said they may ask committee members to help beta test the system. Finally, staff mentioned national juries selected the winners for the Awards of Excellence and they will present 18 awards at the Washington Conference. She encouraged the committee members to apply for a 2022 Awards of Merit if they had a new program or development they wanted to showcase. The deadline for applications is April 15. Milet asked if they had seen an increase in applications this year since that was one of the subcommittee’s goals. Staff said she had not checked since most entries do not come in until the last month of the application process.

The next item on the agenda was an update on the recent Board of Governors retreat. Milet said she attended along with a few of the other MS committee members. She said there was an emphasis on strengthening the relationships between national, the regions and the chapters. She said a lot of this communication will come from the Member Services Committee, and she asked if they had ideas on how they could reach people outside of the usual email communication channel. Liz Morales said email does work, but if they personalized it, it might hold more weight. Shante Evans said that

worked for SERC when they were trying to encourage members to send in their dues payments. She said the payments started coming in as soon as they received the personal email or phone call. Milet then asked staff for her input on the retreat. Staff said she liked the way the retreat was structured since the large group was divided into smaller groups of 5-7 people for easier discussion. She said a lot of ideas were suggested and the facilitator is going to format and then share them with all the committee members. Liz said the discussion on fiscal responsibility stood out to her. She said the BOG has a responsibility to the membership to handle the organization's business with integrity to make sure it doesn't impact the membership negatively but enhances it. Andy Rodriguez said he was only able to attend one session which focused on the importance of reengaging the membership. Lisa Stevens said they discussed what they learned during the last two years and what they were going to take forward/continue doing. She said the one that stood out was remote learning which allowed more people to train than ever before.

The subcommittee chairs then gave an overview of their recent meetings.

*Awards:* Chair Sharon Dixon said the committee reviewed the current awards to see if the changes made during the last term increased participation and they learned it had. They also discussed ideas on how to continue to increase the number of awards through marketing efforts to the regions and others.

*Emerging Leaders:* Ricky Bouffard said they went through their objectives and prioritized them. He said they selected three to work on initially. The first was advocacy training where they hope to encourage people to share their own advocacy stories as an example of how they can get involved. The next one concerned working with the Fellows and DEI committees, and finally they are going to suggest session topics which could be used in future training. Angela Carolla also said she thought it might help to engage people if they held more informal zoom meetings to get conversations started.

*Marketing/Relationships/IT:* Zachary Fosler filled in for the chair, Donna Brown-Rego, who had a scheduling conflict. Zac said they also prioritized their objectives during the call. He said the top three included periodically reviewing the NAHRO website and providing feedback on what worked well and what didn't, gathering best practices on working remotely, and improving peer-to-peer networking during the first-time attendee conference. Lisa Stevens liked the idea they had to use the app to encourage people to meet for dinner or drinks. She said it is up to the members to make sure people feel included. Milet said she liked the speed networking idea to meet people. Andy said they also discussed having a member from the subcommittee sit at each table to make people feel welcome. He said they used to have a treasure hunt at the first-time event, but it morphed into a report from each department. He said most people don't really care about; they want to meet like-minded people. He said the committee needs to be more mindful of the attendees with first time attendee ribbons and make sure they feel welcome. Denita Johnson agreed the first-time meeting needed to be more interactive, and she also said the Emerging Leaders talked about having dinners or receptions in the past to encourage networking. Lisa said doing these things will help convince first timers that NAHRO is a warm and welcoming group they need to be involved with.

The next item on the agenda was new business. Denita said she wanted to check-in to find out how people are handling the great resignation. Milet said she lost a few people, and she is using temps to help them get by. Denita said she lost about eight people and they are doing the same. Zac said they are struggling with keeping management and maintenance staff and their agency is starting to suffer from it. Shaunté Evans said they are experiencing the same things and they are having trouble hiring people because of their salary requests. Lori McGowan said they just did a salary survey, which helped the issue, but it was a pretty big increase from what they were offering before. Denita said

they did a salary survey a few years ago, but they still are not paying what the market is paying. Lisa said they did a salary survey about two years ago and they just had to do a market shift recently since they were falling behind. Denita said they are considering consolidating some positions so instead of hiring five people, they may hire three so they can pay them more. She said they are also trying to think of new incentives to attract people. Zac says it is a challenge since only so much money is coming in so they can't pay more. Lori said they offer non-cash compensation like remote work or flex time. Milet said they were encouraged to do a salary study every three years. She said they also offer flex time, and they have a four-day work week. Lori said one thing she does is show people their total compensation packet, and she provides her staff with one every year. Denita asked if she could share that, and she said she would. Larry Guanzon said they went to the board to get approval to negotiate salaries, so they had more flexibility when hiring. Lori said it also helps if you show a salary range when advertising.

Milet thanked everyone for their input and said she looked forward to seeing them in person. Eric Chubenko made a motion to adjourn, and Liz Morales gave the second. The motion passed unanimously. The meeting ended at approximately, 11:58.

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