



**2021-2023 Member Services Marketing/Relationships/IT
Subcommittee -- Zoom Call
May 13, 2022**

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, Eric Chubenko, Zachary Fosler, Amy Stewart and Lisa Stevens

Those absent: Beverly Banks, Rene Brodeur, Angela Carolla, Gary Centinaro, Shaunte Evans, David Nisivoccia, Andy Rodriguez, Billie Shelburn and Jake Oglesby

NAHRO Staff

Lori Myers-Carpenter

Networking

The chair welcomed everyone and said the call was a continuation of the discussion they had in March where they focused on ideas for peer-to-peer networking. She asked for ideas they could do in conjunction with upcoming events, like the Summer Symposium. Ideas included a game of some sort like trivia or Pictionary the Member Services Committee could hold for all attendees or just the first timers before the symposium so they could meet each other. Staff said she would check with Tess Hembree and Eric Oberdorfer, who are putting the program together, to see if this was something they thought member services could do. It was noted this didn't have to be a part of the official symposium meeting software but could simply be run through a Zoom call the day before. The group also talked about doing something similar prior to the national conference to encourage people to come to the first-time attendee session and/or to possibly assign a "buddy" before people arrived to make them feel more welcome. They also discussed ideas for the in-person first timers session such as a jeopardy, the pyramid game or another type of game show or event like human bingo to encourage people to make connections.

Next the chair asked if they had reviewed the website, which was one of their priorities for this term. Suggestions/changes included having a button which would allow people to add events directly to their calendar and removing the candidate information since the election was over. Committee members were reminded to look at website, if they haven't already, and send suggested changes to Lori.

Finally, they discussed best practices around technology like having a plan for working from home, using robo-call systems to reach more people and making sure they were using the most popular social media platforms. Staff mentioned NAHRO's new Association Management System would be up and running at the end of the month, which should improve their ability to make changes to their Associates (now called Benefit Recipients/Associates) online, register more easily for events and see their committee participation history. The chair asked if there was any new technology people should be aware of and it was mentioned that the Meeting Owl Pro camera, which captures a 360-degree view of a room as well as focuses on the person talking, helps people feel more connected during hybrid events.

The next Marketing/Relationship/IT Subcommittee meeting is scheduled for
July 8, 2022, at 11:00 am ET.