



**2021-2023 Communications Subcommittee  
Virtual Meeting Minutes - draft  
October 6, 2022 3:00 – 4:00 p.m.**

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**Presiding: Char Reavis, Subcommittee Chair**

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The meeting was called to order.

**Guests:** Libby Miller, Staff Liaison and Anna Judge, Chair, Housing America Advisory Committee visited the subcommittee and provided the following information about Housing America Advisory Committee activities:

The Housing America Advisory Committee (HAAC) administers the National Merit scholarship (\$1,000) for students throughout the nation who reside in NAHRO member housing with the ability to also apply for the LDG scholarship. One scholarship entry per region. The region should have a scholarship committee to select their regional entry. Funds are sent in August-September to the scholarship recipients school.

**LDG Scholarship**

The LDG scholarship is sponsored by LDG Development who promised one million dollars in scholarship funds over the next 10 years. Young adults have the ability to win \$3,000 a year up to four years in addition to a \$3,000 housing stipend. Scholarship is flexible so anyone who resides in NAHRO member agency housing seeking secondary education is eligible, including technical schools and undergrad students.

**“What Home Means to Me” Poster Contest**

“What Home Means To Me” poster contest showcases drawings of what home means to elementary, middle school and high school students who reside in NAHRO member housing. The posters go to regions for judging then thirteen posters to go national NAHRO for judging. The winners and their posters are showcased in a calendar; the grand prize recipient’s poster is showcased on the calendar cover.

If entries win at state, \$100, they go to region, where they may win another \$100, then at national \$100. The grand prize winner receives an Ipad and a trip to Washington, DC to have a photo op with their state representative – a huge accomplishment and a great way for kids to showcase their work in a calendar.

Anna Judge is looking to the subcommittee to assist in marketing, the scholarship and the poster contest by spreading the word to your agencies, states, chapters and regions via emails, flyers, newsletters, e-newsletters, social media, during board meetings, etc. to get as many participants as possible.

**Housing America Month**

Housing America efforts are highlighted year-round and Housing America month, October, spotlights resident engagement, ribbon cutting events, little free library events, or any other agency event.

Ms. Judge offered a [media kit](#) the subcommittee can pass along to your public relations department to assist in marketing Housing America Month and the [calendar contest information](#). Some agencies also seek proclamations from their local officials. For additional information, questions, please contact [Anna Judge](#), HAAC Chair, or [Libby Miller](#), HAAC Staff Liaison.

**Discussion:**

What are the members doing in their respective agencies, chapters and regions to promote the poster contest?

PSWRC - Lucille Boss – Includes info. in newsletters to residents and families.

SERC – Brenda Honeycutt – Information is transmitted via newsletter and email and regular mail. Her agency had a poster contest winner and the region participates. Ms. Honeycutt advised that SERC follows the protocol mentioned by Anna Judge. Children came to the agency to create their posters. She advised in the last few years, it has been difficult to get kids to submit posters.

SERC- Johnny Johnson – Per Brenda’s comments, the region has had winners both for scholarships and for the poster contest. The state of Mississippi has also been actively involved.

PNRC- Chair Char Reavis – Has parties to encourage high school seniors to complete the scholarship application.

PNRC- George Perez – Became involved with the poster contest right before the pandemic. So the agency office has been closed for the past two and a half years. Mr. Perez would contact his Executive Director and remind him of the contest.

PNRC- Joycelynn Straight- Does not receive anything from the agency or region. So the concern is now to market contest and scholarship to families. She advised there is no tenant or resident board. The residents do not receive a newsletter or emails from the executive director. In order to get information, Ms. Straight became involved as a resident commissioner. No information was sent to the residents, nor did they know there was a board of commissioners. Ms. Straight may have to consult with the Regional Council President or should speak further to Chair Reavis for additional guidance.

Chair Char Reavis noted that HUD requires a resident advisory council to convene a minimum of two times a year to review five-year plan, strategic plan where you can market the calendar and encourage scholarship applications.

NCRC- Anna Judge – Notes that every state holds a poster contest taking their top three (one from each category: elementary, middle school and high school). The state entries then select the top three in each category and send those nine to the region. The region will get nine from each of the eight states in that region (72). From here only one from each age group can go forward (3) to national judging.

During the pandemic, instead of mailing the posters, applicants are asked to take pictures of the posters and email them. If they win they are asked to mail the actual poster, to save on postage costs

### **Housing America Month Activities**

Throughout is month, Libby will show winners and the photos can be shared via social media. At the end of October, the grand prize winner will be showcased and shown on the calendar cover. All of the winners were showcased during the National Conference and are now online. [www.nahro.org/calendar](http://www.nahro.org/calendar)

### **Timeline:**

Poster and scholarship deadline: Early January, deadlines will be posted on the website and in NAHRO emails to membership.

National Scholarship deadline is typically, first to second week of July. State and regional judging is prior to that.

Poster contest deadline- first week of August. As previously mentioned by Chair Anna Judge, if posters are being mailed, forward a photo of the poster via email first and mail later to move on calendar production. Calendars for 2023 will be on sale on a couple of weeks, via pre-order and will ship at the end of November. The calendars make great holiday gifts. The posters are also mailed to Congressional representatives along with a letter describing the contest – early January.

### **Suggestion:**

July is too late to advise students that they have received a scholarship. Libby appreciates the suggestion and will consult with the CEO and HAAC on this and other administrative issues regarding the scholarship and poster contest.

Note: Many regional conferences are not held until April-June and the national judging cannot begin until after those conferences.

Discussion: Any activity planned for Housing America Month?

- PSWRC - Lucille Boss – Lucille Boss – Housing Day Santa Barbara, an information booth-style fair, with partner agencies, including city and county housing agencies and elected officials. Informational sessions aimed at residents, companies interested in assisting in housing, in a town center plaza. Sessions include how to develop and accessory dwelling unit, how to advocate for zoning changes, along with music. Also offered is trolley tours of the agency properties, COVID and flu vaccinations.

Last year virtual activity (bi-lingual), week-long sessions mid-day and afternoon sessions.

- PNRC- Chair Char Reavis.- Nothing in the last few years due to the pandemic, however, in prior years, proclamations were done. City and county officials and residents celebrated success stories through FSS and now they have New Supportive Housing. She will work to restart activity this year, but COVID is still an issue. Ms. Reavis noted that local official support is really important because we have COVID funds and the city and counties need to allocate those funds.
- George Perez- They have a information facility that provides authority activity can be retrieved there along with computers. A yearly summer family day with booths.

Joycelynn Straight- Asked of any of the members have resident portals or resident software? This would be a great way to market and inform residents, rent renewals, etc.?

- Chair Char Reavis – yes, working on a rent payment portal. Social media outlets also showcase events, i.e., Face Book, etc. They also have a separate email for sending documents. Some are unable to utilize due to inability to use smartphones, may not have internet access or a computer, etc.

Anna noted housing authorities should still have a list of voucher holders and can send out information.

**Discussion** – [Commissioner of the Year award](#) criteria

### **Recap/Comments - National Conference Activities**

Commissioners Survey [flyer](#) - comments deadline December, 2022

[Commissioners at Work Video](#) – Video is now posted on the Commissioners Resource page.

Journal of Housing and Community Development (JOHCD) Magazine Commissioner Articles - Consider topics and provide timely topic suggestions to La Tonya or offer to author the article. Communications Director [Sylvia Gimenez](#) has agreed to assist in writing and development of articles. ***The print schedule for both the NAHRO Monitor (newsletter) or the JOHCD is linked below.***

### Article Suggestions

- Johnny Johnson/Lucille Boss – Commissioner of the Year - use recipient’s bio.
- Alanna Conard – Resident topic
- Char Reavis – Resident commissioner –representing families- diversity , equity and inclusion - interview (may be a conference session topic)

[Commissioners Mentors](#)- Anyone wishing to serve as a commissioner’s mentor, please contact La Tonya. The list is attached.

Attendance: Char Reavis, Lucille Boss, Brenda honeycutt, Johnny Johnson George Perez,  
Joycelynn Straight,

Guests: Libby Miller, Anna Judge

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**Attachments:**

[Objectives Assessment](#)

[Monitor/JOHCD print schedule](#)

### **COMMUNICATIONS SUBCOMMITTEE**

**GOAL C** -Expand NAHRO's reach and improve its effectiveness by building and reinforcing traditional and non-traditional partnerships, both with NAHRO's regions and chapters, and with outside organizations.

**MAJOR OBJECTIVE:** Communications Subcommittee to work with Legislative Network Advisory Committee (LNAC) to:

1. establish measurable goals, expand NAHRO's reach, improve advocacy effectiveness and sphere of influence by building and reinforcing outside partnerships through joint advocacy and social media campaigns.
2. build stronger regional and state-level communication networks to share, coordinate and expand NAHRO's legislative work and advocacy campaigns.

**Completed. 9/2022** Resources webpage will be updated after National Conference with commissioners at work video). Showcasing video at 2022 National Conference.

**In Progress** Revisited with LNAC, post-2022 National Conference, to develop communications to Federal & State legislators (Commissioner-specific language for action center templates, and to encourage robust funding for supportive services).

**Completed. 8/2022** Tess Hembree advised language can be changed to reflect a Commissioner-focused letter.

**In Progress** - Engage more Commissioners – talking points for local commission meetings. Review results of Commissioners Survey to collect information and set baseline for additional discussion and action – Target date- December, 2022.

**In Progress** – 10/2022- Discussed Housing America outreach with Chair and Liaison.

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**GOAL E:** Strengthen NAHRO as a thought-leader by improving communication, networking, information exchange, and knowledge transfer with and among members, partners, and stakeholders, and by enhancing the experience of members and next-generation professionals.

**Commissioner of the Year** - Ensure there is at least one nominee from each region for the award (may consider re-submitting last year's submission if person not awarded.)

**Completed.** 2022 did not ensure one nominee from each region but results of July, 2022 efforts to encourage regional presidents promotion of commissioner of the year resulted in 10 applicants in 2022 the most number of applicants ever.

**Collaboration with Housing America to establish measurable goals.**

**In progress** - Increase participation and visibility of Housing America month and campaigns though and by local, state and regional platforms. Will discuss with Housing America Chair and Liaison to further this task 10/2022.

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**GOAL F: Advance diversity, equity, and inclusion as crucial to healthy communities. ?**

**Commissioner of the Year** - Ensure there is at least one nominee from each region for the award (may consider re-submitting last year's submission if person not awarded.)

**Completed 7/2022** - 2022 did not ensure one nominee from each region but results of July, 2022 efforts to encourage regional presidents promotion of commissioner of the year resulted in 10 applicants in 2022, the most number of applicants ever.