



## 2021-2023 Communications Subcommittee Virtual Meeting Minutes - draft

August 3, 2022 3:00 – 4:00 p.m.

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Presiding: Char Reavis, Subcommittee Chair

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Chair Reavis welcomed the subcommittee.

### Recap: Commissioner of the Year

- Outreach to regional vice presidents- commissioners to email chapters and regional councils and encourage commissioner of the year nominations were completed by Mid-July. Marketing document for the individual awards was forwarded to the regional service officers (RSOs) to the commissioners committee regional vice presidents from Commissioner of the Year Group Chair, Johnny Johnson. ***To date, we have two new applicants and 7 from the runners-up pool.***
- Data must be captured on the Commissioner of the Year online application form, however, nominees can upload a pdf nomination form from a regional or chapter submission in the Attachments section of the form provided their chapter/regional criteria mirrors National NAHRO criteria. Individuals who meet the award criteria can self-nominate or have someone nominate them. ***Deadline for submissions is Friday, August 5. Jurors will receive judging packets soon thereafter, review score and convene, to select recipient by Friday, August 12 if possible.***

### National Conference Prep

Suggested items to include:

- Guest sign-up sheet – Commissioners Booth
- Commissioners Mentors list with regional map handout– Commissioners Booth
- Working on committee member participation at the first-time attendees overview
- Committee members Booth duty- sign up sheet- Thursday and Friday, Commissioners booth

### OBJECTIVES/TASKS REVIEW – OBJECTIVES ASSESSMENT LINK BELOW

[Commissioners Survey](#) - The survey will be forwarded to committee members to establish a baseline on what information we do have. The survey will include topics such as diversity, equity, advocacy, training needs and communication, i.e., what would you like to see addressed in the Monitor newsletter and seek suggestions on how to update the commissioners resource page. Deadline extended until September

### Material-Commissioners at Work Video –

- Send photos in by August 31 to Staff Liaison,
- (meetings, events, ribbon cutting, groundbreaking ceremonies, community events, new developments, etc.) Photo captions should briefly describe events, participants, date, city and state. ***If we do not have a good variety of photos, we will continue the request for them without entering a presentation for the commissioners' resource page or for the commissioners booth at this time.***

## **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.***

### **Website review** - completed - May 2

- The Commissioners pages were reviewed, and a navigation tutorial was presented during the full committee May 2022. Expected deadline of completion on any updates – August 2022.

**AUGUST ADVOCACY ACTION GOALS** - 50,000 letter goal, 2,500 individual participants.

Reminder to send in your letters via the advocacy action center.

### **HOUSEKEEPING**

**Links/Calendar Invitations and Record Updates** - If Commissioners do not have the Zoom invite for future meetings, both subcommittee and full committee and/or need to amend email or phone number, please contact La Tonya.

**Commissioners E-Blasts** - Additional discussion will be held with Communications Department on the feasibility of request, content and frequency of e-blasts.

**Commissioners Mentors**- Anyone wishing to serve as a commissioner's mentor, please contact La Tonya. The list is attached.

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[Draft Commissioners At Work Video \(updated 8/2022\)](#)

[Objectives Assessment](#)

[Monitor/JOHCD print schedule](#)

[Commissioners Mentors List](#)

## STATUS OF OBJECTIVES/TASKS

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**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.

**Goal Task:** Focus on Commissioners Resources webpage

Outcome: 9/2022 (**Ongoing**) – will update page after National conference with commissioners at work video). Showcasing video at 2022 National Conference.

**Major Objective:** Communications Subcommittee to work with Legislative Network Advisory Committee (LNAC) to:

1. establish measurable goals. **Outcome: Not Yet Begun**
2. expand NAHRO's reach, improve advocacy effectiveness and sphere of influence by building and reinforcing outside partnerships through joint advocacy and social media campaigns.

**Major Objective Task:** Help develop communications to Federal & State legislators (Commissioner-specific language for action center templates, and to encourage robust funding for supportive services). **Outcome: Not yet begun**

**Major Objective Task:** Engage more Commissioners – talking points for local commission meetings. **Outcome: Not yet begun**

3. Build stronger regional and state-level communication networks to share, coordinate, and expand NAHRO's legislative work and advocacy campaigns.

**Major Objective Task:** **Outcome: 8/2022 (Ongoing)** Subcommittee discussed commissioner-specific language into the Action Center letters to be used during August Advocacy month.

**Major Objective Task:** Incorporate Housing America efforts into communications and advocacy. **Outcome: Not yet begun:** Discuss with Housing America Chair and Liaison to further this task.

**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.

**Objective:** Ensure there is at least one nominee from each region (may consider re-submitting last year's submission if person not awarded.) **Outcome: Completed and Ongoing.** 10 applicants in 2022.