



2021-2023 Communications Subcommittee  
Virtual Meeting Minutes  
February 2, 2023 3:00 – 4:00 p.m.

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**Presiding: Char Reavis, Subcommittee Chair**

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**CALL TO ORDER/WELCOME GUESTS – Chair Char Reavis**

**NAHRO Commissioners Survey:** <https://forms.gle/EoyLWPipwha5VFs56>

*Deadline moved to March 15, 2023. If you have questions along the way, please do not hesitate to reach out to [lucilleboss@me.com](mailto:lucilleboss@me.com). A PDF of the survey can be found [here](#).*

**Survey Discussion:** The subcommittee had a robust discussion regarding the survey. The data is needed to move objectives forward. Main questions were:

How can we capture the data needed without a lengthy survey?

Break the survey up into three distinct areas that cover each subcommittee with targeted questions. Gathering data will be an ongoing process which may not be completed within one term.

What is the value of the survey and how can this data be used beyond the committee and by the housing agencies participating in the process and by NAHRO to further overall goals and objectives?

**Next Steps:** Chair Reavis wishes to have a meeting with subcommittee chairs, the Committee chair and vice chair regarding solutions for successful completion of survey.

**[NAHRO Leadership Volunteer Form](#)**

- It is time to complete the leadership volunteer form for the 2023-2025 term. If you are interested in continuing to serve on the Commissioners Committee or wish to serve on any other committee, please sign in and click on the link above to record your preferences. **DEADLINE is March 31, 2023.**

**[2023 Washington Conference](#)**

Question about ADA compliance. If you have mobility issues, there is a place on the registration form where you can note your needs, i.e. scooters, wheelchair accessibility, etc. Call the NAHRO Conference Hotline at (800) 842-6225 or email: [conferenceregistration@nahro.org](mailto:conferenceregistration@nahro.org)

**Contingency subcommittee strategic plan**

**Goal C - Discussion**

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.

**Next steps:**

1. Set up a meeting with LNAC Chair and Staff Liaison Tess Hembree regarding partnership after Washington Conference.
2. Promote Housing America efforts (poster, scholarship); share HA month media kit; incorporate DEI objectives to ensure accessible opportunities.

The 2023 suggested JOHCD article list forwarded to Ms. Gimenez, Director of Communications. Discuss who will write articles.

Nov/Dec, 2022 (item will be published in Jan/Feb 2022)

- Alanna Conard - According to Sylvia Gimenez, article is scheduled to run Jan/Feb

Jan/Feb , 2023

- Commissioner of the year spotlight and promo for 2023 commissioner of the year application

Mar/April

- Advocacy (pics advocating, meeting with legislators)
- Housing America

May/Jun

- DEI
- FSS graduation

July/Aug

- Resident Commissioner spotlight: a day in the life (2)

Sept/Oct

- Commissioner Governance
- Certification training

### **Reminders**

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.

**Final Thoughts** – Chair Reavis thanked the members for their input and discussion.

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**Attendance:** Char Reavis, Gary Allsup, Brenda Honeycutt, Joycelynn Straight,

### **Attachments:**

2023 Virtual recurring subcommittee meeting list (attached)

Recap from 12/2022 DEI subcommittee meeting with HAC Chair Anna Judge (shared goal with DEI)

[Commissioners at work - new](#)

[Commissioners Mentors List](#)

[2023 NAHRO Monitor Print Schedule](#)

[New committee/subcommittee objectives document](#)

## **Recap from 12/2022 DEI Subcommittee regarding discussion with HAAC Chair**

Housing America Advisory Group chair, Anna Judge spoke to the DEI subcommittee. Here is the recap from the DEI meeting for consideration and next steps. **Presentation: Housing America Advisory Group (HAAG)- Anna Judge, Chair/Libby Miller, Staff Liaison**

Ms. Judge and Ms. Miller addressed subcommittee members and the discussion was as follows:

How to best market the Housing America poster contest and the [scholarships](#) (see attachment for background information) to more students across the country via their respective public housing agencies. How can the DEI subcommittee work with HAAG to build non-traditional partnerships (educational institutions prek-12, post-secondary colleges, to get the word out?

### **Discussion:**

#### **Items of concern from the Housing America Advisory Group**

- All of the chapter/regions are not submitting chapter/regional scholarship applicants.
- Struggle to get males to apply.
- Program redesign, including rating/grading system, is a consideration to alleviate administrative burdens.
- Outreach marketing is primarily done via the housing authorities as the scholarship criteria dictates that the applicants must receive rental assistance (voucher, HOME, HOPE, etc.) from a nahro member agency.

### **Suggestions**

- Consider creating a regional chapter and national NAHRO Diversity and Equity Scholarship with same criteria.
- Consider expansion of award to head of household population or caregiver of children with a sponsor or a fundraising entity.
- Market to non-traditional entities that come to PHA properties and to school guidance counselors, community colleges, social workers, homeless liaisons, resident councils PHA fairs, school fairs and other events directly connected with PHAs can, share, navigate and encourage participation.
- If tuition is covered, can we allow the funds for other college costs, food, etc.?

### **Next Steps**

- Ms. Miller will compile data for DEI subcommittee with scholarship recipients list by gender, and sub-group demographics.
- Conversation will continue with CEO Thiele, President Wells, HAAC Chair Anna Judge and Staff Liaison Libby Miller on possible redesign of the scholarship program components.

The DEI subcommittee as well as the Communication Subcommittee, who had a conversation with HAAC Chair Judge and Libby Miller, stand ready to work with HAAC in the realm of diversity, equity, inclusion and communication.

## **SUBCOMMITTEES RECURRING MEETINGS**

**Communications – Char Reavis, Chair**

**Bi-monthly schedule – First Thursday, 3:00 – 4:00 p.m., Eastern Time  
February 2, April 6, June 1, August 3**

### [Join Zoom Meeting](#)

One tap mobile: US: [+13017158592,,84872868418#,,, \\*265437#](tel:+13017158592,,84872868418#,,, *265437#) or  
[+13126266799,,84872868418#,,, \\*265437#](tel:+13126266799,,84872868418#,,, *265437#)

**Meeting URL:** <https://nahro-org.zoom.us/j/84872868418?pwd=SXBRUG9qenpuV3ovQUczdXRtRGpoZz09>

**Meeting ID:** 848 7286 8418

**Passcode:** 265437

### **Join by Telephone**

For higher quality, dial a number based on your current location.

Dial:

US: +1 301 715 8592 or +1 312 626 6799 or +1 646 558 8656 or +1 669 900 9128 or +1 253  
215 8782 or +1 346 248 7799