

## **Big Ideas to Consider: 2020 Retreat**

### Enhancing the Member and NextGen Experience

- Customizing the membership experience – customized messages and content
- Addressing and reducing barriers to entry at NAHRO for next generation professionals while leveraging their knowledge to define and re-think how we deliver opportunities, services, and trainings
- Less about changing the product/service/program, and more about ensuring new comers are included or have buy-in to the organization
- Meet next-generation professionals “where they are”

### Gathering and Leveraging Data

- Data-driven decision making: research to understand who we are serving (staffing, agencies, NAHRO, at all levels)
- Address the bifurcation in our nation using data around housing and homelessness to convene around what we all agree upon before we talk about changes; in many cases, we are no talking about the same thing
- Challenge NAHRO to think about the whole problem of inequality and how to solve it

### Addressing Inequality

- Challenge NAHRO to think about the whole problem of inequality and how to solve it
- In the interest of building wealth for our residents, engage in information and data collection in order to develop services that meet our goals and objectives
- Helping PHAs to understand poverty, power, and ideas on how to maximize partnerships, develop skills, and network to create a better nation
- Spark a dialog around promoting a right to housing for all ... or a conversation about housing inclusion and a national housing strategy
- Spark a dialog about diversity, equity, and inclusion, and what NAHRO’s role should be

### Education

- Create a library of on-demand trainings, “iNAHRO Education Platform”
- Flexibility in how NAHRO provides education and information; more trainings on collaboration, capacity building, empowering grassroots efforts, and how to ask questions
- Exchanges between regions
- Create diverse educational offerings that are inclusive of all aspects of the industry, which facilitates the development of diverse skills, utilizing alternative delivery options
- Improve cultural awareness in delivering housing products
- Create a leadership institute
- Trainings in business acumen
- Educate membership about next-generation professionals

Reimagining Advocacy (for all advocacy-related ideas, evaluate in the context of 501 (c) 3 status)

- Rethink how we engage in advocacy; advocate for inclusive funding streams
- Expand advocacy: training and outreach to the state and local levels, not just federal
- Develop a tool kit for consolidated/comprehensive plans, which drives local government and provides local solutions
- A transit lodging tax of shared housing platforms for a housing innovation fund

NAHRO Structure and Opportunities

- Create a NAHRO development advisory service
- Have NAHRO expand to include more community development that includes housing authorities, but also focuses on different aspects of all demographic categories

## Big Ideas to Consider Mapped to Potential Goal Statements

A. Position NAHRO as the preeminent organization for the development and implementation of responsible housing and community development policy by vigorously advocating legislation, regulations, and programs that benefit NAHRO members and the people they serve. (\*\*evaluate all advocacy-related ideas in the context of 501 (c) 3 status\*\*)

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B. Grow and Sustain NAHRO's role as the leading resource in developing the professional expertise and credibility of affordable housing and community development (HCD) practitioners and the industry as a whole, resulting in stronger communities and a stronger country.

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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.

- Exchanges between regions

D. Ensure NAHRO's continued financial sustainability by expanding revenue sources, exploring new structural or business opportunities, gathering and using data, and maximizing efficiency.

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E. Strengthen NAHRO as a thought-leader by improving communication, networking, information exchange, and knowledge transfer with and among members, partners and stakeholders; enhancing the new member and next-generation professional experience; and ensuring diversity, equity, and inclusion.

- Customizing the membership experience – customized messages and content

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- Less about changing the product/service/program, and more about ensuring new comers are included or have buy-in to the organization
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F. Advance diversity, equity and inclusion in America (needs further editing by leadership team)

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## **Top Drivers of Change**

- The Next-Gen Professionals \*\*\*
- Big Data Segmentation \*\*
- American Inequality \*\*
- Aging World \*
- Reworking Career Pathways \*

\*indicates number of groups selecting that driver of change

## **Guiding Statement (mission/vision), Words that Resonated with the Group**

- Inspire
- Engage
- Lead
- Collaborate
- Innovative
- Leading Resource

## **Additional Next Steps**

- Leadership finalizes wording of goals
- Delegate and empower committees
- Explore duality of expression of guiding statement: serving professionals and strengthening communities
  - This duality of expression also informs how we tell our stories
- Spark additional dialog about ethics
- Additional ideas to consider
- Using ASAE's Drivers of Change to spark dialog among committees and/or board