



**2023-2025 Member Services Committee**  
**Tuesday, January 14, 1:00 – 2:00 pm EST**  
**Zoom <https://nahro-org.zoom.us/j/7012672982>**  
**Chair:** Shaunté Evans [sevans@spartanburghousing.org](mailto:sevans@spartanburghousing.org)  
**Vice Chair:** Beverly Banks [mundayha@hotmail.com](mailto:mundayha@hotmail.com)  
**Staff Liaison:** Suzanne Stuart [sstuart@nahro.org](mailto:sstuart@nahro.org)

**Meeting Minutes**  
**Chair/Presiding: Shaunté Evans**  
**Vice Chair: Beverly Banks**

**Welcome, Roll Call**

**Attendees:**

Bouffard, Rickey  
Carlson, Amber  
Caudle, Nikki  
Dixson, Sharon  
Evans, Shaunté  
Fosler, Zachary  
Fuller, Kia  
Gibson, Gina  
Gonzalez, Vanessa  
Guanzon, Larry  
Jackson, Keon  
Layne, Ingrid  
Lee, Dara  
Lierman, Toasha  
Oglesby, Jacob  
Parr, Pamela  
Polito, Jennifer  
Riddick, Shari  
Sansbury, Gail  
Stanton, Jill

Stewart, Amy  
Stewart, Taleshia  
Stordahl, Revonda  
Swafford, Trina  
Tatroe, Kristina  
Townsend, Kimberly  
Trujillo, Steven

**Not in Attendance:**

Banks, Beverly  
Carolla, Angela  
Centinaro, Gary  
Chubenko, Eric  
Fontenot, Stephan  
Hamilton, John  
McGruder, Natasha  
Paulson, MaryLiz  
Randolph, Kennard  
Rodriguez, Andrew  
Shelburn, Billie

**Continued discussion and development of the Member Services Committee Work Plan**  
**Development in support of the NAHRO Strategic Plan**

The committee has chosen to focus on one deliverable: Develop a member ambassador program for membership recruitment and retention at national, state, and local levels. Chair Evans would like to develop this program in a way that is effective, yet not burdensome. She discussed identifying regional contacts who would be responsible for coordinating outreach activities in their regions and reporting back to the group. Ambassadors can also help identify turnover within the industry.

The following regional representatives were identified to serve as the regional points of contact for the ambassador program:

North Central Regional Council: Dara Lee  
Pacific Southwest Regional Council: Vanessa Gonzalez  
New England Regional Council: Kristina Tatroe  
Pacific Northwest Regional Council: Jill Stanton  
Middle Atlantic Regional Council: Angela Carolla  
Mountain Plains Regional Council: Revonda Stordahl and Trina Swafford  
Southeastern Regional Council: Robert Greathree and Taleshia Stewart  
Southwest Regional Council: LaShun Bland

Next step is for staff liaison Suzanne Stuart to build an online toolkit that will contain items to support member recruitment:

- Talking points for calls/emails
- One pager of NAHRO member benefits
- Link to NAHRO member brochure
- NAHRO 2025 membership dues schedule at a glance
- list of members and prospective members by region to include number of units primary contact, name of organization, email address, phone number.

The committee then discussed gathering more data from NAHRO Conference attendees, possibly both preconference and post conference. Staff liaison Stuart will share what survey data we already have (most recent member survey and post conference surveys), and then the committee can discuss if they need additional data. It will be important to give thought to what information is needed, how it will be collected, and how it will be used. It was also noted that it is effective to give attendees time to complete surveys during sessions.

The committee then discussed establishing a presence at conferences. They can help encourage app adoption. There was a discussion of colored lanyards for member services committee ambassadors and other ways to “pop out” – ribbons, pins, t shirts. Staff liaison Stuart to research ordering Member Ambassador ribbons or new lanyards or pins.

As we plan for the Washington Conference, the committee would like to explore more ways to connect with first time attendees, perhaps instituting a “buddy up” system work.

**NAHRO Emerging Leaders Subcommittee Update** – Staff liaison Suzanne Stuart provided an update on the activities of the Emerging Leaders subcommittee. The Emerging Leaders are interested in having more of a presence at conferences. We will arrange for them to have a table at the First Time Attendee briefing. There will be a panel at the Washington Conference featuring a small group of Emerging Leaders and Fellows. We will continue to make sure they are serving in speaker and moderator roles wherever possible.

**Awards of Merit and Awards of Excellence Program Enhancements** - Staff liaison Stuart provided an update on the NAHRO Award of Merit Program:

A subcommittee of the member services committee met four times to review all phases of the program with the goal of streamlining the program and refreshing it. We acknowledged the work of the subcommittee: Shaunte Evans, Taleshia Stewart, Ingrid Layne, Nicky Caudle, Larry Guanzon, and the NAHRO project manager Latonya Rajah.

The following program enhancements will be implemented in 2025:

- In response to the sentiment that we give out too many awards, and that if “if you pay your entry fee you will win an award,” we have agreed to raise the bar from 30 points to 35 points to win an award. We will encourage future judges to be a bit more selective.
- In the past all of the entries were sent to judges first to be judged for Awards of merit and then the entries were sent back out to a whole different judging panel to be judged again. This is administratively burdensome for NAHRO and for the members. Going forward, all the entries will be judged one time and the three highest scoring entries in each category will receive an award of excellence.
- In response to the feedback that small agencies have an unfair disadvantage, we will also award two awards of excellence to the highest scoring small agencies, if they score 40 points or higher.
- Because all the entries will be judged just one time, we will present all the awards at the same time at the NAHRO National Conference. We are adding an element of surprise – we will keep the awards of excellence winners a secret until the time of presentation.
- We are going to work toward rebranding the program a bit. We are going to start referring to the program as the NAHRO Community Innovation Awards Program. Winners will still win “an award of merit” within the program, and winners will still win an “award of excellence” within the program, but we felt the overall program needed a better description of what it really is.

- No more printed program – we will do an electronic program instead.

The committee was supportive of these program enhancements. They encouraged us to highlight the Best Practices Database.

**Women of NAHRO Update** –WON Chair Kimberly Townsend provided an update on the work of the Women of NAHRO. They are working on a wish list / strategic plan for future activities. They are working on making sure all regions are represented on the committee. She also reminded everyone of the NAHRO Red Bubble Store that contains Women of NAHRO branded items.

The meeting adjourned at 2:00 pm.