



2023-2025 Member Services Committee
Sunday, April 7, 2024 – 12:30 pm- 3:30 pm Eastern
Hyatt Regency Washington on Capitol Hill, Washington, DC
Columbia B, Ballroom Level
Chair: Shaunté Evans sevans@spartanburghousing.org
Vice Chair: Beverly Banks mundayha@hotmail.com
Staff Liaison: Suzanne Stuart sstuart@nahro.org
[Member Services Committee Resources](#)

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

Members in Attendance: Banks, Beverly; Bouffard, Rickey; Carlson, Amber; Carolla, Angela; Caudle, Nikki; Centinaro, Gary; Chubenko, Eric; Evans, Shaunté; Fosler, Zachary; Gibson, Gina; Gonzalez, Vanessa; Guanzon, Larry; Hamilton, John; Jackson, Keon; Layne, Ingrid; Lee, Dara; McGruder, Natasha; Oglesby, Jacob; Parr, Pamela; Randolph, Kennard; Riddick, Shari; Sansbury, Gail; Stanton, Jill; Stewart, Taleshia; Stordahl, Revonda; Swafford, Trina; Tatroe, Kristina; Trujillo, Steven

Members Absent: Dixon, Sharon; Edelblute, Christian; Fontenot, Stephan; Fuller, Kia; Johnson, Denita; Lopez, Cynthia; Paulson, MaryLiz; Polito, Jennifer; Rodriguez, Andrew; Shelburn, Billie; Stewart, Amy

Damon Duncan, Chair, NAHRO Business Partners Council (BPC) and Principal Owner, Clesia Ventures LLC described his vision for revitalizing the BPC, and proposed changing the name of the group from Business Partners Council to Corporates Members Council to reflect better the makeup and activities of this segment of the membership. Mr. Duncan is requesting approval from the Member Services Committee to forward the motion to the Board of Governors on April 8, 2024. There was an inquiry as to how one becomes a member of the Council. Mr. Duncan explained that George Guy will make those appointments. Gary Centinaro motioned to approve, and Gail Sansbury seconded the motion. All were in favor.

Minutes from February 28, 2024, were approved. Shari Riddick motioned to approve, and Trina Swafford seconded the motion. All were in favor.

Chair Evans began a discussion of the NAHRO Strategic Plan. She provided the framework of the plan to the committee and allowed them to review the plan as distributed during the Strategic Planning Advisory Committee meeting earlier in the day. She highlighted the NAHRO values, noting they are under review. She reviewed the vision and mission. She asked the committee to review the goals and think of ways the committee could help support those goals.

NAHRO leadership dropped in to discuss the role of the member services committee and emerging leaders subcommittee in the NAHRO strategic planning process. President Guy noted the importance of being intentional about membership and the membership experience. Membership is at the core of the strategic plan. President Guy also challenged the committee to lean into the Emerging Leaders Subcommittee. President Guy noted that Gina Gibson has agreed to chair the internship advisory committee. New leaders are critical to our future. Senior Vice President Gilbert reiterated that the member services committee is the core of NAHRO. Mr. Gilbert described the conference planning committee that he co-chairs with Shaunté Evans. He provided the vision of how the member services committee will lead and help shape NAHRO's future. CEO Mark Thiele expressed his gratitude to the committee and encouraged boldness in goal setting. When pressed by Kennard Randolph, President Guy encouraged Emerging Leaders to think creatively as the future of NAHRO needs to develop the next wave of leaders.

The committee reviewed the activities they would be involved in during the Washington Conference and enlisted volunteers to help with the first-time attendee briefing, emerging leader award presentation, and awards of excellence presentations.

The committee spent the remainder of the meeting brainstorming potential measurable objectives for the committee term. Some ideas include:

- Provide a technological platform to better connect state and regional levels of NAHRO to national – to spotlight good work at the state, regional, and national levels to share information. (Goal 4 Trina and others.)
- Revenue sharing state/regional – spotlight the program – training in your area, have the agreement, a portion of reg funds coming back to you for promoting it, other cost-sharing opportunities – goal 2 (Milet and Nikki and Beverly) share membership lists, work together to grow membership, flow of information.
- Pam – Emerging leader – fundamental to succession plans industry-wide, new members, rogue/grow leaders? Connect the dots between NAHRO fellows and emerging leaders with a more formal path – goal 1 encourage succession planning in the agencies.
- Pam - Focus on these three things. Grow leaders, new members coming in – ambassador program, peer-to-peer, new member/emerging leaders orientation program, guide, and mentor – goal 1.
- Pam – perhaps A table at the NAHRO Conference to talk to fellows/mentors – goal 1.
- Beverly – shared database to share membership information. Annual report at NAHRO national conference, membership list shared, each state has a seat on each committee – goal 4 combine resources on all levels.
- Succession planning/Leadership development – creation of/combo of NAHRO Academy/Institute – under one umbrella – state, regional, national – certificate – prof dev career dev plan - partner with Stamford, another educational institution, rev sharing, scholarships, corporate members council, attract new/younger members/attendees by allowing them to make an impact, prof development, career development – supports recruitment and retention goals of PHAs – need to position it that way in promo campaign – videos, testimonials, create a new dialogue about what NAHRO is valued for – goals 1, 2, 3 offer a leadership academy – offer scholarships, develop the whole person... for new people (career development, professional development, fast track) educate staff about housing, keep staff engaged, invest in their development through an academy.
- Offer a reduced rate for National for ELs, so staff earlier in their careers can attend, like how small agencies reg fee works. (Keon: he and Rickey and John – past ELs have had these ideas – now is the time to get it done – stop talking about it.) Invite first time attendees to committee meetings to give them a taste.
- Promo campaign – what does it mean to be a member of NAHRO – criteria, benefits.
- Platform – resources, innovations, spotlights – goals 1, 2, 3, 4
- Offer national regional state memberships bundled – unlocked opportunities at each level based on dues structure.

The committee will continue to work to refine the measurable outcomes by May 15 and will resume task forces to focus on upcoming member services committee activities:

Chair Evans encouraged everyone to attend first time attendee briefing. She reviewed conference highlights to confirm volunteers.

- Awards of Excellence Presentation (Larry Guanzon, Ingrid Layne, Taleshia Stewart)
- Awards of Merit Task Force (Zac Fosler, Trina Swafford, Pam Parr, Nikki Caudle, Gina Gibson)

- Hill Day – you had to opt in but do jump in!
- First-Time Attendee Briefing (Mary Liz Paulson, Shari Riddick, Vanessa Gonzalez, Amber Carlson, Gail Sansbury)
- Emerging Leaders Award (Kristina Tatroe, Dara Lee, Ingrid Layne, Jennifer Polito, Pam Parr, Gina Gibson)
- NAHRO membership ambassador program (Jill Stanton, Taleshia Stewart, Amy Stewart, Sharon Dixson, Jacob Oglesby)
- Summer Symposium in Chicago
- National Conference in Orlando

Upon conclusion of the Member Services Committee Meeting, Emerging Leaders Subcommittee convened.

Gary Centinaro motioned to adjourn; Amber Carlson seconded. All were in favor.