

## **TRANSITION REPORT 2023-2025 MEMBER SERVICES COMMITTEE**

The NAHRO Member Services Committee's mission is to achieve member satisfaction and grow the professional organization by providing networking opportunities, membership outreach, current technology, quality customer service, and recognition of excellence.

### **ACCOMPLISHMENTS**

Since October 2023, the committee discussed and/or acted on a variety of membership specific topics with a focus on membership recruitment, outreach, retention, customer service, recognition, and engagement.

**NAHRO Member Ambassador Program** In support of the NAHRO Strategic Plan, the NAHRO Member Services Committee, in partnership with the Small Agency Advisory Committee, developed a NAHRO Member Ambassador Program to support membership recruitment and retention at national, state, and local levels. Regional leads for this program were selected from the Member Services Committee and Small Agency Advisory Committee to help drive this program. The implementation of this program should continue into the next term.

### **Awards**

Preferring to take a task approach, rather than a subcommittee approach, the committee solicited volunteer committee members to focus on the Agency Awards process. As a result, the entire program was reviewed, and the following changes were made:

1. We raised the bar from 30 points to 35 points to win an Award of Merit. We encouraged the judges to be more selective – to make the program a bit more competitive.
2. The application form was streamlined, we reworded some sections for clarity, and we removed superfluous questions.
3. In the past all 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 for Awards of Excellence. This was administratively burdensome for NAHRO and for the members. Going forward, all the entries are judged one time and the three highest scoring entries in each category will receive an award of excellence.
4. To lift up small agencies, who perhaps do not have as many resources as larger agencies, we will also award two awards of excellence to the highest scoring small agencies, if they score 40 points or higher.

5. No more printed program – we will do an electronic version instead. It will be posted on the NAHRO website, rather than mailed to agencies.
6. The Awards of Merit and the Awards of Excellence will be presented 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.
7. Lastly, we rebranded the program a bit. We now refer to the overall 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 umbrella description of what it really is.
8. Improved training for appointed regional judges.

What didn't change:

1. the spirit of the award program: we are still recognizing excellence, sharing innovations, and lifting up our members.
2. The program description
3. the award categories
4. the scoring criteria
5. the fact that a national jury evaluates the entries.
6. the best practices database of award of merit winners
7. the cost to do an entry.
8. the entry time period

In addition to the improvements listed above, all the NAHRO Awards themselves (the trophies) have been upgraded to be more modern, attractive, and shippable.

The incoming member services committee is advised to evaluate the effectiveness of these changes and adjust if needed. It is further advised the committee may want to review the other NAHRO Award programs for potential improvements.

### **NAHRO Governance**

The committee reviewed numerous changes to chapter and regional bylaws and recommended the changes to the Board of Governors.

### **Improve Experience at Conferences**

- The committee participated in discussions to provide input on the sites chosen for NAHRO Conferences in 2026, 2027 and 2028. Recommended sites were referred to the Board of Governors for approval.
- With support from the committee, NAHRO introduced a new and upgraded conference badging system, resulting in a better onsite experience for our registrants.
- First Time Attendee Briefing:

Volunteers from the Member Services Committee greatly improved the first-time attendee briefing event at all NAHRO conferences. The purpose of the first-time attendee event is to help first-time attendees feel welcome and at ease. Women of NAHRO and Emerging Leaders participate in this event as well – establishing themselves as points of contact within the NAHRO membership. We now have a polished program in which:

- We take the opportunity to educate first timers about NAHRO.
- We help first timers meet other first timers.
- We set the tone for the rest of the conference – NAHRO is glad they are here, we value their participation, and we hope to see them at many future events.

### **NAHRO Fellows**

The NAHRO Fellows Program honors individuals for their accumulated wisdom and mastery as seen by their achievements and their actions within their own communities. In 2023, nine Fellows were inducted; in 2024, nine Fellows were inducted and in 2025, four Fellows were inducted. The Fellows application and judging processes were fully evaluated and streamlined in time for 2025, resulting in a much smoother process. The Fellows conducted very well received Executive Director Bootcamps at each National Conference.

### **Women of NAHRO Subcommittee**

The Women of NAHRO Subcommittee of the Member Services Committee was launched. Building on the success of the NAHRO Women's Leadership Breakfast at the NAHRO National Conferences, this subcommittee continues to improve that event breakfast and to develop the women's track at the conference. They are working to increase their presence and branding at all NAHRO conferences to promote women in the industry.

### **Emerging Leaders**

The Emerging Leaders subcommittee increased their presence and participation at all NAHRO conferences. They achieved their goal of having a meaningful presence at each conference. They are working to increase their presence and branding at all NAHRO conferences to promote future leaders within the industry.

### **CONTINUING ITEMS/RECOMMENDATIONS**

Membership Development: Continue collaboration with the Small Agency Advisory Committee in the work with the NAHRO Member Ambassador Program.

Strategic Plan: Continue to work on the deliverables in the NAHRO strategic plan.

Awards: Continue to evaluate, promote, and fine tune all the award programs. Review award criteria, application process, judging process and recognition methods to ensure these programs stay fresh, relevant, and meaningful to the recipients.

Fellows: Pursue further collaboration with the Emerging Leaders. This was done successfully at recent NAHRO conferences. Continue to fine tune the Fellows application and selection process. Create more opportunities for the Fellows to be engaged with the membership.

Emerging Leaders: Continue to submit session ideas for conferences and plan events for Emerging Leaders and to collaborate with the Fellows on information exchanges and with other committees. Address the expected gap in leadership – with a wave of retirements on the horizon, new leadership needs to be continuously cultivated.

Women of NAHRO: Continue involvement in all NAHRO conferences, identifying ways to support women in our industry.