



## **NAHRO 2011-2013 PROFESSIONAL DEVELOPMENT COMMITTEE**

Wednesday, July 17, 2013 (10:00 am – 5:00 pm)  
(in conjunction with NAHRO's 2013 Summer Conference)

Sheraton Denver Downtown Hotel, 1550 Court Place, Denver, CO 80202  
303.893.3333  
Plaza Ballroom D

### **Draft Meeting Minutes**

The Vice President of the Professional Development Committee, Deborah Wilson, called the meeting to order and welcomed Committee Members and Guests.

#### **Attendance:**

Those present included: Deborah Wilson, Harden Oldfield, Lee Lamothe, Joanne Toomey, Tina Marie Sullivan, John Clarke, Cliff Martin, Richard Wankel, Jackie Newman, Jacob Oglesby, Mark Stalvey, Sharon Dixon, Richard Herrington, Darrin Taylor, Diana Pace, Patricia Wells, Sunny Shaw, Tammy Frost, Duane Hopkins, Patti Webster, David Martens, and Sharon Scudder.

Those absent from the meeting included: Gail Monahan ( no longer at agency), Marla Tucker, Henry Alvarez (no longer at agency), Edward Kaczka, Stan Quy, Unique Colbert, Karen Wallace, Bill Cook, Lowell Krueger, Kurt Wiest, Daniel Stroda, Robbie Levey.

#### **A quorum was present.**

**Approval of Agenda:** Tina Marie Sullivan made the motion to accept the agenda. Dave Martens seconded the motion. A voice vote was taken and the motion carried.

**Approval of March 2013 Meeting Minutes:** The Chair called for the approval of the March 2013 meeting minutes. Jo Ann Toomey remarked that there was a mistake in the minutes. She, not Tammy Frost, had provided the NERC regional update. Richard Herrington made the motion that the minutes be accepted, with the correction related to the NERC report. John Clarke seconded the motion. A voice vote was taken and the motion carried.

#### **Guests:**

Guests included Donna Ragsdale, Jim Inglis, and Marilyn Medley

**President Betsey Martens and CEO Saul Ramirez:**

President, Betsey Martens, and CEO, Saul Ramirez, visited with the Committee. President Martens commended Duane Hopkins for his work on the CCRDP Certification. She thanked the entire committee for their continued work and commented that Professional Development is on the right path. CEO Ramirez echoed President Marten's comments and added that the work with Community Development has been amazing. The link now made between public housing and community development is a tremendous accomplishment. He further commended the Committee on their work related to conference session CEUs. Mr. Ramirez encouraged members to provide feedback as to appropriate venues for future seminars, as well as topics that will meet the members' needs.

**Remarks from the Vice-President Deborah Wilson:**

Vice-President, Deborah Wilson talked with the group about the importance of Subcommittee teleconference calls. She asked leadership to support the training held at Training Centers and challenged the group to pursue NAHRO certification for themselves and their staff. Debby discussed the Committee's role as ambassadors for professional development, encouraged each member to use the ambassador's speeches or a variation of in their daily discourse with colleagues, and appointed officials. She mentioned that she uses a tagline – "NAHRO Professional Development is the industry's best and most complete resource for the education and training of individuals and staff in the housing and community development field." in her e-mail signature. She encouraged members to consider something similar. Debby talked about a job description for committee members – one that can be used at the national, regional, and state level. She asked that samples and/or suggestions be sent to her. Lastly, she asked that the Subcommittees look at the Strategic Plan as they review their work.

**Staff reports:**

Sharon Sherrill, Director of Professional Development, shared with the committee that Amber Singletary has come on board to assist with administrative items such as shipping, evaluation compilation, and e-Learning moderator.

Sharon talked about the new video featuring NeighborWorks CEO, Eileen Fitzgerald and NAHRO's CEO Saul Ramirez discussing the CCRDP. The video will be shown at the conference pre-plenary sessions and will reside on both the NAHRO and NW websites. This action is a demonstration of the continued work that we are conducting with NW. She reported that talks have begun with the South African Foundation related to providing training for them. In addition, of note, we have new faculty that have come on board, including Diane Quast, Jon Gutzman, and Jon Gresley. Greater focus will be placed on offering e-Briefings, e-Learning, and blended learning for the rest of the year and for 2014.

Emily Pasi, Marketing Coordinator, updated the Committee on marketing efforts. After considerable thought, we have decided to terminate our agreement with Professional Prospecting Services, the telemarketing firm that we have used for several years now. While the department may hire another firm at some time, in the interim we are utilizing

our NAHRO intern to make targeted calls. E-blasts continue on a regular basis with a national blast once weekly supplemented with targeted e-Blasts utilizing information harvested from our database in order to target members and non-members alike for just-in-time training and certification. Emily shared that we are assisting with marketing certain on-site/contracted trainings with website postings, and we continue to use NAHRO publications and twitter for marketing purposes. Our interface with the Service Officers continues as the group now shares best practices and is engaged in discussions beyond professional development, including advocacy outreach. Testimonies from seminar participants are now posted for almost all seminar topics, which adds a richer dimension to our seminar description pages on the web. Emily asked members to become brand ambassadors and to send her personal NAHRO training testimony. Lastly, Emily talked about the conference punch card initiative. Conference attendees will receive a business card sized punch card. Attendees are encouraged to get the card punched once at each of the next four conferences (through Summer 2014). If card is punched four times, the person will receive one at no cost NPDS seminar of their choice.

Eugene Rudder, NAHRO's Consultant for On-sites and Technical Assistance, provided an update on activities, including the Salary Comparability Studies of which NAHRO has completed nine. NAHRO works hard to provide cost-effective training for agencies, regions, and chapters, conducting both our standard programs as well as customized seminars. The proposal acceptance rate is very good ranging from 25-70 %, depending on the specific month. As the current financial environment continues, on-sites are an excellent way to provide face-to-face training, which is the most desired training options that our members have told us that they prefer.

Blake Pavlik, Certification Manager, reported that from July 2012 to July 2013, NAHRO certifications increased by 242 to 817 total, a 78% increase over the previous twelve month period! The trend is increasing in 2013 towards an over 125% increase over full year 2012. NAHRO staff has submitted recommendations regarding re-alignment of CEUs to better incorporate online learning as well as to revise recertification requirements for the specialist level certification. The NPDS subcommittee will review and take action as appropriate.

Clif Martin, Assessment Board Chair, provided a detailed Assessment Board Report. Clif said that he was delighted that the CME, CMPO, CMMO, CMVO, and the CCRDP Boards are staffed and working hard. The CME and CMPO exams are currently being offered and that work has begun on the other operation manager assessments, which should be offered in 2014. Clif ended his report by commenting that an incredible amount of volunteer hours are being freely provided to assure the success of the NAHRO certifications.

The group broke for lunch and resumed with Sub-committee breakout sessions.

### **Sub-Committee Reports:**

Buddy Oldfield, Chair of the NPDS Sub-committee, reported that the Sub-committee met with the Commissioners' Committee Professional Development Sub-committee and discussed the outline for the "Information that Commissioners Need to Consider Related to Resident Services". The work on this project, from a sub-committee perspective, should be completed in Cleveland. After that, the PD staff will need to determine how to develop the materials and which delivery mechanism to utilize. The Intern Program was also discussed with recommendation that the program be streamlined and a staff person or consultant designated to the project if it is determined that this is a product that Professional Development wants to move to market. The Sub-committee is delighted that the CCRDP has been seated. Buddy said that the Strategic Plan and Transition Report will be discussed during upcoming conference calls.

Lee Lamothe, Chair of the Quality Assurance Sub-committee, reported that they held a faculty candidate interview with Richard Wankel at their meeting. They reported that they prefer a face-to-face interview when possible. The interview went well. Lee said that they discussed and work on the refinement of the interview process, including the development of standard interview questions. Related to participant surveys, instructors are performing at or above average. Lee pointed out that the Sub-committee would like to receive the participant evaluations in a more timely manner. She also asked that staff consider sharing with the Sub-committee the pass/fail rate of exams. Work related to the Strategic Plan is on-going.

Dave Martens, Chair of the Marketing Sub-committee, reported that the group reviewed accomplishments that the Sub-committee has made over the past two years. Priorities remain seeing more e-Briefings and e-Learning, the completion of the competition analysis, analysis on more effective use of Training Centers, and regional marketing plans. Dave said that the Sub-committee would discuss the elevator or ambassador speeches at the next teleconference call.

### **Regional Reports:**

Sunny Shaw from PNRC reported that the region utilized a new format for their spring conference by offering one day of conference venue and spending the remaining two days with seminars with CEUs. There were five NAHRO seminars and 178 people attended training. Sunny said that PNRC would most likely follow this format next year.

Patricia Wells said that surveys are being conducted in the PSWRC.

Darrin Taylor from the SWRC reported that NPDS training was offered at the conference and there was good attendance for the seminar. He said that state chapters are using NPDS training, including MO, KS, and OK. All of the seminars have been successful and the sentiment is that the training is well-received by participants.

Sherry Scudder from MPRC reported that the region offered ethics training at their conference. She said agency spending for training is off by about 35-50%.

John Clarke from MARC reported that they are expecting to offer NPDS Property Management Essentials at their conference in September.

Mark Stalvey from SERC reported that their conference in Atlanta was a huge success with over 600 attending. Training included topics such as Green PNA and Section 8.

NERC reported that the NPDS Customer Service training has received great reviews! The Warwick and Springfield Training Centers are doing well.

Deborah Wilson from NCRC reported that their conference in St. Paul enjoyed a good turn out with attendance at 400, which is about 100 more than is generally expected. The NPDS Leadership Seminar for Commissioners was offered at the conference was well attended. Debby reported that NCRC has four Training Centers and that MI has demonstrated great support for the NPDS.

In closing remarks, Debby again requested members to send her their region's or chapter's job description for individuals serving on Professional Development Committees. She said that there isn't enough transition for passing on duties. If the national committee can formulate a sample job description, it can be offered for use at the regional and state level. Debby thanked the Committee for their hard work and expressed that she appreciated everyone's commitment to Professional Development.

Debby called a motion for the meeting to adjourn the meeting. Sherry Scudder made the motion. Clif Martin seconded the motion. By a voice vote, the Committee agreed to adjourn the meeting.

**Next Professional Development Committee Meeting, October 23, 2012  
In conjunction with the NAHRO National Conference – Cleveland, OH**