

TRANSITION REPORT FROM 2011-2013 MEMBER SERVICES COMMITTEE

The Member Services Committee serves those interests of the members that cut across program and professional lines and represents the concerns of special interest groups within the membership—including minorities, commissioners, and women. The committee addresses organizational issues such as constitutional change, dues structure, etc. It also works to coordinate supportive products and services by the Association, such as conferences, publications, member benefits, and awards.

ACCOMPLISHMENTS

Membership/Communication

To date, membership consists of more than 3,000 member agencies comprised of public housing and community development agencies, non- and for-profit organizations and manufacturers and suppliers, and more than 19,000 associate and allied individual members. In order to increase the number of associates, staff provided several regions/chapters with information on the number of associate slots available for agencies in their area. Online management forms were also created so members could update their associate and agency information at their convenience (*Strategic Plan: Goal 5, Strategy Statement 1, Task 5*). Turnaround time for entry into the database ranges between 1-3 days on average from the time the form is sent in to the time the information is updated manually in the database.

In 2013 staff hired an independent consulting firm to create a membership benefit survey, which was used to generate a membership campaign in mid-October that highlighted the areas of importance to each targeted group (*Strategic Plan: Goal 4, Strategy Statement 1, Task 8*).

Staff continues to send emails welcoming associates when the agency renews—both to new members and to continuing ones—reminding them of their login information. In addition, they send thank you emails to the executive directors for the renewal and send them a copy of their updated associate lists.

Dues

The Committee continues to oversee the dues structure, and they conducted preliminary discussions on consortia; consolidations; and agencies that share staff to see if a new dues category was warranted.

NAHRO Governance

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

Awards

Merit/Excellence Awards: The Committee continues to oversee the Agency Awards process. In most regions, the regional Member Services Committee serves as the regional jury. Members also help with the Award presentation ceremony at the Summer Conference – 213 Awards of Merit were given in 2012 and 184 were given in 2013. Online applications are now required for all agency awards.

National Juries convened at the Summer Conference to select the Awards of Excellence – 23 Awards of Excellence were given in 2012 and 20 will be presented in 2013.

Individual Awards: As in years past, the number of individual award applications submitted for the Wells, Herman, Lange and Roll of Achievers has seen a decline. However, the Emerging Leader Award, which was created in 2013, was well represented in its inaugural year, with nine applications. Online applications are now required for all individual awards.

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. The Member Services Committee approved changes to the 2012 Fellows Application, and required that it be an online application. Two Fellows were recognized in 2012 and one in 2013. The Fellows continue to participate in all facets of NAHRO. They planned a session for the 2012 National Conference and are collaborating with the Emerging Leaders on a session for the 2013 National Conference. They created an Ask a Fellows web page to provide guidance to those interested in learning more about becoming a leader, and NAHRO leadership in particular (*Strategic Plan: Goal 6, Strategy Statement 3, Task 6*), and they continue to establish guidelines for their role within NAHRO.

Emerging Leaders Subcommittee

The Emerging Leaders subcommittee is comprised of members from the Member Services Committee and Presidential appointees. During the 2011-2013 terms, they developed a list of self-identified emerging leaders (*Strategic Plan: Goal 6, Strategy Statement 3, Task 3*), and they created the Emerging Leader Award in March 2013 which recognizes an individual who has been involved in NAHRO at the national level for six years or less and has distinguished him/herself as an Emerging Leader (*Strategic Plan: Goal 6, Strategy Statement 3, Task 5*). They worked with the Professional Development Department to present two Brown Bag Luncheons at the 2012 and 2013 Summer Conference, they collaborated with the Fellows on a session for the 2013 National Conference, and they sponsored the Party with a Purpose at the 2012 National Conference to benefit Safe Haven in Nashville, TN, and they are planning a similar event in Cleveland for the 2013 National Conference (*Strategic Plan: Goal 6, Strategy Statement 3, Task 2*). Finally, they worked with the Fellows to create the Ask a Fellows program to help share leadership Knowledge (*Strategic Plan: Goal 6, Strategy Statement 3, Task 6*).

Information Technology Subcommittee

Throughout the two years, the IT Subcommittee worked with staff to provide comments on new applications and forms. They were instrumental in the initial testing of the new online associates

and agency information management forms, as well as the online Agency/Organization Associates List (*Strategic Plan, Goal 5, Strategy Statement 1, Task 5*).

Marketing and Relationships/Partnerships Subcommittees

The Marketing and Relationships/Partnerships subcommittees met together for most of the two-year term. They provided comments on the elevator speech and current benefits, suggesting a survey be sent to the membership to find out which benefits they preferred (*Strategic Plan: Goal 4, Strategy Statement 1, Task 8*). They also developed language to encourage non-members to join NAHRO. They suggested first-time attendees be polled after conferences to gauge their experience and to encourage them to stay involved with NAHRO (*Strategic Plan: Goal 4, Strategy Statement 1, Task 5*), and they suggested a list of best practices be gathered from the region and posted on the NAHRO website (*Strategic Plan: Goal 6, Strategy Statement 3, Task 1*).

Conferences

The Committee played a role in the selection process for the 2013 Summer Conference and the 2014 Summer and National Conference site selections. The committee also assisted with the First-time attendee Overview session at all three conferences both years, meeting with delegates in their regions, making them feel welcome, and assisting them with questions about NAHRO leadership, the conference, or the association in general.

Strategic Plan

The Committee worked on the tasks assigned to them throughout the term, completing several and determining that many are on-going. They also developed new tasks for two new areas assigned to them under Goal 6, Strategy Statement 1 and Goal 7, Strategy Statement 5. *Please note: Strategic Plan items are referenced throughout the transition report.*

CONTINUING ITEMS/RECOMMENDATIONS

Dues: Continue to evaluate the dues structure and fine-tune as necessary, especially in light of sequestration. More discussion is needed to address the issue of consortia and agencies that share staff as HUD increases its encouragement of consortia formation.

Conference: Continue to participate in the site selection process. Continue the role with the first-time delegates. Continue to have representatives from the Emerging Leaders subcommittee and the Member Services Committee on the National Conference Planning Committee.

Awards: Continue to evaluate, promote, and fine tune the award programs. Consider ways to increase the number of entries. Fine tune the online application to make it less cumbersome and adjust the deadline dates to give regions more time for judging.

Fellows: Continue the collaboration with the Emerging Leaders. Work with regions and chapters to increase the number of applications, and 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. Work with the Fellows to create new collaborations.

IT: Continue to review forms and provide feedback. Review each section of the website for comprehension and user friendliness.

Marketing and Relationships/Partnerships Subcommittees: Continue to have the two subcommittees meet together and possibly rename the collaboration.

Strategic Plan: Continue to work on the strategic plan and add new tasks as needed.