

NEW STRATEGY STATEMENTS
Approved by the Strategic Planning Advisory Group
VIA Teleconference on 3/22/16

GOAL 1: Sustain and enhance the NAHRO Professional Development System (NPDS) to position NAHRO as the recognized leader in developing the professional expertise and credibility of NAHRO members and others, as well as the credibility of the housing and community development industry as a whole, through the highest quality educational offerings, certification, and information needed in a changing environment.

Combine and Edit: **Strategy Statement 2:** Maximize access to NAHRO's Professional Development offerings. **Strategy Statement 3:** Pursue and collaborate with other training providers to enhance NPDS.

REWRITE

Maximize access to NAHRO's Professional Development offerings and collaborate with other training providers to enhance NPDS.

GOAL 2: Position NAHRO as the preeminent organization in the development and implementation of responsible housing and community development policy by vigorously advocating for legislation, policies, and programs that benefit the membership and those we serve.

Combine and Edit: **Strategy Statement 1:** Launch a unified NAHRO branding initiative. **Strategy Statement 6:** Through NAHRO's flagship public affairs campaign, Housing America, NAHRO seeks to provide real-time data on affordable housing programs to aid residents and consumers and commissioners with the information they need to craft their own messaging surrounding the importance of affordable housing. **Goal 3: Strategy Statement 4:** Through NAHRO's flagship public affairs campaign, Housing America, NAHRO seeks to educate residents and consumers, commissioners and local and national stakeholders about the importance of affordable housing opportunities for America's most vulnerable populations.

REWRITE

Launch a unified NAHRO branding initiative, including NAHRO's flagship public affairs campaign, Housing America, to educate residents, local and national officials and other stakeholders about the importance of affordable housing and community development opportunities for America's most vulnerable populations.

Combine and Edit: Strategy Statement 5: Conduct and share International Research that is focused on concepts, policies and practices that may lead to practical solutions for NAHRO members. The focus of this strategy is to deliberately and thoughtfully select policy and practice research that is relevant and timely and that will be shared with a variety of audiences. In sharing research findings and experiences, we will clearly articulate the role of NAHRO IRGE as experts in the international forum of housing and community development. **Goal 3: Strategy Statement 3:** Conduct and share results of Global Exchanges that are deliberately and thoughtfully selected for policy and practice research that result in a strengthening of international relationships and that may lead to practical housing and community development solutions for NAHRO members.

REWRITE

Conduct, participate in and share international research on housing and community development in order to strengthen global relationships that lead to creative housing and community development solutions for NAHRO members.

Combine and Edit: Strategy Statement 7: Educate, inform and engage congressional leaders with actions-oriented information and calls to action on legislative and regulatory issues. Subcommittee created to review and create formal structure and map the process for how LEGNET members take action, including when and how LEGNET can/should initiate actions not already put into motion by Standing Committees and the Board of Governors. Review LEGNET members; role in relation to NAHRO staff role so that we can support each other's efforts and maximize our limited resources. **Strategy Statement 2:** Influence public policy outcomes and preserve the integrity of programs through proactive legislative and regulatory advocacy.

REWRITE

Influence public policy outcomes and preserve the integrity of housing and community development programs through proactive legislative and regulatory advocacy by educating, informing and engaging Congressional leaders.

GOAL 3: Build and reinforce partnerships and collaborations with traditional and non-traditional organizations in order to expand NAHRO's impact on the direction of the industry as well as members' overall effectiveness.

Combine and Edit: Strategy Statement 1: Partner with traditional and non-traditional organizations to amplify NAHRO's advocacy efforts. **Strategy Statement 2:** Partner with traditional and non-traditional organizations to expand the sphere of NAHRO's influence related to legislative advocacy.

REWRITE

Partner with traditional and non-traditional organizations to amplify NAHRO's efforts and expand NAHRO's influence related to legislative advocacy.

Combine and Edit: Goal 2: Strategy Statement 5: Conduct and share International Research that is focused on concepts, policies and practices that may lead to practical solutions for NAHRO members. The focus of this strategy is to deliberately and thoughtfully select policy and practice research that is relevant and timely and that will be shared with a variety of audiences. In sharing research findings and experiences, we will clearly articulate the role of NAHRO IRGE as experts in the international forum of housing and community development. **Goal 3: Strategy Statement 3:** Conduct and share results of Global Exchanges that are deliberately and thoughtfully selected for policy and practice research that result in a strengthening of international relationships and that may lead to practical housing and community development solutions for NAHRO members. **Goal 3: Strategy Statement 5:** Through NAHRO's flagship public affairs campaign, Housing America. NAHRO seeks to create opportunities for Public Housing Authority (PHA) and Community Development Corporation (CDC) executive directors, Housing America partners, and coalition partners to advocate for the expansion and preservation of affordable housing options to local and national stakeholders and media outlets.

REWRITE

Continue to share international housing and community development research and participate in global exchanges that result in strengthening relationships that lead to creative housing and community development solutions for NAHRO members. Help create opportunities for NAHRO members and Housing America partners and other stakeholders to advocate for the expansion and preservation of affordable housing and community development programs.

GOAL 4: Position NAHRO to increase income, expand revenue sources, and ensure that NAHRO remains financially strong.

Combine and Edit: Strategy Statement 1: Expand NAHRO membership within under-subscribed categories. **Strategy Statement 3:** Maximize the efficiency of current revenue streams and identify new sources of revenue.

REWRITE

Maximize the efficiency and impact of current revenue and identify new sources of association funding through the expansion of NAHRO membership to under-served housing and community development providers, including finance leaders, social service providers and other community partners.

GOAL 7: Encourage the active participation of NAHRO regions and chapters to ensure that NAHRO is a growing, member-friendly organization that is open, responsive, and committed to improving its highest-quality services to the membership.

Combine and Edit: Strategy Statement 1: Secure adoption of a consistent organizational/governance structure across all regions and state chapters respecting the diversity and differences among regions and chapters. **Strategy Statement 3:** Support the build-out of leadership initiative/internship programs at the regional and chapter levels that promote diversity of participants.

REWRITE

Support the adoption and build-out of a consistent organizational structure to support leadership and internship programs at the regional and state chapter levels that respect and promote diversity.