



# Progress Report

MAY-JULY 2016

# Goals

- ▶ To maintain a solid platform for new leadership
- ▶ To work within current budget parameters and improve income/expense performance
- ▶ To focus on a fundamental set of internal objectives and immediate needs as defined by staff directors and create a planning document to measure progress
- ▶ To enable and encourage staff to define success in terms of their ability to support and rely on each other with confidence
- ▶ To sustain a consistent level of performance necessary to promote confidence and satisfaction among the membership
- ▶ To understand and define issues and problems that can and must be addressed under new leadership

# Professional Development

- ▶ Develop and implement a coordinated delivery schedule for all NAHRO mass emails to improve marketing of NAHRO PD products – **Completed**
- ▶ Facilitate consistent cross-promotion of revenue-generating products and services – **On Target for October 2016 Implementation**
- ▶ Finalize transition to electronic materials for training center an on-site courses – **On Target for December 2016 Full Implementation**
- ▶ Increase Faculty Consultations and Initiate Course Material Updates - **Underway**

# NAHRO Certified!

- ▶ NAHRO Certified Manager of Voucher Operations (CMVO) exam – **Completed**. To be administered at Summer conference.
- ▶ Increase opportunities to take NAHRO Certification Exams – **Scheduling Underway**. Move away from administration periods exclusively at NAHRO conferences and selected NAHRO trainings.
- ▶ Improve records management – update current files on certification candidates - **Underway**

# Publications – Communications

- ▶ Increase ads for and informational articles about NAHRO products in print and digital publications and membership materials – **Underway**
- ▶ Create interdepartmental communications calendar and improve coordination regarding product marketing – **Completed**
- ▶ Increase NAHRO marketing via Twitter - **Underway**
- ▶ Create a unified marketing and branding presence by standardizing e-mail templates across departments – **Underway**

# Membership

- ▶ Improve NAHRO membership database and scrub current database - **Underway**
- ▶ Initiate NAHRO Membership Survey focusing on member benefits, social media and technology, brand promise and value statements of the association, housing and education objectives – **Completed**. Currently being reviewed by Membership Committee and SPAG.
- ▶ Review over 140 Awards of Merit submissions. Select 131 for recognition at Summer Conference – **Completed**
- ▶ Develop focused membership campaign. Focus on member retention. Target member renewal information over the last five years – **Underway**

# Policy

- ▶ Update Policy and Program Development portion of Website. Add Resource Center pages for PH, Sec 8 and CD, AFFH, MTW and RAD-**Completed**
- ▶ Create new policy blog, “quick takes” – **Completed**
- ▶ Increase focus on housing and education, senior housing, rural housing concerns – **Underway**
- ▶ Increase number and frequency of HUD interactions  
**Completed/Underway** w/ FHEO, PIH, OPPLI, MTW, Housing and Education, International
- ▶ Execute MOU w/ CGLR- **In development**

# NAHRO Technology

- ▶ Integrate email marketing and marketing automation with new association management system, Personify – **Underway**. Currently reviewing proposals; anticipate task completion and “go-live” by National Conference in October.
- ▶ Design/develop two database improvements – to **fill unused associate membership slots** for every member within the next twelve months and to enable members to **download of digital products purchased** within 24 hours. **Underway, “go-live” scheduled within Q4.**
- ▶ Enable members to make on-line payments for products, services and registrations to supplement current “bill my employer” option. **Underway, go-live scheduled for Q3 or Q4.**



# Congressional Relations and Advocacy

- ▶ Design/develop “August Advocacy” implementation strategy. **Completed.** Implement beginning August 1.
- ▶ Enable passage of HR 3700 – **Underway.** Work within industry coalition, inform Region/Chapter advocacy, inform committee, member staff in person and through NAHRO Advocacy Centers transmittals.
- ▶ Increase Small Agency Opportunity Act co-sponsors, Senate and House – **Underway.** Work closely w/ bill sponsors and staff. Encourage House hearing H.R. 4816 before year end.
- ▶ Encourage legislation to increase LIHTC Volume Cap and a permanent 4% LIHTC rate. **Underway.** Work with industry coalition, focus during August Advocacy. Inform LIHTC PHA’s via direct mail.

# Additional Initiatives

- ▶ Execute MOU w/ GLRC
- ▶ Develop joint initiative re: rural seniors w/ Community Action Partnership
- ▶ Proactive involvement in H3 planning w/ IRGE members
- ▶ Advocacy w/ NYCHA re PH Capital Fund re: health and safety
- ▶ Proactive execution of comment letters and HUD correspondence inc. MTW, AFFH Assessment Tool, voucher inspections, voucher admin fees;
- ▶ Q3 Co-chair CHCDF
- ▶ Housing America: Calendar Contest, Housing America Month, Service Projects, creation of Housing America initiatives w/ B&G Clubs
- ▶ Revised Mission and Value propositions, SPAG

# Ongoing Review & Analysis

- ▶ Staff capacity
- ▶ Short- and long-term revenue enhancements
- ▶ Enhanced association marketing
- ▶ Website make-over
- ▶ 2017 NAHRO budget priorities
- ▶ Expand social media presence
- ▶ Leg Net Steering Committee roles and responsibilities vs. at-large members
- ▶ Enhancing NAHRO Certification
- ▶ Ongoing small agency outreach – member needs, NAHRO involvement
- ▶ Evaluate and improve relationships with NAHRO Regions and Chapters