



COMMITTEE GOALS UPDATE SUMMARY 2015-2017

ADMINISTRATIVE PRACTICES:

1. Access participation in training sessions, receptions and dinners at various conferences and workshops
2. Explore technical capabilities for webinar style training to present to the Education Committee. Three styles of training will be looked at:
 - a. Stand-alone webinar style live training
 - b. Recorded “on-demand” training available on the website
 - c. Live-streaming of conference training
3. Website Redesign
 - a. The SERC-NAHRO website redesign has been completed. The new site will go live at the conclusion of the Fall Workshop
 - i. A Content Management System (CMS)
 1. This will allow non-technical people to contribute to the updating of the website
 - ii. Responsive Design
 1. This will allow the website to be easily viewed on all types of devices without requiring multiple pages for different devices
- **COMPLETED**
4. Develop training sessions for management
 - a. A half day training session entitled Social Media – Pros and Cons has been completed and is available for presentation or distribution
 - b. We have decided to develop another half day training sessions to be made available for future conferences and workshops
 - i. Website/Content Management Systems for small agencies
 - ii. Committee members will use the experience gained with the redesign of the SERC website to tailor training towards upper management
- **IN PROGRESS**

COMMISSIONERS:

1. Continue Commissioner Training Sign n Sheets
 - The Certificates of Participation have been emailed to each commissioner who signed the commissioner’s sign in sheets for the Annual Meeting in Biloxi. The listserv has been updated. The committee also created an email for the Commissioners committee chair so that it can be transferred.
2. Commissioner of the Year program
 - The Committee has selected Commissioner of the Year (who will be on the new to the Commissioners Committee). Subcommittee will create uniform application processes for each State so that it dovetails with the NAHRO Commissioner of the Year award. The subcommittee will send out rules/application form to states in Fall so that each state can pick its commissioner of the year in the Spring.

3. Begin personal outreach to commissioners at state conferences to join/participate in SERC
 - The Committee members are to promote SERC conferences at the local level. COMPLETED
4. Telephone roundtable
 - The Committee will have a roundtable teleconference this Fall. IN PROGRESS
5. Stand-alone training to be held in Fla
 - In early drafting stages, the Committee hopes to have a stand-alone program in Florida next Spring. IN PROGRESS
6. Get 125 Commissioners to send letters to elected officials
 - Legislative outreach: A listserv has been created with over 200 commissioners. Emails are now being sent to all on the listserv regarding legislative advocacy. Committee members receive legislative updates and are encouraged to use the NAHRO Advocacy Page. IN PROGRESS.
7. Create Subcommittees to accomplish work: subcommittees and subcommittee chairs have been established (Programming, Commissioner of the Year, Legislative)
 - COMPLETED

CR&D:

1. Develop attractive CR&D sessions relative to the communities we live in: ex. using peer groups for presentations.
 - The CR&D Committee facilitated two sessions at the SERC Annual Conference utilizing our peers. Joyce Floyd, VP of Strategic Planning & Development for KCDC and Art Cate KCDC Executive Director presented a strategic planning session designed for any sized agency. An additional session on “Economic Impact of Housing & Related Services” was conducted by peers from the Norfolk RHA.
 - A Food Desert presentation is planned for the Fall Conference. The session is being facilitated by CR&D Committee member Karen Wilds of the Newport News RHA.
2. Explore opportunities for training sessions to include: survey of needs; webinars; interacting with other committees to maximize training and avoid duplication of efforts; improve communication through cross-committee interaction to determine how CR&D affects the organization as a whole.
 - The Committee has been working closely with the Small Agency task force to identify their needs and develop sessions especially for them. A session on small agency growth was presented at the Annual Conference.
3. Provide entry level “How to Develop” sessions especially for small agencies.
 - A half-day workshop, exploring all elements of affordable housing finance and development practices, techniques and resources is planned for the Fall Conference. This “hands-on” course will provide an opportunity for participants to work with seasoned housing development professionals to obtain an in-depth understanding of the mechanisms and resources necessary to successfully plan, finance, and implement successful housing development projects. The presenters have been asked ensure that small agencies will benefit from the presentation.
4. Improve Sponsorships – Goal of each committee member/state to bring at least one new sponsor/vendor during term to the annual conference.
 - In progress

EDUCATION AND TRAINING:

1. Broaden scope of training to meet the changing needs of our Authorities
 - AFFH Plan training scheduled for October 17 & 18, 2016 applies to all affordable housing programs.
 - Committee is ready to schedule training on the new physical inspection protocol applicable to the Voucher Program as soon as regulations are finalized.
 - Future session(s) may include training on the 4350 Handbook
 - In addition to broadening the scope of trainings offered, the Committee is broadening the audience for training. The fall training is applicable to local governments who are required to prepare the AFFH Plan and if Authorities are partnering with local governments, they are encouraged to offer this training to appropriate government staff. In addition, training sessions will be offered to PHAs outside SERC who may be located contiguous to the training site location.
2. Increase the number of “stand-alone” trainings
 - Committee plans to schedule additional training as appropriated. Committee concurred that the number of trainings must be balanced with ensuring the financial success of stand-alone sessions.
3. Explore potential of webinars
 - The Committee continues to work toward exploring webinars as a viable training tool. There is a broad range of webinar “set-up” possibilities. The Committee will work closely with Administrative Services Chair Doug Freeman to determine the most feasible webinar option(s), as well as, trainings appropriate to this type of presentation model.
4. Work closely with the Professional Development and Annual Conference Committees to coordinate training efforts
 - The AFFH Plan training schedule for October is an example of the Committee’s coordination efforts. Dennis Morgan led a two-day “overview” session on this topic during the recent SERC Annual Conference. This overview provided the base for the more intense, hands-on training scheduled for this fall. The stand-alone session was marketed during the Annual Conference. It is the intent of the Education & Training Committee to not “duplicate” training, but rather build on the Conference sessions when—and if--they indicate a need for additional, more focused training.

EMERGING LEADERS:

1. To Expand members
 - In progress
2. Increase our involvement within SERC and SERC committees
 - Committee is now overseeing “What Homes Means to Me” poster contest
3. Expand education to our committee members in leadership skills
 - In progress
4. Create a structured plan with a focus on gaining education and knowledge leading us into some form of graduating from this committee
 - A collaborated plan for committee members to follow post term is being finalized.

HISTORY/ARCHIVAL:

1. No Net Loss of Membership
 - Strategy 1 - Work with Member Services & Administrative Practices and Provide Historical Documents/marketing materials to:
 - Retain Current Members
 - Add New Members and reclaim PHAs that are no longer active with SERC.

(Methodology proposed to accomplish reclamation will be in our outreach. We will provide historical information focused on reclaimed PHA's prior participation in SERC)

Strategy 2 - Work with The Administrative Practices Committee to post SERC 75th Anniversary Poster Slideshow on the new SERC website and we would like to provide copies of the slideshow to the various state associations to include in their websites

2. Increased Attendance at Conferences When our strategies under Goal 1 are realized, then Goal 2 will be positively impacted

3. Goal 3 - Increased Deliverables

Strategy 1 - Work with Administrative Practices to discuss Posting Past training documents on the SERC website for an agreed to extended length of time under the education page. And... Add SERC history video.

- Past training being posted is in progress
- The video is on the website and will be updated as needed

Strategy 2 - In regards to State Annual Conferences, Work with Member Services and Administrative Practices to design a SERC booth to provide SERC history/marketing material, and a looping SERC History Video at the booth where logistically possible.

Strategy 3 - Provide historical information as talking points to President Baldwin to strategically insert in his speeches at his speaking engagements.

Strategy 4 - Update History Book

- Being updated after each meeting

4. Increase Sponsorships/Exhibitor When our strategies under Goal 3 are realized, Goal 4 will be positively impacted.

HOUSING:

1. Each member attends at least half of the meetings for the next two years.
 - a. On track: First meeting: 16 present, 4 absent
Second meeting: 11 present, 9 absent
Third meeting: 9 present, 11 absent
2. Relevant information is submitted for the website.
3. Recommend training topics to Education and Training Committee.
 - a. List of topics submitted for consideration
4. Develop a system to connect small agencies through technology.
 - a. Reviewed multiple free conference call services and selected free conferencecall.com to host all of the calls. This service also provides a means to do video calls which can be used for visual training. We have completed the initial setup. In the process of gathering all the emails to load into the system from each housing authority. Once this is done, a "maintenance" person to spear head these meetings will be selected to move the project forward. Our first scheduled meeting is set for July 29, 2016.

LEGISLATIVE:

1. Development of the SERC-NAHRO Legislative Position Paper with an emphasis on deregulation with follow-up discussion on funding levels.
 - Completed and approved by SERC Executive Committee in March 2016
2. Work to engage the SERC-NAHRO membership, affiliates, and other affected parties regarding legislative and regulatory needs. Several sub-goals related to engagement were established to include:
 - Rapidly disseminate legislative information that will further the purposes established in the Position Paper.

- Include other SERC-NAHRO Committees in our efforts to disseminate information and engage the membership.
- Identify important Federal representatives in key positions.
- Encourage State Associations to communicate and work closely with their Federal representatives.
- Identify key personnel at the agency level that can further the purposes established in the Position Paper.
- Accumulate data on the effects of the funding cuts.
- Progress on above indirectly with Gang of 13 and through NAHRO's Legislative network

MEMBER SERVICES:

1: Reclaim - Increase SERC – NAHRO membership

Strategy 1: Review current membership numbers.

Strategy 2: Assign members to call housing agencies within their area that are not part of membership.

Strategy 3: Implement an effective marketing initiative for SERC-NAHRO.

- The Committee members are continuing to call agencies that have not paid 2015-2017 dues.
- The committee was given pamphlets and other information that were issued to attendees at the 2012 conference. The committee will be redesigning the pamphlets and also looking to format an electronic version for distribution. President Baldwin was asked to review 2012 pamphlets and list long term goals that he sees would be core things to include in the brochure (pamphlets).
- The committee has requested a break down from the Registration committee as to who are attending the conferences that are members (affiliates) v/s those who are not.

2: Recruit

Strategy 1: Assess members' needs (collaborating with other committees)

Strategy 2: Maximize technology for advocacy, communication, information exchange and knowledge transfer.

Strategy 3: Broaden the demographics of our organization to cultivate future housing professionals.

- Working with Small Agency Task Force and Educations and training to have trainings geared for all agencies involved in SERC-NAHRO

3: Retain

Strategy 1: Ensure that customer service to our member remains a top priority, which allows open and responsive communication.

Strategy 2: Pursue new services and products to better meet the needs of all segments of our members.

Despite these difficult economic times, SERC-NAHRO membership continues to remain stable; however, Committee members brought up the scheduling of SERC conferences run close to several state conferences. This leaves agencies competing whether to attend a state conference or SERC conference.

PROFESSIONAL DEVELOPMENT:

1. Increase attendance at the Fall Workshop.

- Providing a variety of training topics to attract a wide base of attendees
- Selection of Grove Park Inn which historically has high attendance

- Expand advertising initiatives
- 2. Provide training relative to small agencies.
 - Small Agency Forum track implemented
- 3. Better determine training needs - seeking input from other SERC Committees and members relative to these needs.
 - Worked directly with other committees to secure relevant session material.

PUBLIC AFFAIRS/SERCulator:

1. SERCulator Newsletter
 - A. Encourage participation/contributions from each State
 - Articles from all states in Winter and Spring Editions
 - B. Provide more human interest stories
 - Hero's Among Us added
 - C. Provide a pre-production schedule and a web site link whereby membership may submit articles/pictures directly to editor
 - D. Increase advertising from vendors and exhibitors to generate income
 - Ongoing effort. Added single subscription rates of \$25 a year or \$7.50 a copy.
2. Annual Awards – Continuation of these two awards
 - A. Agency of the Year @ Fall Workshop – each state will submit their state's newsletter for judging in this competition
 - 2016 The Carolina's Corner
 - B. Newsletter of the Year @ Summer Conference – each state will pre-judge entries from members in their respective state and submit the winners for each size category to be judged for this competition. Category sizes are small, medium, large and x-large authority
3. SERC Cares – Continuation of this Initiative

With direction of President and Vice President choose non-profit agency to be the recipient of our membership's generosity and receive such donations during the fall workshops and the summer conferences via cash, checks and/or credit cards (on-line)

 - Fall 2015 – Jacksonville, FL - The Sulzbacher Center
 - Summer 2016 – Biloxi, MS - Back Bay Missions
 - Fall 2016 – Ashville, NC
 - Summer 2017 – Nashville, TN

RENTAL ASSISTANCE:

1. Committee members will network within their States to expose and encourage participation in SERC especially by reaching out to HCV staff, forwarding training information to them.
2. The Committee will suggest more training topics suitable for "front-line" staff to increase participation.
3. Committee members will network and promote SERC participation with potential new vendors as they are encountered.
4. The Committee will host and participate in Round Table discussions.
5. The Committee will follow-through to ensure that the SERC HCV Discussion Board previously approved is established.
6. The Committee will be attuned to concerns of the SATF and forward any identified issues and program suggestions to that committee

- ALL Committee goals have all been completed, but will continue through remainder of this term

RESOLUTIONS:

1. To better communicate with member agencies
 - Accomplished: Assigned committee members to states to solicit resolution requests starting two months prior to the annual convention.
2. To refine the resolution reporting and issuing process.
 - COMPLETED: Committee members solicited resolution requests from assigned states and forwarded to the committee chair who in produced the resolutions to be issued at the annual conference

SMALL AGENCY TASK FORCE (SATF):

1. Add small agency tract to conferences and meetings, including a round table.
 - A two day track (small agency forum) is on the agenda
 - for the 2016 Annual Conference
2. Make recommendations for small agency issues to legislative committee, to include deregulation and SHARP.
 - We maintain close contact with the members of the Legislative Committee and advocate with them for small agency concerns such as SHARP
3. Communicate with the Gang of 13 through Tooter Castle.
 - A member of our committee is now a member of the Gang of 13
4. Establish a small PHA scholarship program for conferences.
 - Planning stage – assigned to two members of SATF
5. Establish a list serv for small agencies and encourage SATF development at the state level.
 - A listing of all small agencies by state in the SERC region, including nonmembers has been developed. We are working with the NAHRO SATF to establish state level committees, and has been accomplished in at least 5 of the 10 states
6. Communicate our need for unique stand-alone trainings and possible webinars.
 - In progress
7. Work with member services and State Presidents to gather data which will assist us in developing plans for getting ahead of the consolidation train.
 - As stated in Goal #5, we have developed a listing of all small agencies by state in the SERC region, including nonmembers. We further intend to research rural databases, housing databases, and policy studies to determine what is available to assist
8. Study vendor lists to determine if our needs are being addressed.
 - In planning stages
9. Consider development of some type of purchasing consortium or shared services arrangement.
 - In planning stages
10. Establish a mentoring program to help small agencies participate in new programs.
 - Will be explored in the upcoming forum

SCHOLARSHIP:

1. To development and promote fundraising activities to increase the scholarship fund by \$15,000 over the next two years.
 - Net proceeds after our 2016 Annual Conference includes \$5,520.58 for the golf tournament and \$4,177 for the basket raffle totaling \$9,697.58

YOUTH LEADERSHIP & DEVELOPMENT:

1. Expand SERC participation through Youth Leadership
2. Increase awareness and participation in SERC Youth programs
 - Developed and distributed video “Changing Lives” to illustrate the purpose of the Youth Development Committee
 - Get place on agenda for future workshops ~ regional and state level
3. Continue current basketball program – expand participation in future
 - a. Bowling Green will host 2017 tournament. Planning early with more advertising. 2018 Tournament will be in Lagrange, GA
4. Partner with GAHRA for a new Youth Leadership Conference
 - a. 2016 Conference in St. Simons Island with several states participating
 - a. Add 200 participants to next Leadership Conference (400 total)
 - TBD
 - b. Have every state represented in the Youth Leadership Conference next July
 - c. Allocate half of the SERC 410,000 given for basketball to 2017 Leadership Conference
 - TBD
5. Increase college enrollment
6. Develop future leaders