



SOUTHEASTERN REGIONAL COUNCIL OF THE NATIONAL ASSOCIATION OF HOUSING & REDEVELOPMENT OFFICIALS

**2015-2017
SERC-NAHRO**

A Place to Call Home

*Join us at SERC as we think about, talk about, and learn
about the big issues facing us all –*

“Think Globally”

*Then, from an array of potential solutions, we each
determine how we can best make an impact back home –*

“Act Locally.”

“Everyone Needs and Deserves a Place to Call Home”



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"Everyone Needs and Deserves a Place to Call Home"

Focus Areas

1. Let's offer an array of proven solutions to preserve, enhance and expand affordable housing in our communities.
2. Let's point out steps PHAs can take to address the tragedy of homelessness in their localities.
3. Let's take control of the narrative to positively impact policy decisions and public opinion about affordable housing.
4. Let's become the pre-eminent training organization for the new ownership and management structures that will inevitably be part of our futures.



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**2015-2017
SERC-NAHRO**

A Place to Call Home

"Everyone Needs and Deserves a Place to Call Home"

Committee Goals

ADMINISTRATIVE PRACTICES

COMMISSIONERS

EDUCATION AND TRAINING

EMERGING LEADERS

HISTORY/ARCHIVAL

HOUSING

LEGISLATIVE

MEMBER SERVICES

PROFESSIONAL DEVELOPMENT

PUBLIC AFFAIRS/SERCulator

RENTAL ASSISTANCE

RESOLUTIONS

SMALL AGENCY TASK FORCE

SCHOLARSHIP

YOUTH LEADERSHIP & DEVELOPMENT



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ADMINISTRATIVE PRACTICES COMMITTEE GOALS 2015-2017

1. Assess 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
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



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COMMISSIONERS COMMITTEE GOALS 2015-2017

1. Continue Commissioner Training Sign n Sheets
2. Commissioner of the Year program
3. Begin personal outreach to commissioners at state conferences to join/participate in SERC
4. Telephone roundtable
5. Stand-alone training to be held in Fla
6. Get 125 Commissioners to send letters to elected officials



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EDUCATION AND TRAINING COMMITTEE GOALS 2015-2017

1. Broaden scope of training to meet the changing needs of our Authorities
2. Increase the number of “stand-alone” trainings
3. Explore potential of webinars
4. Work closely with the Professional Development and Annual Conference Committees to coordinate training efforts



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EMERGING LEADERS COMMITTEE GOALS 2015-2017

1. To Expand members
2. Increase our involvement within SERC and SERC committees
3. Expand education to our committee members in leadership skills
4. Create a structured plan with a focus on gaining education and knowledge leading us into some form of graduating from this committee



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HISTORY/ARCHIVAL COMMITTEE GOALS 2015-2017

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.

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

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



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HOUSING COMMITTEE GOALS 2015-2017

1. Each member attends at least half of the meetings for the next two years.
2. Relevant information is submitted for the website.
3. Recommend training topics to Education and Training Committee.
4. Develop a system to connect small agencies through technology.



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LEGISLATIVE COMMITTEE GOALS 2015-2017

1. Development of the SERC-NAHRO Legislative Position Paper with an emphasis on deregulation with follow-up discussion on funding levels.
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.



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MEMBER SERVICES COMMITTEE 2015-2017

The purpose of this committee is to review and chart the membership trends, promote membership, and inform members of the benefits of membership through a variety of means. The scope of the committee will include overseeing the collection reports on dues and making reports during the SERC, Inc., Business Meeting on dues income and trends. This committee may meet jointly and concurrently with the other committees. It may form work groups on specific topics, which go across committee bounds.

We will focus our energy towards the theme of Reclaiming, Recruiting, and Retaining our members.

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.

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.

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.



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PROFESSIONAL DEVELOPMENT COMMITTEE GOALS 2015-2017

1. Increase attendance at the Fall Workshop.
2. Provide training relative to small agencies.
3. Better determine training needs - seeking input from other SERC Committees and members relative to these needs.



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PUBLIC AFFAIRS/SERCulator COMMITTEE GOALS 2015-2017

1. SERCulator Newsletter
 - A. Encourage participation/contributions from each State
 - B. Provide more human interest stories
 - 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

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
 - 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
Summer 2016 – Biloxi, MS
Fall 2016 – Ashville, NC
Summer 2017 – Nashville, TN



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RENTAL ASSISTANCE COMMITTEE GOALS 2015-2017

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



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RESOLUTIONS COMMITTEE GOALS 2015-2017

1. To better communicate with member agencies
2. To refine the resolution reporting and issuing process.



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SMALL AGENCY TASK FORCE (SATF) COMMITTEE GOALS 2015-2017

1. Add small agency tract to conferences and meetings, including a round table.
2. Make recommendations for small agency issues to legislative committee, to include deregulation and SHARP.
3. Communicate with the Gang of 13 through Tooter Castle.
4. Establish a small PHA scholarship program for conferences.
5. Establish a list-serv for small agencies and encourage SATF development at the state level.
6. Communicate our need for unique stand-alone trainings and possible webinars.
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.
8. Study vendor lists to determine if our needs are being addressed.
9. Consider development of some type of purchasing consortium or shared services arrangement.
10. Establish a mentoring program to help small agencies participate in new programs.
11. We reserve the right to modify this list development and promote fundraising activities to increase the scholarship fund by \$15,000 over the next two years.



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SCHOLARSHIP COMMITTEE GOALS 2015-2017

1. To development and promote fundraising activities to increase the scholarship fund by \$15,000 over the next two years.



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YOUTH LEADERSHIP & DEVELOPMENT COMMITTEE GOALS 2015-2017

1. Expand SERC participation through Youth Leadership
2. Increase awareness and participation in SERC Youth programs
3. Continue current basketball program – expand participation in future
4. Partner with GAHRA for a new Youth Leadership Conference
 - a. Have every state represented in the Youth Leadership Conference next July
5. Increase college enrollment
6. Develop future leaders