

# VISION

## EXISTING VISION STATEMENTS



The vision of SERC-NAHRO is to empower local housing and community development agencies to build and expand their capacity to provide safe, affordable housing and increased quality of life in the communities they serve.



Thriving communities with affordable homes for all.

### OPTIONS:

A- SERC-NAHRO envisions vibrant communities where safe, affordable housing is accessible to all, empowering local agencies to create lasting impact and improve quality of life for every resident.

B- SERC-NAHRO envisions strong, resilient communities where affordable housing opportunities are expanded, ensuring a brighter future for all residents.

C- Our vision is to foster resilient communities through partnerships that enhance access to affordable housing, creating a foundation for lasting well-being and opportunity for everyone.

D- Empowering local housing and community organizations to develop and expand thriving communities with affordable homes for all.

### NOTES:

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# SHAPING OUR FUTURE

# TOGETHER

A GUIDE TO OUR MISSION & VISION

NOVEMBER 9, 2024

MONTGOMERY, AL

SESSION ONE



# GOALS

## MAJOR THEMES

### RESOURCE OPTIMIZATION & EFFICIENCY

#### What do we mean?

Optimizing the use of funds, technology, and other resources to improve efficiency and resiliency in housing initiatives, ensuring that organizations can adapt to changing circumstances.

**Goal:** Maximize the efficient use of resources, including funds, time, and technology, by developing streamlined processes and adaptive strategies that improve the resiliency and effectiveness of housing programs and services.

### IMPACT ON QUALITY OF LIFE

#### What do we mean?

Improving the quality of life for individuals and communities through the provision of safe, affordable housing and enhanced community development efforts.

**Goal:** Improve the quality of life for individuals and communities by ensuring the availability of safe, affordable housing and by promoting community development initiatives that address social, economic, and environmental needs.

### LEADERSHIP DEVELOPMENT & SUCCESSION

#### What do we mean?

Developing strong leadership within housing and community development organizations is essential to driving innovation, guiding advocacy efforts, and ensuring the long-term success of housing initiatives. Leadership development ensures that individuals at all levels are equipped to lead with integrity, vision, and adaptability, empowering them to take on greater responsibilities and inspire positive change.

**Goal:** Cultivate leadership at all levels within SERC and the housing industry by providing targeted development programs that enhance the ability of housing and community development professionals to lead effectively, drive organizational success, and inspire positive transformation in the communities they serve.

### RESIDENT SUCCESS

#### What do we mean?

Supporting the success of residents goes beyond providing affordable housing; it involves empowering individuals and families with the tools, opportunities, and support they need to achieve upward mobility, strengthen their well-being, and build stable, thriving lives. Fostering environments that encourage personal growth, economic opportunity, and community care is key to long-term success for residents and their families.

**Goal:** Empower SERC and its members to expand its programming, resources, and services that will continue to promote upward mobility, strong families, and personal development, by ensuring access to opportunities that enhance their quality of life, foster independence, and support long-term success in housing and beyond.



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# GOALS

## EXISTING GOALS



- ◆ Goal 1: Offer education and training programs targeted to the specific needs of SERC-NAHRO members
- ◆ Goal 2: Create communications programs and technologies, which enhance the ability of members to take advantage of various SERC- NAHRO programs and activities.
- ◆ Goal 3: Serve as the primary legislative and regulatory advocates for SERC-NAHRO members.
- ◆ Goal 4: Expand membership programs and services that maximize SERC-NAHRO's membership and recruitment and retention efforts.



- Goal A – Enhance innovative and comprehensive resources to increase professional expertise, skills, and integrity of housing and community development professionals.
- Goal B – Optimize the flow of funds, time, technology, and other resources while adapting to changing circumstances to maximize resiliency and efficiency.
- Goal C – Champion and advocate for innovative and resourced housing and community development policies and programs.
- Goal D – Amplify and unify the vital work of NAHRO's national, regional, and state members in our communities.

# GLOSSARY OF TERMS

- GOALS** The **primary outcomes** in achieving the mission and realizing the vision. The targets to achievement.  
*(How we know that we are getting there.)*
- STRATEGY** The approach you take to achieve a goal. It is a specific course of action taken to reach the desired, future state we envision.  
*(HOW are we going to do it?)*
- TACTIC** A tool used in pursuing an objective associated with a strategy.
- “SMART”** Specific “individual” annual benchmarks per team member. (Specific, Measurable, Achievable, Realistic, Time-Bound).  
*(How YOU know that YOU are getting there.)*

Excerpts from Greensboro Housing Authority's Glossary of Terms



# GOALS

## MAJOR THEMES

### PROFESSIONAL DEVELOPMENT & CAPACITY BUILDING:

#### What do we mean?

Enhancing the skills and expertise of housing and community development professionals through targeted education and training programs.

**Goal:** Enhance the knowledge, skills, and ethical standards of housing and community development professionals through comprehensive, cutting-edge education and training programs that equip members to address emerging challenges in their communities.

### ADVOCACY & POLICY INFLUENCE:

#### What do we mean?

Advocacy plays a crucial role in both sets of goals, with a commitment to championing innovative housing policies and serving as a voice for members at the legislative and regulatory levels.

**Goal:** Champion and advocate for innovative housing policies and well-resourced programs that reflect the evolving needs of communities, ensuring that legislation and regulations support the long-term sustainability of affordable housing.

### BUILDING MEMBER ENGAGEMENT & CONNECTIONS:

#### What do we mean?

Prioritize member engagement, retention, and recruitment, with an emphasis on creating a sense of community and belonging within the organization.

**Goal:** Enhance member engagement through targeted outreach, recruitment, and retention initiatives that promote a sense of community and provide meaningful opportunities for members to participate in the organization's programs and activities.

### COLLABORATION & PARTNERSHIPS:

#### What do we mean?

Building strong partnerships among national, regional, and local members, highlighting the importance of unity and collective efforts in amplifying the impact of housing and community development work.

**Goal:** Strengthen partnerships among national, regional, and local members, as well as with external stakeholders, to foster collaboration and amplify the collective impact of housing and community development efforts.

### INNOVATION & ADAPTABILITY

#### What do we mean?

Fostering innovative practices and adapting to evolving community needs and challenges using a forward-thinking approach to housing and community development.

**Goal:** Foster a culture of innovation by continually exploring and implementing new practices, technologies, and approaches that allow the organization and its members to adapt to changing housing and community development landscapes.