

Matrix for Strategic Objective related to Other Industry Members and Organizations

From NAHMA's 2012-2016 Strategic Plan:

Objective 1B(3) – Identify underserved and “vulnerable” industry members and organizations that are potential members or customers and evaluate how NAHMA can serve them by Jan. 2014-2016.

Name of Industry Organization	Mission Statement	Description of Organization's Members and Stakeholders	Does NAHMA currently serve these stakeholders?	If currently served by NAHMA, could we serve them better, and if yes, how?	If not currently served by NAHMA, what are the pros and cons of possibly doing so?
Five top candidates identified by task force:					
AHMAs (19 across the country – see AHMA Contacts)	Most AHMAs formed to work with local HUD offices and O/As to provide education and training, and a few also are active in advocacy.	Managers, developers and owners, and industry stakeholders, including state HFAs, PBCAs, product and service vendors. Some represent PHAs as well. Some O/As active in AHMAs also active in NAHMA; more are regional and local companies.	NAHMA serves the regional/local O/As generally as Subscriber members through the AHMA; for larger O/As, some may be both direct members of NAHMA and an AHMA. Also, some overlap in affiliate members with national scope, also state HFAs and PBCAs	Currently developing idea of e-newsletter delivered through AHMA contacts to provide “soft” HR skill training opportunities (ala Fred Pryor); AHMAs could use as member development/ service tool	+ Revenue likely (for NAHMA and AHMAs) + Impact likely
LeadingAge (formerly AAHSA) leadingage.org	“Create the future of aging services”	Non-profit healthcare, assisted living and housing providers; attorneys, alliances, individuals and business firms	Some overlap of senior housing non-profit O/As and affiliate members	This is a strong group with a well-known and well-respected reputation.	Already partner: + Revenue likely + Impact likely

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National Apartment Association (NAA) naahq.org	Advocacy for multi-family rental housing (legislative alliance with NMHC)	Owners, managers, developers, leasing consultants, maintenance technicians, suppliers	Overlap of O/As who have both market-rate and affordable MF housing as well as affiliate members	This is a strong group with a well-known and well-respected reputation.	Already partner: + Revenue likely + Impact likely
National Association of Affordable Housing Lenders (NAAHL) naahl.org	"Committed to increasing private lending and investing in low- and moderate-income communities"	Affordable housing lenders and investors	A few overlapping members in our affiliate category.	This is a strong group with a well-respected reputation.	Possible partner re workforce housing as well as increased funding for affordable communities. ? Revenue + Impact possible
Urban Land Institute uli.org	"The Urban Land Institute provides leadership in the responsible use of land and in creating and sustaining thriving communities worldwide. ULI is an independent global nonprofit supported by members representing the entire spectrum of real estate development and land use disciplines."	"ULI today has more than 34,000 members worldwide, representing the entire spectrum of the land use and development disciplines in private enterprise and public service—leading property owners, investors, developers, service firms, planners, public officials, and academics"	Some overlap in representing property owners, investors, developers, and service firms.		Possible partner for research projects NAHMA might wish to undertake. + Revenue possible + Impact possible

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One secondary candidate identified by task force:

<p>American Association of Service Coordinators (AASC) servicecoordinator.org</p>	<p>Advance the interests of the service coordinator profession and to provide guidance and professional standards</p>	<p>Individual service coordinators, PHAs, state HFAs, community action agencies, housing providers, and orgs and companies who provide products/ services to residents.</p>	<p>We represent housing providers, state HFAs, but not individual service coordinators directly. AASC and NAHMA have had reciprocal assn memberships in the past. A few AHMAs have service coordinator (individual) members</p>	<p>NAHMA has just launched a service coordinator task force under the senior housing committee to look at better funding alternatives than grants</p>	<p>? Revenue – unlikely? + Impact – perhaps?</p>
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Other organizations identified and reviewed by task force: (Some organizations listed below are often coalition partners with NAHMA on advocacy issues, both legislative and regulatory)

<p>National Affordable Housing Management Association (NAHMA) nahma.org</p>	<p>The leading voice for affordable housing management, advocating on behalf of multifamily property managers and owners whose mission is to provide quality affordable housing.</p>	<p>Managers, developers and owners, and industry stakeholders, including state HFAs, PBCAs, product and service vendors. O/As tend to be larger companies active at the national level.</p>	<p>n/a</p>	<p>n/a</p>	<p>n/a</p>
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<p>Council for Affordable Rural Housing (CARH) carh.org</p>	<p>Advocate for the financing, development, and management of affordable rural housing</p>	<p>Owners, developers, managers, non-profits, housing authorities, and other individuals and business firms</p>	<p>NAHMA represents all of these groups, but not generally the smaller RD O/As (altho these are usually AHMA members); we also don't represent PHAs, altho some AHMAs do</p>		
<p>Council of Large Public Housing Agencies (CLPHA) clpha.org</p>	<p>Preserve and improve public and assisted housing</p>	<p>"60 of the nation's largest public housing authorities"</p>	<p>NAHMA doesn't have PHA members (unless they are a member as a PBCA); we may have some affiliate members in common (i.e., software providers)</p>	<p>This is a strong group with a well-known and well-respected reputation on the Hill and in state govts, etc. Related orgs are PHADA, NAHRO and NLHA.</p>	
<p>Housing Assistance Council (HAC) ruralhome.org</p>	<p>Emphasis on local solutions, empowerment of the poor, reduced dependence, and self-help strategies; development of single & multi-family homes</p>	<p>Local rural development agencies and coalitions; rural low-income families; non-profits focused on rural housing development and preservation</p>	<p>Some small overlap in rural O/As (including some overlap with AHMA members); tends to be tenant-focused</p>		

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Institute for Real Estate Management (IREM) irem.org	"To help real estate managers prosper and add value to their companies and the properties they manage."	Novice to veteran real estate management professionals; multi-family and real estate owners & investors	NAHMA has a strong overlap with this membership, altho the larger market for IREM is market-rate rather than affordable	This is a strong group with a well-known and well-respected reputation.	
Institute for Responsible Housing Preservation (IRHP) housingpreservation.org	Assist owners needing assistance for rehabilitation and preservation	Owners and associated professionals	Some overlap of O/As and affiliate members		
National Association of Home Builders (NAHB) nahb.org	Advocacy for homebuilders	Builders, suppliers, homeowners, building industry trade associations	Overlap of O/As who have both market-rate and affordable MF housing as well as affiliate members	This is a strong group with a well-known and well-respected reputation.	
National Association of Housing Cooperatives (NAHC) coophousing.org	Advocacy for cooperative housing	Housing cooperatives and affiliated organizations	Overlap of O/As who have coops that participate in HUD programs, esp in NYC, as well as affiliate members; our NYAHMA ED is on the NAHC Board	This is a strong group with a well-respected reputation.	

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National Association of Housing and Redevelopment Officials (NAHRO) nahro.org	Funding of low- and moderate-income programs, production of low-income housing, and community development	Owners or administrators of mostly public housing; public housing authorities	NAHMA doesn't have PHA members (except as PBCAs); we may have some affiliate members in common (i.e., software providers)	This is a strong group with a well-known and well-respected reputation on the Hill and in state govts, etc. Related orgs are PHADA, CLPHA and NLHA.	
National Association of Realtors (NAR) realtor.org	Help members become more profitable & successful, and influence & shape the real estate industry	Residential and commercial realtors	Overlap of companies who are active in both market-rate and affordable MF housing as well as affiliate members	This is a strong group with a well-known and well-respected reputation.	
National Association of Real Estate Investment Trusts (NAREIT) nareit.org	Voice for REITs and publicly traded real estate companies with an interest in U.S. real estate and capital markets.	Real estate investment trusts and those who own, operate & finance income-producing real estate	One or two NAHMA members may be a REIT		
National Council of State Housing Agencies (NCSHA) ncsha.org	Federal advocacy for affordable housing (and MRBs, Housing Credit, and HOME); increased housing for lower income & underserved	State Housing Finance Agencies	NAHMA has a number of state HFAs as members; also, some affiliate members in common	This is a strong group with a well-known and well-respected reputation.	

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National Housing Conference (NHC) nhc.org	To "eliminate critical housing needs by the end of this decade"	"united voice for housing"; all stakeholder groups/orgs	NAHMA is a member of NHC and has a strong overlapping membership among O/As and affiliate members; NHC also represents tenant-related groups	This is a strong group with a well-known and well-respected reputation.	
National Housing Institute (NHI) nhi.org	"The intersection of theory, practice and policy in community development"; publishes Shelterforce, as well community development blog, Rooflines	"Supports the individuals and organizations that work to create healthy and thriving communities."	Limited overlap in some non-profit members and affiliate members.		
National Leased Housing Association (NLHA) hudnlha.org	Advocate for Federally assisted rental housing programs	Public & private sector organizations in federally assisted rental housing: managers, owners, developers, attorneys, PHAs, etc.	NAHMA has a strong overlapping membership among O/As and affiliate members; NLHA also strongly represents PHAs and strongly advocates on HUD PIH issues	This is a strong group with a well-known and well-respected reputation.	

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National Low Income Housing Coalition (NLIHC) nlihc.org	Fair housing, homelessness, rural housing, and choice of tenancy in low income housing	Individuals, organizations, corporations, and government agencies focused on tenant issues	Limited overlap in some non-profit members and affiliate members. NLIHC is tenant-focused.	This is a strong group with a well-known and well-respected reputation.	
National Multifamily Housing Council (NMHC) nmhc.org	Apartment industry advocacy and strategic information	Developers, owners, managers	Overlap of O/As who have both market-rate and affordable MF housing as well as affiliate members	This is a strong group with a well-known and well-respected reputation.	
Public Housing Authorities Directors Association (PHADA) phada.org	"To develop sensible and effective public housing statutes and obtain adequate funding for low-income housing programs"	Administrators of public housing authorities	NAHMA doesn't have PHA members (except as PBCAs); we may have some affiliate members in common (i.e., software providers)	This is a strong group with a well-known and well-respected reputation on the Hill and in state govts, etc. Related orgs are CLPHA, NAHRO and NLHA.	
National Rental Home Council rentalhomecouncil.org	The National Rental Home Council (NRHC) is a non-partisan organization dedicated to advocating for the single-family rental industry. The NRHC seeks to educate the public, the media and	Owner-operators of professionally managed single-family rental homes, their employees and the residents and families who rent from them. Founding members of include Colony	No known overlap		

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	<p>policymakers about the economic value of the industry and the benefits of large-scale, well-managed single-family rental housing platforms.</p>	<p>American Homes, Invitation Homes, American Homes 4 Rent, Starwood Waypoint Residential Trust, and Progress Residential. Together, these companies have invested billions in America's housing market, creating quality homes, jobs and economic activity in communities across the country.</p>			