

Education Committee Notes
Chair – Daryl Hill

June 4, 2019

Here is what I would like to communicate to each regional educational committee chair.

Please select several members within your region if you haven't already done so and use these parameters to consider when we seek speakers:

Each Region Educational committee needs to look at the Region, assess what is happening from all aspects, remembering our membership is diverse. Think about these things when looking for a speaker to educate our membership, the general public, and partners. The person can be a National, State or Local person.

1. See what housing trends that are happening and how will they affect the membership.
2. What are some major affordable housing outcomes that are being hindered due to lack of conformity or lack of knowledge, whether in counseling or developing?
3. Are there some legislative issues that the group needs to be educated on?
4. Is there something that is unique to the Your Region that everyone should be aware of.
5. What are some best practices, in counseling, developing, and community awareness or outreach?

In general, what are some issues that need to be discussed, some processes that need to be done, or some habits that will make the Your Region the best it can be. Also, remember event(s) will be open to any member of the coalition. If it is a National or State person speaking/presenting perhaps there is an opportunity for charging non-members, having vendor sponsorship, or donation of food and beverages.

The Region may want to highlight local mayor, non-profit or member at the beginning of training/seminar/outreach session.

Thank you so much for your help and your dedication to helping us all learn more about affordable housing in Each Region in Tennessee. I hope you have a wonderful day!

Also, I would like to submit for comments how does the coalition feel about having these topics discussed either membership wide or keep in middle region 1. Rental Assistance Demonstration (RAD) 2. Opportunity Zones 3. LIHTC 4. HUD updates (counseling, certification, any other trend)

Education Committee Congressional Public Meeting Concept

Feb. 9 / May 28

Purposes: promote Coalition / Council to broad public.

Introduce Congressman to advocates

Increase membership

Educate attendees on housing needs

Connect advocates to process of education of decision makers

Provide media with content, interview possibilities, awareness

Process: secure commitment from Council members (more than on Congress member per Council)

secure available dates from Congressman / venue

Formal invitation to member, news release, food / beverage sponsor

Identify venue: free or cost covered by corporate members?

Some local restaurants have little traffic in the mid-afternoon, say 2-3:30. Might appreciate (low pricing!) a tea-time event.

Confirm we can charge admittance, so we can give members a discount? People respect value of event if there's a charge. Pay for beverages and snacks? \$10 and \$15? \$5 and \$10?

Design invitations, identify invitees, RSVP contact (PMS / local?), collect email addresses, write news release, social media posts, add to Council members' websites; Choose minimum acceptable attendance number. Make calls to achieve, exceed.

Prepare handout(s) – Council brochure, position paper

Invite info tables from Council members; charge others

Content: Request of Congressman:

What they see as the most important legislation regarding housing affordability (and related issues, GSEs) happening on the Hill (or not happening, as the case may be). We would also think that this may be a good opportunity for the Congresspeople to ask coalition members their questions about housing... Beyond that, we think that it is probably appropriate to tailor the specific questions based on the region and congresspersons in attendance and that can be done with the regional leadership of that area.

Coalition message – With your (Cong and public) help we can: connect, educate and advocate for housing opportunities for Tennesseans.

Three main points –

1. This is what affordable housing looks like (Ralph's LIHTC slides, Habitat houses, rehab houses). Make posters?
2. This is who lives in our community – data: demographics, average wage, job description; This is who we help – recipient interviews / pictures
3. Those whose housing costs are secure, are able to participate in the community and economy