

# Progress Update – VHA Strategies Project Workshop November 2021 January 21, 2022

## VHA Marketing & Communications

### VHA New Resident Night (NRN)

- The agencies selected to present are reviewed regularly.
- Agency representatives are expected to thank the VHA after their presentation to ensure the guests are aware the VHA provided this event.
- Since NRN is a charitable event ,not a fundraiser, and presented within a one hour period the suggestions to provide 50/50 and refreshments were declined.
- More VHA officers are attending to mingle with the guests before and after the meeting.
- A second VHA table has been added to the layout to promote the VHA and volunteer opportunities.
- During the introduction and conclusion of the evening the presenters are reminded to remain at the end of agency presentations for guests to visit their tables.
- NRN scheduled revised to present five (5) times a year south of SR 44 at Ezell Recreation Center; five (5) times a year at Colony Recreation Center; two (2) times a year at La Hacienda Recreation Center.

### The VHA Voice

- The list of those who contribute articles is being expanded and Area Vice President are preparing articles on a rotating basis for variety.
- More personal stories are being added of those who have benefitted from VHA programs, i.e. Helping Hands; Area Vice President (AVP) John Dean's participation in Honor Flight.
- A merchant participating in the VHA Merchants to Member (M2M) program is highlighted each month.
- Work is being done to determine most efficient method to blast a copy of the Voice to members to ensure those who do not receive the Daily Sun will receive copies of the Voice.

### VHA Visibility

- Work is being done on a blast to members of a partial list of M2M members with the website listed for the complete list.
- Past President Fred Briggs has agreed to prepare a brief statement for all VHA officer to use when answering the question "How are the VHA and POA different?"
- The Daily Sun will be contacted ahead of VHA events.
- Seven (7) programs are planned this year in Ezell Recreation Center by the Far South VP.
- Four (4) programs are planned this year in Everglades Recreation Center. Mike Burke to plan the remaining three (3).

## **VHA Membership / Volunteer Recruitment**

### **Promoting Membership**

- Half page handout “Why Join the VHA?” has been revised and sent to VHA officers to use at events and with Neighborhood Representatives (NR)
- The tri-fold membership application is being updated and to add the content from the “Why Join the VHA?” handout.
- A default feature on the website allows members and residents to locate their NR or AVP when no there is no NR in that village / villa location.
- Cost reduction for future VHA social events is being reviewed after the success of adding a free board to members at VHA Bingo.
- A table is set up at VHA programs promoting VHA volunteer opportunities.

### **Neighborhood Representatives (NR)**

- NR position description has been revised to increase NR responsibilities to help identify ways they can be effective in their community. i.e. providing handouts promoting the VHA, handouts of information about District government and CDDs, etc.
- Ten (10) new Neighborhood Representatives have been added south of SR 44.
- AVPs will plan an appreciation event annually to recognize NR efforts. i.e. coffee & dessert; pizza, ice cream social, etc

## **VHA Vision, Mission & Values**

Suggestions from this Workshop breakout group helped guide the progress listed above.

## **VHA Information Systems & Technology**

An ongoing search continues for people to work with the VHA website.

## **The VHA Community Foundation (CF) Committee**

- A meeting is scheduled January 25, 2022 to determine next steps going forward to determine size, focus and potential members of the CF Committee.
- Members for this initial meeting include: Fred Briggs, Phil Walker, Peter Russell, Kathy Houser, Vivian Stephen, Joan Sullivan.