

IL NAHRO-Housing Focus

WHAT HOME MEANS TO ME

The "What Homes Means to Me" poster contest is for youth, Kindergarten through Grade 12, who live in affordable and assisted housing. IL NAHRO will be starting their campaign for contest entries in 2 weeks.

Please watch for more information in your email, mailbox and in the next newsletter!

Judge Diane Shelley appointed HUD
Regional Administrator, Region 5

Some of the affordable housing provided by
local housing authorities and IHDA funding.

You've tested positive or were exposed to
COVID, now what?

A step-by-step guide on what to do next

January 2022 Edition



What **Home** Means To Me | 2022 Calendar



[Illinois NAHRO \(ilnahro.org\)](http://ilnahro.org)

****Remember--We can use your story...please submit to latinaf@sha1.org by mid-week of the month.****

UNCOMMONLY STRONG FOR 30 YEARS

Thank you for being a valued partner in our mission to protect, preserve, and promote the sustainability of affordable housing.
We're stronger together.

INSURANCE | RISK MANAGEMENT | TRAINING | RESEARCH



www.housingcenter.com

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Come Advertise with Us!!

Advertising Rate Sheet

The Illinois Chapter of NAHRO is a professional membership association of housing and community development agencies and individuals. All editions will be sent by e-mail to the entire ILNAHRO membership and posted on the ILNAHRO website.

The newsletter is distributed the entire year and our current subscription list encompasses over 200+ members/individuals.

Submission deadlines are 20th of each month.

The advertising rates for the newsletter are as follows:

Finished Ad Size (width x length)		Cost Per Issue	Cost For All 10 Issues
Full page	7.5" x 10"	\$75.00	\$675.00
Half Page	7.5" x 5"	\$50.00	\$450.00
Quarter Page	3.5" x 5"	\$30.00	\$270.00
Medium/Small	3.5" x 3.5"	\$25.00	\$225.00
Business Card	3.5" x 2.5"	\$15.00	\$135.00

Website Company Link

Cost for Link—1-Year

Banner Logo Link

\$100.00

If you are interested in advertising with us, please send a high-resolution file (at least 300 dpi) to latinaf@sha1.org by submission deadline indicated above. Acceptable files include: .tiff, .eps, .pdf, or .jpeg or .png. If you have any questions please contact Latina Faulkner, Executive Assistant at the Springfield Housing Authority at 217/753-5757, ext. 206 or by email at latinaf@sha1.org.

Return this form to ILNAHRO, Springfield Housing Authority, 200 North Eleventh Street, Springfield, IL 62703

Company Name:			
Person:			
:			
City/State/Zip:			
Phone:			
Amount Enclosed:		Paid with Check #:	
Ad Size (Circle)	Full Page	Half Page	Quarter Page
			Business Card

Print our ad in the following newsletter issues (circle):

January	February	March	April	May
June	July/August	September	October	November/December



"What Home Means to Me" Poster Contest

All states must have their poster submissions to NCRC by April 1, 2022!

Return State Organized Poster Entries to:

Dakota County CDA
Anna Judge – NCRC Housing America Task Force Chair
1228 Town Centre Drive
Eagan, MN 55123

Each agency should submit applications to their state chapter first. Contact your state chapter to inquire about the state deadline.
If your state chapter is not hosting a contest then submit to the regional level.

The "What Homes Means to Me" poster contest is for youth, Kindergarten through Grade 12, who live in affordable and assisted housing. The NCRC NAHRO regional council will recognize our region's three winners (one from each age group) at the regional conference in St. Paul, MN on May 25, 2022. Those 3 winners will then be sent on to the national level for consideration.

(Send poster contest entries to your State Chapters for selection process and the top 3 state chapter winners from each age group will be forwarded to NCRC NAHRO for regional selection. Submissions sent directly to National NAHRO will be disqualified.)

As part of NAHRO's Housing America campaign, a poster contest is held each year for children residing in affordable housing and community developments owned or administered by NAHRO member agencies. Posters reflect the national theme of "What Home Means to Me." The contest is a collaborative effort of NAHRO's chapter/state, regional, and national organizations. National honorees are selected from chapter/state-level winning entries.



[Order Calendar](#)

Questions: [Anna Judge](#), NCRC NAHRO Housing America Chair

How to Enter

Housing authorities submitting entries to the national poster contest must first send entries to its local/state NAHRO chapter. Local/state NAHRO chapters are encouraged to host their own poster contests and submit the winning posters from each age category to their regional council. Local/state chapter contests are optional. Each regional council will determine a deadline for poster contest entries and a date for regional judging. National NAHRO is not involved in the scheduling or conduct of regional council contests. The regional council will select three winners – one from each age category – and forward those on to the national competition in Washington, D.C.

National NAHRO will not accept submissions from individual housing authorities. Any submissions sent directly to national NAHRO will be disqualified.

[WHMTM-2022-23-Contest-Application.doc](#)



Illinois NAHRO (ilnahro.org)

****Remember--We can use your story...please submit to latinaf@sha1.org by mid-week of the month.****



The White House [announced](#) that Cook County Circuit Court Judge Diane M. Shelley has been appointed Regional Administrator of Region 5 of the Department of Housing and Urban Development.

Judge Shelley was elected to the bench in 2006 and was serving in the Commercial Calendar Section of the Law Division at the time of her appointment.

A Commissioner of the Illinois Supreme Court Commission on Professionalism, Shelley has also served as President of the Illinois Judges Association and as Chair of the Illinois Judicial Council. Shelley is also a member of the Special Supreme Court Advisory Committee on Justice and Mental Health Planning. She received the Chicago Bar Association's Dickerson Award in 2020.

Judge Shelley's appointment as HUD Regional Administrator creates a new 5th Subcircuit vacancy to be filled in the 2022 election... at least it *might* create a 5th Subcircuit vacancy... depending on whether or not the Legislature rams through a [new Subcircuit map](#) for 2022 (and depending on whether any such last minute renewal is upheld in the courts).

Take Action – Support Affordable Housing in the BBB!

The billions proposed for housing programs in the Build Back Better Act are at risk of being cut as the Senate continues negotiations. NAHRO needs your help to show Congressional leadership there is strong support and excitement across the country for housing investments.

NAHRO has teamed up with our housing authority industry partners to amplify the voices of housing stakeholders across the country. Add your agency or organization to this **national sign-on letter** to support housing in Build Back Better. **The deadline to join is Tuesday, Feb. 1.**

The House approved the Build Back Better Act on Nov. 19, but the Senate has struggled to negotiate a package that can be approved. Discussions are happening right now to determine the size and scope of what can pass the Senate and all provisions of the bill, including housing programs, are at risk of being eliminated from a final package. **Your voice** is absolutely critical right now as these conversations are happening to tell Congress and the White House that housing needs to be included.





How to Improve Your Housing Organization's Online Reputation [90-Day Action Plan]

Author: Steve Burlingame, [HAL Group](#) Regional Manager, Sales and Account Services

Online reputation management is more crucial than ever in maintaining a successful multifamily operation. In terms of attracting potential residents, building a positive online reputation can be a gamechanger because most consumers search online to find local businesses and services.

That hasn't always been the case, said Lia Smith, senior vice president of [ApartmentRatings](#) and [SatisFacts](#).

Until 2019, regular surveys conducted by SatisFacts—a provider of resident surveys focusing on multifamily retention and reputation management—showed that referrals from family and friends were the most crucial step in the renting process. But in 2019, online reviews took over. Then the pandemic took hold in 2020, pushing the online trend even further.

“Everyone’s jumping behind their computers,” Smith said, noting that the trend isn’t exclusive to the multifamily industry. “You’re getting behind the computer and trying to gather as much information as you possibly can, which is what’s happening when someone is looking for an apartment.”

The four-step apartment search cycle

Let’s say you attract new renters online; in the future, they may leave a review about their experience in your community, potentially attracting (or scaring away) prospects. Here’s the apartment search cycle breakdown:

- *Stimulus: The point at which renters know you exist*

In this phase, prospects are using generic search terms to find living arrangements (e.g., apartments in Louisville; two-bedroom apartments in Louisville; apartments in Louisville close to school).

“Very rarely is someone going to get behind their computer and type in a specific community’s name,” Smith said.

It’s similar to how most of us search for a car, she explained. First, you search for the model you like; then, you find a dealer.

- *Zero Moment of Truth (ZMOT): The initial research phase*

The options are now narrowed down based on generic search results. Smith said that prospects are looking at a specific community’s website or apartment listing. They’re looking at photos, checking out social media pages, and reading online ratings and reviews.

- *First Moment of Truth (FMOT): Validating research results*

At this point, prospects are now looking to visit specific communities virtually or in-person to verify whether the information they found online is accurate.

“We call this living up to the online hype,” Smith said.

When the amenities prospects see during their online search align with what they see in person, “that’s when people feel confident to say yes,” she noted.

- *Second Moment of Truth (SMOT): Sharing the overall experience*

In the final stage, the prospect has become a resident. They now have regular interactions with staff and neighbors, for example.

They now have something to say about your community, whether positive or negative. When they post that experience online, the review directly impacts a prospect’s ZMOT phase.

“It all works in a big cycle,” Smith said.

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***Social proof and wisdom of the crowd* are vital for reputation**

Ratings and reviews serve as *social proof* during the ZMOT phase. *Social proof* is like a collective thumbs up or thumbs down.

“It acts like adult peer pressure,” Smith said of *social proof*. “If enough people are talking about it, the *social proof* pushes someone in a certain direction.”

Wisdom of the crowd isn’t as broad as *social proof*; it applies to the actual feedback (what’s written in the review) and is more critical during the SMOT phase. A review with a 1-star rating that says a rental application was denied is subjective and doesn’t apply to every prospect. The community’s *social proof* might still be overwhelmingly positive.

Wisdom of the crowd doesn’t always have the power to sway prospects unless multiple reviews portray the same sentiment.

“If there are resounding echoes, over and over again, that’s how you know that it’s not just about the star rating,” Smith said. “The *wisdom of the crowd* is saying something else.”

When considering a community’s reputation, you have to look at *social proof* and *wisdom of the crowd* as bookends, Smith added.



Data says review star ratings and legitimacy matter most to rental prospects

Quantity doesn’t mean quality when it comes to reviews. A recent consumer study from BrightLocal found star ratings are the most important factor for consumers when considering a business or service.

You might think a perfect 5-star rating is a driving force behind a positive reputation, but the study found that 88 percent of consumers don’t need a 5-star rating to buy from or work with a company. A 5-star rating can come across as insincere to prospects, Smith said. A star rating between 4 and 4.5 “gets the most action in terms of generating leads,” she added, citing the BrightLocal study and internal metrics from ApartmentRatings.

Not surprisingly, a star rating below 4 isn’t ideal. The BrightLocal study found only 48 percent of consumers would consider a business with fewer than 4 stars—that’s half of the potential customers searching online. Behind star ratings, legitimacy is the most critical factor in a review. Prospects prefer honest, authentic reviews from someone with first-hand knowledge of the property.

“A bunch of dishonest 5-star reviews from employees and management can work against you,” Smith said.

More credibility is given to recent reviews. Prospects want to know what residents are thinking about the current state of the community, Smith said.

The BrightLocal study found 86 percent of consumers say they only look at reviews from the past three months, while 73 percent say reviews must be from the last month to influence their choice.

“In this business, there’s so much change that happens,” Smith said. “The person who wrote review six months ago might not live in the community. You want to capture new content and new reviews.”

Review sentiment (a prospect’s reading of *wisdom of the crowd*) is the fourth most important aspect of reviews, followed by the quantity, according to the BrightLocal study. Smith advises that communities and management companies focus on soliciting quality, first-hand reviews from current residents rather than getting as many reviews as possible.

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IL NAHRO would like to tell your Authority's story . Have you meet a milestone or participated in something amazing in your community, maybe even created something fun to do with your staff. This is the time to tell your story. Please submit your happenings to latinaf@sha1.org. Your Housing Authority can be featured in a future IL NAHRO newsletter.

What's Going On?



HA of Champaign County —Parkview Senior Apts.

Some of the affordable housing provided by local housing authorities and IHDA funding.



HA of the County of Williamson—Reddick St. Apts.



HA of Marion County—Woodlawn Apartments



Macoupin County HA—Willow View Townhomes



Avoid incentivized and deceptive reviews

Incentivized and deceptive reviews can hurt a community's reputation and wallet. The Federal Trade Commission (FTC) protects consumers from shady business practices. Deceptive and fake reviews can lead to consumer complaints and FTC enforcement against a business. If a business is using misleading and fake reviews, the FTC can levy fines, and the agency can place it under close monitoring for up to 20 years, Smith said.

- *Incentivized reviews*

Incentivized reviews are allowed by the FTC (e.g., residents rewarded with prizes, gift cards, rent credits, apartment upgrades, etc.), but the incentive must be disclosed inside the body of the review. For example, if a resident is asked to leave a review in return for \$50, they must disclose the compensation they received in the review. According to Smith, the disclosure of an incentive may cause prospects to write off the review as disingenuous.

"Especially if the review is positive," she said. "Because what are the chances someone is going to leave you a 1-star review if they think it's going to jeopardize their opportunity to get a gift card, or reward points, or rent credit?"

If a resident forgets to disclose the incentive, the responsibility falls back on the community or management company to act or risk FTC enforcement. A response must be posted to the review that clarifies that it was published as part of an incentive program.

"But once that's exposed, it's going to negate the credibility of that review," Smith said. "And that review could be 100 percent honest. We recommend no incentives—none whatsoever."

- *Deceptive reviews*

It's not illegal for a property's employee or contractor to leave a review, but they must disclose their relationship to the property, similar to incentivized reviews. If not, it's considered deceptive by regulators.

Another deceptive practice in the eyes of the FTC is review gating, Smith said. An example of review gating would be if you leave a 5-star review for a business and you're asked via a follow-up email to leave comments. The positive comment is automatically posted as an online review on a company site or rating page.

If you left a 1-star review, you would receive the same follow-up email asking for your thoughts. But instead of posting a negative comment as an online review, you're redirected to the company's support team to attempt to fix the issue.

"You're never given a chance to write a negative review," Smith said of review gating. "If negative comments don't immediately get turned into an online review as with the positive, that's review gating, and you want to run away from that. It's a big no-no in the eyes of the FTC."

Suppose a deceptive or improperly incentivized review is found on a company page. In that case, the responsibility falls on the company to remove the review or include a consumer alert that discloses the violation.

Adhere to the Consumer Review Fairness Act

The Consumer Review Fairness Act, signed into law in 2016, bans gag clauses to prevent negative reviews.

"You cannot prevent someone from writing a negative review, and you can't retaliate against someone who writes a negative review," Smith said of the law.

Businesses are not allowed to include standardized provisions that threaten or penalize people for posting honest reviews.

"You can't fine or charge someone for posting a negative review," she added.

The law doesn't mean communities and property managers are powerless in dealing with negative reviews posted out of retaliation.

Smith said that retaliatory reviews are reportable. Most review sites provide options to report or flag retaliatory reviews, especially if the same review is posted on multiple websites.

Negative reviews make your positive reviews shine

"Negative reviews, I call them your best friend," Smith said.

Based on her experience, a limited number of negative reviews can increase credibility.

"Readers already know why they want to live in a community based on the photos, floor plans, and pricing," Smith explained.

"They're reading the negative reviews for the why not."

The "why not" doesn't apply to every prospect; take a reviewer that complains about children making noise. If you have children, that might not deter you from moving in.

"You can have a couple of negative reviews, and if they're each talking about something different, it's not the *wisdom of the crowd* necessarily, so this won't impact someone else's decision," Smith said. "If all reviews are positive, it brings about skepticism. Negative reviews make your positive reviews shine."

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Always respond to reviews (quickly!)

No matter the review's sentiment, prospects want to see that the business cares: 69 percent of consumers are more likely to use a business that responds to their positive reviews, while 70 percent are more likely to use a business that responds to negative reviews.

"Management companies, teams on-site, they do care about their residents," Smith said. "A majority of us aren't just punching the clock—we don't want to sabotage that by not responding to a review."

If a review is in a different language, always translate the response to that language. If the review is anonymous but based on context, it's clear who the resident is, don't call the resident out.

"That's seen as retaliatory," Smith said. "You never know when it can open the door to a fair housing complaint."

Don't use "corporate speak" in response, such as lease language, she added. In terms of timing, Smith advised responding to positive reviews within 48 hours and negative reviews on the same day (within 24 hours).

- *Negative review response tips*

Show the steps being taken to address the issue(s). Speak to the person reading the review, not the actual reviewer, who has already given their opinion. Based on the response, readers will see that the business cares about customer service, Smith said. Use singular pronouns such as 'I' and 'me' when responding to negative reviews. This provides a personal touch, she added.

- *Positive review response tips*

Demonstrate gratitude for the positive feedback. Respond directly to the reviewer, not the reader (though the reader is still looking at the response). Use plural pronouns such as 'we' or 'us' when responding to positive reviews.



Keep review vendors on brand

Some businesses outsource review responses and monitoring to a third-party vendor. This can be beneficial to communities short on staff and time, but there are some things to watch.

"Make sure you have full oversight of your content," Smith said. "If a violation occurs, the onus is on your company and not on the review vendor."

Avoid vendors that use templates or bots to respond. Review responses should be custom and personalized. Ensure the provider is responding to reviews promptly, Smith said.

The 90-day reputation management plan

Smith said this simple 90-day plan will help around a community's reputation.

- *Day 1-30*

Search for the community online and see what people are saying. Get a sense of the social proof around the community. Is it positive or negative? Gather feedback from existing residents. Respond to any unanswered reviews.

- *Day 31-60*

Implement new strategies and processes based on the top concerns from residents (e.g., parking, landscaping, rent payment process, etc.). Outline goals and a plan to achieve those goals. Monitor progress and employee performance.

- *Day 61-90*

Now that you've made improvements based on resident suggestions, cultivate gratitude by asking those same residents to provide feedback. If their concerns are being addressed, the feedback will likely be positive. Look at pain points and what's going well, and plan to minimize the negative while amplifying the positive.





iReACH (Northern Illinois Regional Affordable Community Housing) was awarded \$14,482.00 for the Wellness and Telehealth Center for Collier Gardens in Rockford, IL from Community Foundation of Northern Illinois. The purpose of this project is to build and equip a private, safe space for our residents to meet with their healthcare providers via telehealth and in person. Building this space would allow us to bring in outside agencies to provide regular healthcare and wellness education, an integral part of overall quality of life. The area that will be used for this project was previously a beauty salon. We will be partnering with Youth Build for all of the construction of the room to gut, clean and install the cabinetry, plumbing, ADA door and build a storage closet. We will also be partnering with the following health care agencies to provide medical services to our residents; Crusader Community Health, University of Illinois Mile Square Healthcare, Healthcare Plus, OSF St. Anthony School of Nursing and Oak Street Health. The Wellness Telehealth Center will allow residents to meet with their providers in a private and safe manner via a computer and telemedicine equipment. It will provide access for wellness, continuing care and physical therapy visits. Residents with mental health issues will also have access to their Counselors and Psychiatrists. We also plan to offer exercise classes focusing on improving balance to help prevent falls. This will lead to fewer emergency room visits and calls for EMS Services.



IL NAHRO Mission

NAHRO makes available resources for its members and others who provide decent, safe, affordable housing, and viable communities that enhance the quality of life for all Americans, especially those of low- and moderate-income by:

- Ensuring that housing and community development professionals have the leadership skills, education, information and tools to serve communities in a rapidly changing environment;
- Advocating for appropriate laws, adequate funding levels and responsible public policies that address the needs of the people serve; are financially and programmatically viable for our industry; are flexible, reduce regulatory burdens and promote local decision-making; and,
- Fostering the highest standards of ethical behavior, service, and accountability to ensure public trust.

NAHRO enhances the professional development and effectiveness of its members and the industry through its comprehensive professional development curriculum, including certifications; conferences; and publications. These efforts work to equip NAHRO's members with the skills, knowledge and resources necessary to succeed and prosper in a changing environment.



Start the Year with Professional Development!

It's a new year, which means you can get started on all your professional goals by registering for one of NAHRO's upcoming trainings!

- HCV Occupancy, Eligibility, Income and Rent Calculation (HCVOEIR) Feb. 1-3 from 1:30-4 p.m. ET
- Commissioner's Fundamentals on Feb. 1-3 from 1-5 p.m. ET
- The Definitive Guide for New Executive Directors on Feb. 9-10 from 1-4 p.m. ET
- Transition to NSPIRE – What to expect with HUD Inspections on Feb. 10 from 1:30-4 p.m. ET
- 2022 National Conference on Ending Unsheltered Homelessness (February 16-18; Conference; National Alliance to End Homelessness)
- NLIHC's Virtual Housing Policy Forum 2022: Achieving Housing Justice (March 22-23; National Low-Income Housing Coalition)
- Understanding Doubled Up (February 9; Webinar; National Center for Homeless Education)
- Paving The Way to College for Students Experiencing Homelessness (February 22; Webinar; National Center for Homeless Education)
- Education Leads Home: A National Convening on Student Homelessness (March 7-8; Conference; SchoolHouse Connection)



Train to Grow!

Washington Conference



Join us for the **2022 NAHRO Washington Conference**, taking place March 28-30, at the Grand Hyatt Washington Hotel, in Washington, DC.

We are currently planning for an in-person meeting with a limited virtual package. We are closely monitoring developments with COVID-19 and the Omicron variant and will provide registration and program information in late January.

For more information on [Washington Conference sponsorship opportunities](#), contact NAHRO Exhibits/Sponsorship Account Manager: **Pat Price, Sales Manager** pprice@smithbucklin.com | 202-367-2462

Questions? Please e-mail us at conferenceregistration@nahro.org so we can assist you!

National Housing Conference 2022



The National Housing Conference, Australia's premier housing event returns in 2022 – to be staged in Melbourne, the perfect location to unpack the learnings for our housing system from the unprecedented challenges from the global COVID-19 pandemic.

Convened every two years by AHURI, the National Housing Conference (NHC) is a 3-day forum that examines the latest evidence, significant policy reforms and the shining examples of best practice in delivering social and affordable housing options to Australians. More than 1,100 delegates joined us in Darwin for a memorable 2019 conference and we expect an even larger audience will join us in Melbourne, or for the first time, online, for NHC 2022.

For more information: <https://nhc.edu.au/wp/>

PART-TIME MAINTENANCE TECHNICIAN I

Job Description: We are currently seeking a Maintenance Technician to join our team! You will be responsible for completing work orders and other required tasks. Duties include but are not limited to mowing with push-type and riding mowers, edging, trimming, raking and debris pick-up, reseeding, fertilizing, installing, and repairing curbing, pavement and sidewalks, cleaning out vacant units, repair/replace toilets, troubleshoot clogged drains and repair, painting, drywall, providing labor support to other maintenance technicians and any other tasks as assigned. The Maintenance Technician is responsible to dress for the weather. This position has the potential to work on-call hours and the person hired must be available.

HOUSING CHOICE VOUCHER (HCV) CASE MANAGER I

Job Description: Waukegan Housing Authority is looking for a Housing Choice Voucher (HCV) Case Manager I. Under the direction of the HCV Supervisor, the HCV Case Manager I is responsible for assisting clients and evaluating their continued eligibility for housing assistance. This position ensures that clients understand the requirements of the Housing Choice Voucher (HCV) program in accordance with the Housing Authority's Administrative Plan, HUD and all other applicable Federal, State and local policies and regulations. The incumbent works with Authority personnel, landlords, and clients to conduct housing inspections, interviews, certify client eligibility and changes, and support clients throughout their time on the HCV program. The HCV Case Manager I assists with the wait list as needed. The person in this position must be able to work independently with little supervision.



CHIEF EXECUTIVE OFFICER

The Peoria (IL) Housing Authority (PHA) is seeking a highly qualified candidate to lead and manage the portfolio that includes 659 owned housing units and 2048 housing choice vouchers. PHA is governed by a seven-member Board of Commissioners, employs 40 staff, and has an operating budget of \$21 million. Peoria is the principal city of the Peoria Metropolitan Area which includes the Counties of Marshall, Peoria, Stark, Tazewell, and Woodford, and which contains a metro area population of approximately 375,000.



**For more information about your career opportunity,
please visit ILNAHRO website:**

www.ilnahro.org/careerOpp.aspx



Take Action!

Advocate for housing by signing our **Build Back Better Act letter**. Show your organization's support for this once-in-a-generation investment!

Sign the letter now!



www.nahro.org

NCRC Awards

The Charles A. Thompson Memorial Award for Distinguished Service recognizes an individual who has exhibited outstanding leadership qualities, involvement in his/her community and sincere interest in the citizens served. Application must be received by **April 1, 2022**.

[Charles A. Thompson Memorial Award Nomination Form](#)

The Alvira B. Long Memorial Award honors a current commissioner, or one who has served within the past 12 months, who has demonstrated excellence in advocating for and developing the financial, political, and community support necessary to ensure the continuation and expansion of housing or community development programs. The award was established in the name of Alvira B. Long to provide a living acknowledgment of the outstanding contributions she made to the housing field. Each nominee must be an individual or associate member of NCRC and National NAHRO and have contributed in the areas of community leadership, advocacy, and public relations as well as to the activities of NAHRO. Application must be received by **April 1, 2022**.

[Alvira B. Long Memorial Award Nomination Form](#)

The Rising Star Award recognizes an individual at the regional level, who has been involved at the NCRC or National NAHRO level for 4 years or less and has distinguished themselves as an emerging leader. Nominations must be submitted by someone other than themselves and award winners can only receive the award one time in their career. Application must be received by **April 1, 2022**.

[Rising Star Nomination Form](#)



Illinois NAHRO (ilnahro.org)

****Remember--We can use your story...please submit to latinaf@sha1.org by mid-week of the month.****

Federal Health and Social Service Programs That Support People Experiencing Homelessness

This [new tool](#) seeks to help state and local leaders identify and access federal non-emergency health and social service programs so they can use multiple streams of funding for holistic supportive services that meet the short- and long-term needs of people experiencing or at risk of homelessness.

It lists the relevant programs in the Veterans Affairs (VA) Department and in the following Health and Human Services (HHS) agencies:

1. Administration for Children and Families
2. Administration for Community Living
3. Centers for Medicare & Medicaid Services
4. Food and Nutrition Service
5. Health Resources and Services Administration
6. Indian Health Services
7. Program Support Center
8. Substance Abuse and Mental Health Services Administration

The tool breaks down the following information for each program:

1. Populations served
2. Allowable uses
3. Patient access or program duration
4. Number of participants served
5. Geographic reach
6. Funding and operating mechanisms



To download or view the tool:

[Health and Social Service Programs That Support People Experiencing Homelessness.pdf](#)



[Illinois NAHRO \(ilnahro.org\)](http://ilnahro.org)

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Dear ILNAHRO Member:

It is that Time of Year!!! Time to consider *renewing* your membership or consider *joining* the Illinois Chapter of NAHRO. Your decision to **continue** or **join** ILNAHRO through membership **keeps the association strong** and **helps us in our common mission** of seeking excellence in both public and affordable housing, as well as, community and economic development.

During a time when our agencies are facing a decline in economic support, the question may be – “*Why Membership?*” Your membership in the state chapter of NAHRO provides services that benefit you and your organization every day. ILNAHRO has committed itself to providing services such as:

Training and networking through ILNAHRO's cutting edge annual conference that offers the best in our training fields. Additionally, ILNAHRO offers centrally located training opportunities throughout the year at its Peoria Training Center in Peoria, Illinois.

Legislative Advocacy and Legislative Advocacy Opportunities by providing sample ‘sign-on’ letters to issues affecting affordable housing; Senate and House Bills that directly affect and shape public policy.

Informational Resource through a monthly newsletter that contains up-to-date information on housing issues, regional, and national trainings, workshops, and the latest in legislative developments.

“Hot-Off-The-Press” e-mail blasts that provide information on legislative issues that affect agency operations.

State recognition of resident accomplishments through its annual Resident Recognition Award.

Your membership gives you access to members-only discounts for training, to name a few benefits!

Annual Membership Period: October 1, 2021 through September 30, 2022

If you are not a member, **this is your opportunity** to join forces with other PHA's and CD organizations. Please consider joining us this Fiscal Year, there are exciting things on the horizon as we “Build Communities Together—Through Affordable Housing”.

Please **renew or join TODAY**. Complete the attached form and return it with the appropriate payment to: Latina Faulkner, Executive Assistant, Springfield Housing Authority, 200 North Eleventh Street, Springfield, Illinois 62703. This will ensure your membership benefits will begin promptly.

Let us know if we can be of service at any time.

Sincerely,

Jackie L. Newman

Illinois NAHRO President



Illinois NAHRO (ilnahro.org)

****Remember--We can use your story...please submit to latinaf@sha1.org by mid-week of the month.****

MEMBERSHIP APPLICATION / RENEWAL FORM

Illinois Chapter of NAHRO

(Please Print or Type All Information)

Contact Name:					
Agency/Company Name:					
Address					
City:		State:		Zip Code:	
Telephone:	()	Fax Number:	()		

Please provide up to five (5) staff emails for "Agency" membership:

E-mail:		Name:	
E-mail:		Name:	
E-mail:		Name:	
E-mail:		Name:	
E-mail:		Name:	

Type of Membership (Check one or both):

<input type="checkbox"/>	Agency (\$75.00) from October 1, 2021 to September 30, 2022
<input type="checkbox"/>	
<input type="checkbox"/>	Individual (\$25.00) from October 1, 2021 to September 30, 2022
<input type="checkbox"/>	

Check the one below that applies to the business of your agency / company:

<input type="checkbox"/> Public Housing/Section 8	<input type="checkbox"/> Vendor/Supplier	<input type="checkbox"/> CDBG (other government agency)
<input type="checkbox"/> Commissioners	<input type="checkbox"/> Affordable Housing	<input type="checkbox"/> Other Affiliated Member (specify): _____

Please make your check payable to: **Illinois NAHRO**

Mail to:

Jackie L. Newman, President
 Springfield Housing Authority
 200 North Eleventh Street
 Springfield, Illinois 62703
 Phone: (217) 753-575, Ext. 206 or info@ilnahro.org



You've tested positive or were exposed to COVID, now what?

A step-by-step guide on what to do next



These are the CDC's new COVID exposure guidelines for the unvaccinated, fully vaccinated, and those with close contact to someone infected

As the country continues to report more than 5.5 million new coronavirus cases each week, health experts say coming across the highly transmissible omicron variant isn't a matter of "if," but "when."

The Centers for Disease Control and Prevention urges Americans to follow their latest quarantine and isolation recommendations if they know they've been exposed to the virus, but many find the guidelines confusing.

[Health experts understand why people are confused](#), as the evolving data continues to change CDC recommendations based on symptoms, testing and vaccination status.

But the agency's director, Dr. Rochelle Walensky, said at a U.S. Senate committee hearing Monday that the updated guidelines are based on "over 100 studies collected over the past two years" and can help prevent further spread of the virus.

According to the Department of Health and Human Services:

Quarantine separates and restricts movement of people who were exposed to COVID-19 to see whether they become sick.

Isolation separates a person infected with COVID-19 from people who are not sick.

Here's a breakdown of CDC recommendations to help you navigate these guidelines, and what you should do if you've been exposed to COVID-19

I'm recently vaccinated and/or boosted and was around someone with COVID-19. What should I do?

If you are vaccinated and boosted within the past six months, the CDC says you don't need to quarantine or isolate if you've been exposed to the virus. You also don't need to quarantine if:

- It's been less than six months since you completed the primary series of mRNA vaccine doses from Pfizer-BioNTech or Moderna .
- It's been less than two months since receiving the Johnson & Johnson vaccine.

Although you don't have to quarantine, the agency still recommends:

- Wearing a mask around others for 10 days. Do not go to places where you are unable to wear a mask.
- Watching for symptoms for 10 days after exposure.
- Avoiding travel.
- Avoiding people at risk of developing severe illness from COVID-19.

The CDC recommends getting tested five days after coming into close contact with someone infected with COVID-19. Day 1 is considered the first full day after exposure.

If you test negative, continue wearing a mask for an additional five days.





I tested positive for COVID-19. What should I do?

Regardless of vaccination status, the CDC recommends those who tests positive for COVID-19 isolate for five days.



The CDC recommends monitoring your symptoms throughout the isolation period.

You can leave isolation if your symptoms resolve after five days and you're without fever for at least 24 hours. The agency still recommends wearing a mask for an additional five days.

If you still experience symptoms after five days, CDC guidelines say you should stay in isolation until they're gone.

Symptoms?

Yes



Stay isolated until symptoms are gone

No



End isolation, mask up for 5 more days

I'm not vaccinated or haven't gotten a booster. What should I do if I'm exposed to COVID-19?

The CDC recommends Americans should quarantine if they've been exposed to COVID-19 and fall under one of the following vaccination statuses:

- Not vaccinated.
- Not boosted, and it's been more than six months since getting the second dose of Pfizer-BioNTech or Moderna vaccines .
- Not boosted, and it's been more than two months since getting the Johnson & Johnson vaccine.

During quarantine:

- Stay home and away from people for five days.
- Avoid travel.
- Avoid being around people at high risk for developing severe COVID-19.
- Monitor symptoms for 10 days after exposure.

If you develop symptoms during quarantine, get tested immediately. Even if you don't develop symptoms, the CDC recommends getting tested after five days.



Laugh of the Week

