



PHMA SAN DIEGO  
JANUARY 2009

INSTALLATION  
REFERRAL AND MARKETING

*Commander, Navy Installations Command... Supporting **Command** to the Warfighter*



# REFERRAL AND MARKETING

- Navy Housing Integration Plan (NHIP) 2011
  - Navy Housing Strategic Plan
  - Developed and Adopted by Housing Advisory Board (HAB - CNIC/Region Directors)
  - Mission - Support Readiness Through the Highest Quality Customer Service
  - Consists of Operations and Workforce Goals



# REFERRAL AND MARKETING

- NHIP 2011 Operational Goals
  - Clear, Timely Execution of Whole Room Concept for BH
  - Develop Housing Marketing and Referral Policy and Standardized Procedures
  - Review and Finalize HAB Duties and Responsibilities
  - Develop/Refine Marketing and Communications Plans for Internal and External Customers



# REFERRAL AND MARKETING

- NHIP 2001 Workforce Goals
  - Formalize the Training Advisory Group (TAG)
    - Identify Training Requirements; Course Selections; Resource Allocations
  - Establish Career Planning Board
    - Standards for Housing Personnel in all Functional Areas
  - Recruitment and Professional Development Strategy to Meet Future Staffing Requirements
  - Develop Strategy to Fill Difficult Housing Positions



# REFERRAL AND MARKETING

- Referral and Marketing Two of Top Goals
  - Historically - Referral Program Has Been Underfunded & Inconsistent In Meeting Customer Needs
- PPV/Other Priorities Took Precedent
  - PPV 95% Complete
- Focus Back on Referral and Marketing



# REFERRAL AND MARKETING

- NHIP Implementation
  - CNIC Dedicated Referral POC
  - Supported by MHLI Contract
  - CNIC/Region Set Priorities
    - Establish Subject Matter Teams ( (CNIC, Region, Installation and MHLI)
  - Teams Will Utilize Various Methods
    - Focus Groups
    - Surveys
    - On-Site Visits/Reviews



# REFERRAL AND MARKETING

- Teams will:
  - Review and Define Program
  - Develop Core Functions Navy Wide
    - CONUS/OCONUS
  - Develop Policies/Procedures
  - Justify/Support/Obtain Addtl \$/Resources
    - Staffing, Facilities, Training, IT
  - Review/Track/Report Program
    - Quarterly Review/Approve at HAB
    - Regular HQ briefs/staff meetings



# REFERRAL AND MARKETING

- Why Are We Here Today?
  - Get Your Candid Impressions on the Program
  - State of Referral Today In Navy
  - Things You Feel Could be Improved
  - Areas You Think/Want To Explore
  - Identify Tools To Get There



# REFERRAL AND MARKETING

- The Future of the Housing Program is YOU!
- Referral Is Entry Point for Future Managers
- We Can't Do It Without You
- Let's Get Started!