



# PHMA SAN DIEGO JANUARY 2009

## HQ & REGIONAL REFERRAL AND MARKETING

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



# REFERRAL AND MARKETING

- Referral and Marketing Two of Top Goals of NHIP 2011 (CNIC Strategic Plan)
- 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

- CNIC Dedicated Referral POC
- Supported by MHLI Contract
- Develop Teams
  - CNIC/Region/Installation/MHLI
  - Conduct On-Site Visits
  - Customer Surveys/Exit Interviews
  - Data Calls
- Review and Define Program
- Develop Core Functions Navy Wide
  - CONUS/OCONUS
  - Consistency in Service Across Navy



# REFERRAL AND MARKETING

- Develop Policies/Procedures
- Concurrently Develop Marketing and Advertising
- Justify/Support/Obtain Additional \$/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
- 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!