

## 2022 NATIONAL CONFERENCE

**Advancing Fair Housing to Build an Inclusive Economy**

**SCHEDULE: July 17-19, 2022 - Grand Hyatt, Washington D.C.**

**Pre-Conference Activities for NFHA Operating Members and Cooperating Attorneys**

### **SATURDAY, JULY 16**

#### **10:00 AM – Noon**

**NFHA Annual Meeting and Board Election**

#### **Noon – 1:30 PM**

**Lunch (on your own)**

#### **1:30 PM – 5:30 PM**

**In-Service for NFHA Operating Members and Emerging Leaders Initiative Participants Only**  
[Separate Registration Required]

#### **Diversity, Equity and Inclusion (DEI) 101 for Equitable Workplaces**

Even though fair housing organizations are civil rights agencies, the leadership and staff of fair housing agencies do not necessarily reflect the diversity of the people we serve. In this In-Service, we will begin to establish a baseline of cultural competency on DEI and explore ways in which our leadership, staff, and programs can better include representatives and viewpoints of people of different races, ethnicities, abilities and disabilities, genders, sexual orientation, and gender identity, and more. We will explore some of the root causes of workplace inequalities, learn how to better communicate about DEI, and examine the role of leadership in fostering DEI and promoting change within the organization. We want to improve the role of fair housing organizations in embracing a culture of DEI and create workplaces in which future generations of fair housing advocates can thrive and be leaders.

### **SUNDAY, JULY 17**

#### **8:00 AM – 10:00 AM**

**Cooperating Attorneys Roundtable** (Open to NFHA Operating Members and Cooperating Attorneys Only)

#### **10:00 AM – Noon**

**Executive Directors Roundtable** (Open to NFHA Operating Members Only)

**Test Coordinators Roundtable** (Open to NFHA Operating Members Only)

#### **Noon – 1:30 PM**

**Lunch (on your own)**

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## NFHA 2022 National Conference Opening

**SUNDAY, JULY 17**

**1:30 PM – 1:45 PM**

**Welcome and Poetry Performance by Pages Matam**

**1:45 PM – 2:45 PM**

**Plenary More than Recovery: Ensuring Equitable Restoration for Communities of Color**

COVID-19 devastated communities of color—many of which had not bounced back from the foreclosure crisis and Great Recession at the time the national pandemic was declared. The current K-shaped recovery is further exacerbating economic inequality. As a nation, we can either resign ourselves to allowing this disturbing pattern to continue or we can be change agents—dismantling unjust systems and designing and implementing solutions that ensure underserved groups emerge from the pandemic and economic crisis stronger and on firmer footing. Join the CEO Circle, a network of national fair housing and community development leaders of color, as they discuss on the ground solutions that can result in a more equitable recovery for COVID-19's hardest-hit families and stimulate inclusive growth.

**2:45 PM – 3:00 PM**

**Break**

**3:00 PM – 5:30 PM**

**Key Fair Housing Cases Update** (open to all)

This annual favorite features a review of significant fair housing cases in the last year and includes interviews with many of the fair housing advocates and attorneys involved in investigating and litigating the cases.

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### MONDAY, JULY 18

#### 9:00 AM – 9:30 AM

##### **Fireside Chat: Fair Algorithms as Pathways to an Inclusive Economy**

Past and present historical barriers, such as residential segregation, redlining, and the dual credit market, have contributed to disparate representation of people of color in data-driven algorithmic systems that fuel our housing systems. This has led to unfair and disparate economic outcomes for consumers. Adopting consumer-centric fair algorithms can serve as a pathway to a more inclusive economy and can advance equitable opportunities for all, especially people of color. This address provides an overview of the state of housing before the Fair Housing Act, discusses yet-to-be-fulfilled promises of the Fair Housing Act, and outlines how consumer-centric, fair, and transparent algorithms combined with evidence-based housing policies could help millions of families of color become homeowners and achieve more economic parity. Understanding the past, current, and future state of opportunities for algorithmic systems in housing could help us chart a pathway to a more inclusive economy that is built on transparent and fair algorithmic systems.

#### 9:30 AM – 10:45 AM

##### **Plenary – Technology as the New Frontier in an Inclusive Economy**

Legacies of once-legal discriminatory policies by banks, insurance companies, and real estate brokers manifest in discriminatory data that drive housing systems that perpetuate segregation. While policies like redlining, blockbusting, racial zoning, steering, and restrictive covenants are no longer legal, their effects persist in housing data, and these data could covertly or inadvertently be used to perpetuate discrimination. Algorithmic systems like facial recognition, predictive policing, and credit scoring have been shown to put people of color at a disadvantage, and these systems have outcomes that collectively impede access to fair housing. Could technology be used to provide equitable access to housing and economic opportunities? Can we use technology to drive housing systems under which consumers have transparent and equitable access to housing and other economic opportunities? This panel discussion will explore how data-driven systems may serve as catalysts for impediments to inclusive housing systems.

#### 10:45 AM – 11:00 AM

##### **Break**

#### 11:00 AM – 12:30 PM

##### **Concurrent Workshop—Forging Ahead in Uncertain Times**

Recent Supreme Court and other court decisions have caused uncertainty about the path forward for civil rights for women, people of color, and other protected groups. This session will feature a discussion and Q&A with leading civil rights leaders on strategies to preserve and even advance rights for people and communities. These seasoned advocates will discuss lessons learned from previous struggles and how to develop strategies for achieving an equitable future.

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#### 11:00 AM – 12:30 PM

##### **Concurrent Workshop — Boost Your Social Media: Framing the Narrative and Crafting Winning Messages to Influence Audiences and Increase Engagement**

During the COVID-19 pandemic, as people were stuck inside their homes, many relied on social media for news, entertainment, and everything in between. Some of us could scroll endlessly through Facebook, Instagram, Twitter, SnapChat, LinkedIn and TikTok. If there was a message to be shared, especially among younger generations, it was likely on one of these platforms. With so many different ways for outreach, is your organization utilizing them for education? How are you crafting your messages so they don't get buried in the sea of information? Which apps do you use, and are you reaching as many people as you would like? Do you know which platforms work best for your fair housing message, be it your calendar of events, blog posts, press releases, or research? How do you monitor and maintain your social media presence? In this workshop you will learn not only how to set up your social media for various messaging, but how to boost it through narrative framing and content development for maximum engagement that is more dynamic, impactful, and fun.

#### 11:00 AM – 12:30 PM

##### **Concurrent Workshop—Possibilities in Efficient Evidence-Gathering on Listing Sites**

(Open to NFHA operating members only)

During this session, NFHA's Enforcement and Tech Equity teams will explore fair housing investigations of today and yesterday, contrasting some of the "modern" impact cases NFHA and its members have brought—Fannie Mae, Meta f/k/a Facebook, and Redfin—with more "traditional" testing investigations. Jumping off from these modern cases, they leap into the future and explore some of the tools and technologies that fair housing centers of 2030 can leverage (today!), and they will explore how automated extraction can be used to create data sets from unstructured online data and analyzed for potential fair housing issues. They will focus on the real-life example of extracting data from property listings. They'll wrap up by discussing both big picture ideas and baby steps that fair housing centers can take today to ensure their enforcement programs have the mindset and infrastructure to make this long-term change. We still need classical testing, but the future requires investigators to adapt to confront a rapidly changing reality.

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## **MONDAY, JULY 18**

### **12:30 PM – 2:30 PM**

**Fair Housing Awards Luncheon**

**Presentation of the President's Award to Diane Cipollone**

**Poetry Performance by Pages Matam**

### **2:30 PM – 3:00 PM**

**Break**

### **3:00 PM – 5:30 PM**

**Concurrent Workshop—Keeping the Bank and Sherriff at Bay: Assessing Homeowner and Rental Assistance Programs Developed in Response to the COVID-19 Pandemic**

Early in the pandemic, advocates worked tirelessly to secure mortgage forbearance protections and long-term assistance through the Homeowner Assistance Fund to help distressed homeowners keep their homes, and Emergency Rental Assistance to stave off evictions for people hardest hit by COVID-19. These efforts have paid off: we have not seen the tsunami of foreclosures and evictions that many predicted would occur. Still, both programs have struggled to get off the ground and advocates continue to identify challenges and push for improvements. There are many lessons to be learned about how these programs were designed and administered at the federal level and how they have been implemented on the ground by states and localities. Please join a two-part panel discussion to explore these program lessons and determine how best to ensure HAF and ERA-type programs can be more equitably designed and implemented moving forward.

### **3:00 PM – 4:15 PM**

**Concurrent Education and Outreach Workshop Part 1—The Good, the Bad and the Exceptional: Hosting Incredible Virtual Events that Wow!**

Over the course of the COVID-19 pandemic, organizations have had to make significant changes to how they disseminate information and promote fair housing education. However, this also provides new opportunities for dynamic outreach that engages with wider and varying audiences. What is a virtual event and how do you host one? What is the best platform to use? Be it Facebook Live, Zoom, Webex, GoToMeeting, or Tweetstorms, in this workshop you'll learn how to streamline registrations, set clear goals, choose the right platform, troubleshoot, and make your virtual event accessible, inclusive, and incredible!

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### MONDAY, JULY 18

#### 3:00 PM – 5:30 PM

##### **Concurrent Workshop–Face Value: Legal Standards and Investigative Approaches for Uncovering and Assessing Appraisal Bias under the Fair Housing Act**

(Open to NFHA operating members only)

Join a panel of fair housing advocates to learn how the law applies to appraisal discrimination and what is needed to investigate appraisal bias and bring meaningful enforcement. Part one of the panel will cover the legal framework regarding appraisal discrimination, including which laws and regulations apply to residential appraisals and appraisers and how they apply. Part one will also delve into existing case law and what fair housing attorneys are looking for in a good appraisal discrimination case. Part two will discuss approaches to investigating appraisal discrimination with this legal framework in mind. Panelists will focus on the elements needed to bring an enforcement action under the relevant laws, as well as obstacles that fair housing investigators may face during their investigations. The workshop will end with a facilitated case study breakout session. See NFHA's recent [federally-commissioned report](#) for more information on bias and systemic barriers in real estate appraisals.

#### 4:15 PM – 5:30 PM

##### **Concurrent Education and Outreach Workshop Part 2–From Art to Enforcement: Utilizing Creative Mediums to Amplify Your Fair Housing Message**

Robust Education and Outreach (E&O) efforts are essential to strong enforcement of the Fair Housing Act. Private fair housing organizations increase public awareness of discriminatory housing practices through E&O projects, including art. From exhibitions to documentary films, the arts can be used to elevate fair housing education and outreach to new heights and amplify the messaging in ways not previously considered. In this panel, artist Harrison Kinnane Smith and Toledo Fair Housing Center's Director of Development Sena Mourad-Friedman discuss how their projects created conversations and promoted awareness of housing discrimination and unequal treatment in appraisals and the rental housing market. Time will be allotted for audience members to share ways they have used the creative arts to advance fair housing to make an inclusive economy.

#### 5:30 PM – 7:30 PM

**Reception**

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## **TUESDAY, JULY 19**

### **9:00 AM – 10:00 AM**

#### **Plenary–Fair and Affordable Homeownership: The Need to Expand Access through Equitable Opportunities**

Fifty-four years after enactment of the landmark Fair Housing Act, the Black/White and Latino/White homeownership gaps are as large as they were when redlining was legal. Moreover, the homeownership rate for Latino, Asian American, Pacific Islander, and Native communities remains persistently lower than the rate for White households. . For this session, NFHA has invited cabinet-level secretaries and agency leaders with oversight over the housing finance system to discuss the Biden/Harris Administration's focus on creating racial equity in homeownership.

### **10:00 AM – 10:15 AM**

**Break**

### **10:15 AM – 11:15 AM**

#### **Plenary–Appraisal Reform Now: Strategies for Fair, Transparent, Data-Driven Valuations**

An appraisal is one of the keys to homeownership, and fair and unbiased appraisals are a critical component of the strategy to eliminate our country's enormous racial gaps in homeownership and wealth. Recent findings have raised alarms about racial bias in the appraisal industry and identified serious flaws in the structure of the industry that may help perpetuate that bias. This session will explore those findings and discuss strategies for reforming the appraisal industry to ensure greater accuracy and fairness in appraisals.

### **11:15 AM – 11:30 AM**

**Break**

### **11:30 AM – 12:30PM**

#### **Plenary–The Case for Race Conscious Solutions to Housing Injustice: Special Purpose Credit Programs and Down Payment Assistance for First Generation Homeowners**

The Equal Credit Opportunity Act permits the use of Special Purpose Credit Programs by for-profit and non-profit lenders to increase mortgage lending to underserved communities. Join regulators, nonprofits, and industry leaders as they discuss the ways that existing legal tools can be catalysts for change by allowing lenders to reach communities of color so they can realize their American Dreams.

### **12:30 PM**

**2022 National Conference Adjourns**



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## COVID-19 SAFETY PROTOCOLS AND REQUIREMENTS

- 🏠 Proof of COVID-19 Vaccination (and booster as appropriate) must be uploaded prior to the event.
- 🏠 Proof of negative COVID-19 test prior to travel to conference must be uploaded prior to the event.
- 🏠 Daily self-testing required: please bring enough self-testing kits to test daily.  
[You may order free test kits here.](#)
- 🏠 Wearing of N95 or KN95 masks will be required, except when eating or drinking, but speakers will not wear masks while presenting.
- 🏠 Temperature checks will be conducted prior to entry to the event each day.
- 🏠 HEPA filter machines and hand sanitizer will be in all the meeting spaces.
- 🏠 Protocols and requirements will be revised based on requirements of Washington, DC, in place at the time.



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### NFHA'S COMMITMENT TO ACCESSIBILITY

The National Fair Housing Alliance is committed to providing the greatest accessibility within its means in all its projects, programs, meetings, and conferences. We are proud to partner once again this year with the World Institute on Disability (WID). Please make note of any accessibility requests during registration or call the office at (202) 898-1661. For the safety and comfort of those with chemical and environmental sensitivities, please refrain from using any perfumed grooming products such as scented soaps, deodorants, perfumes, and colognes. In addition, it is essential that we maintain a smoke-free environment.

### Conference Registration Fees:

**\$525 Members (\$925 if not staying in the Grand Hyatt NFHA reservation block)**

**\$650 Non-Members (\$1050 if not staying in the Grand Hyatt NFHA reservation block)**

**Residents of the DMV do not have to stay in the NFHA hotel reservation block in order to receive the lower registration fee.**

**Register for the conference [here](#).**

### Conference Venue and Hotel Accommodations:

Grand Hyatt, 1000 H Street, NW, Washington, DC 20001

**Rate:** \$256 Single/Double + Tax

The cut-off date to receive the negotiated rate is June 15, 2022. To make hotel reservations at the special conference rate, [click here](#).

### Message to Attendees:

The National Fair Housing Alliance has made every effort to secure the best possible group nightly room rate for you at this event. That rate results from a negotiated overall package of event needs such as sleeping rooms, meeting room space, and other requirements. NFHA will incur costs if it falls short of its minimum room block guarantee. Please help NFHA keep the costs of this event as low as possible by booking your housing needs at the designated hotel and in the NFHA room block. Reserving outside the contracted room block may jeopardize NFHA's ability to meet its contracted obligations and to keep registration fees at a minimum. NFHA appreciates your support and understanding of this important issue. Thank you.

### Cancellation Policy:

Conference cancellations must be received by June 30, 2022, to be eligible for a refund.