

INTRODUCTORY EMAIL FROM HBCU CHAMPIONS

Dear _____,

As the person who manages the facilities department at your campus, I want to make you aware of a valuable networking opportunity. APPA is the leading membership organization for educational facilities professionals and I have found this organization to be immensely valuable to my career and to my facilities department over the years. Here are some of the benefits available to you through APPA:

- **Access to a network of over 10,000 fellow professionals** - APPA provides a discussion board list where you can connect with other education facilities professionals, ask questions and seek assistance from peers. It's easy to register and it's free! Go to the APPA website at <http://www.appa.org/discussionlists/index.cfm> for more details and to sign up for this service.
- **All-inclusive dues structure** – Beginning April 1, 2014, every employee associated with an institution's facilities and physical plant department is considered an Associate member at no additional cost. This means more employees at member institutions will now have access to APPA's full line of member benefits and services that the association offers, all for one low cost. Please visit the APPA website at http://www.appa.org/login/newaccount_membership.cfm to create a log-in account.
- **Critical information and research** – APPA produces best practices for our profession, as well as publications, a magazine and monographs that address important topics and critical issues facing educational facilities. The APPA website at www.appa.org offers recorded videos, audio files, and essays on best practices and presentations from leading facilities professionals that I know you will find of great value. A great example is the most recently published "*Thought Leaders Series*" report, which identifies the trends shaping our profession and how we can best address them. You can receive a complimentary copy of this report at <https://www.appa.org/tools/asures/documents/TLS>.
- **Local and regional events and conferences** – APPA has state and local chapters, as well as regional meetings where you can network and develop your professional understanding and skills. Many events are available at little to no cost. I might encourage that you take a look at the list of chapters and regions of APPA, located on the homepage of the APPA website and visit the websites for those organizations in and around your area. Several of these organizations (including all six APPA regions) offer scholarships for professional development opportunities. For more information regarding scholarships, please visit <http://www.appa.org/training/scholarships.cfm>.

I am also attaching *The APPA Advantage*, which lists premier membership benefits. Please let me know if you have any questions and I hope to touch base with you from time to time to share details of upcoming events and networking opportunities.

Sincerely,

NAME
TITLE
INSTITUTION