

APPA Membership Committee Meeting
Thursday, May 15, 2014
1:00 pm ET
1-719-457-6209 Passcode: 935076

A G E N D A

I. Welcome

II. Third and Final Renewal Notices

- 3rd round of invoices to be mailed this week
 - At previous meeting, committee members agreed to follow up on any non-renewals after the third and final invoices are mailed
- All non-renewed institutions provided in attachment (tabbed at bottom by region)
 - Please note, HBCU institutions were omitted from these lists, as the HBCU engagement group wanted to go after these institutions themselves without the risk of duplicating efforts on part of the membership committee

III. Try Before You Buy Updates

- List of new joins attached
- Any contact made by committee members with TBYP members?

IV. Membership Cards Mailing

- Mailed 2 weeks ago; members should have received or should be receiving very soon
- Cards to be mailed on a monthly basis as new associates are added to the membership roster.
 - If a member hasn't received cards, they should contact Santianna Stewart at APPA headquarters. Usually the cause is:
 - School has not made payment
 - Payment was made but card will be mailed in the next batch in the following month

V. Membership Initiatives and Prospective Projects

Some time ago we as a group discussed ways of making the membership card hold value for the members. I was thinking of some ideas we could involve the Business Partner members in on this initiative as well as ideas on valuable benefits to engage Student members as well.

- Business Partner participation of membership card benefits
 - BP's to offer special discounts on their most popular products and/or services to those with valid APPA membership
 - Must gauge an interest and somehow make this worthwhile for the BP's
 - Metric tool for Strategic Business Partner points
 - 2-3 Business Partner's promote their products per month
 - Advertise the rotation on website, InsideAPPA and email blasts from APPA
 - Makes card and membership more valuable to the member
- Student Membership Benefits

- Offer more contests such as the 2008 “Show APPA Your Campus Colors” which required students to photograph the most unique infrastructure on their college campus and write a blurb about its significance to the campus.
 - Have participating BP’s to sponsor grand prizes such as monetary gift cards, cool toys such as: Beats by Dre headphones, tablets, or small monetary scholarships to the facilities department at their schools
 - Aggressively establish mentorship programs at the regional levels
 - Aggressively establish internship opportunities within member institutions and BP members for Facilities Management students
 - Possibly offer discounted rates for EFP upon graduation
 - Invite students to join in on meetings with Emerging Professionals group
 - Form a discussion group or engagement group specifically focused on FM Student members and their needs

VI. Membership Matters Column Submissions

- i. Sept/Oct – Jonathan Stanley (Tandus) (Deadline: 7/7/14)
- ii. Nov/Dec – Pete Strazdas (tracking and reporting on Associate dues) (Deadline: 9/5/14)

VII. Future Meeting Dates for 2014:

Thursday, June 19, 2014 at 1:00 pm ET (conference call)

Sunday, July 20, 2014 from 7:00 am – 12:00 pm PT (APPA 2014/San Diego, CA)