

APPA Membership Committee Meeting
Thursday, June 19, 2014
1:00 pm ET
1-719-457-6209 Passcode: 935076

A G E N D A

- I. Welcome**
- II. July/Late Billing Cycle**
 - 1st round of invoices mailed 6/13
 - Total of 71 invoices sent
- III. New Members and TBYB**
 - New members joined since May 15th (see attachment)
 - No new TBYB members over the last month
 - i. Ideas on potential new recruitment strategy?
- IV. Final Renewal (Update)**
 - Committee to report on contacts made from list
 - List has been updated (see attachment)
 - Renewal goal percentages to date
 - CAPPa - 83.66%
 - ERAPPa – 77.3%
 - MAPPa – 82.76%
 - PCAPPa – 77.07%
 - RMA - 79.78%
 - SRAPPa – 79.82%
 - These goals can be monitored anytime on the APPA website at <http://www.appa.org/Membership/renewals.cfm>
 - Prospective date for cancelation:
 - July 1st
- V. Membership Initiatives and Prospective Projects (Update)**
 - Business Partner participation or membership card benefits
 - Business Partner Advisory Committee met last month and discussed
 - BP's are open to the idea
 - Test running the Layar technology during the annual conference to determine if this is the way to go
 - Will provide further details as it unfolds
- VI. Annual Conference Activities**
 - Distribution of first-timer gifts during registration
 - i. Need 1-3 volunteers to commit 1-2 hours of their time to help with this project

VII. K-12 Contact List

Working with staff from Lake Group Media to determine if purchasing their lists are worth the investment. Sent over samples of contacts for U.S. and Canadian K-12 schools/ districts.

- Will keep committee posted on final decisions

VIII. 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)

IX. Future Meeting Dates for 2014:

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