

APPA Membership Committee Meeting
Thursday, March 20, 2014
1:00 pm ET
1-866-846-3997 Passcode: 265554

A G E N D A

I. Welcome

Lisa Potter, James Harrod, Chris Ziolkowski, Santianna Stewart, Pete Strazdas, J.B. Messer, Dan Park, John Bernhards

II. Try Before You Buy Campaign 2014-2015

- Potential launch dates for a TBYY Campaign for 2014
 - April 1st (TENTATIVE)
 - Santianna sent committee 2 lists consisting of:
 - Those who were targeted for TBYY 2013-2014
 - Those who redeemed the offer
 - Committee to close out the 2013-14 TBYY by next call
 - Follow up with those institutions that took advantage of the 90-day trial
 - CAPP is targeting schools within the region that have never been APPA members
- How do we want to provide outreach to these prospects?
 - Email
 - Email blast
 - Follow up by committee members
 - Updated PDF version of TBYY Enrollment form will be available late next week
- Marketing Concepts
 - Visibility on website
 - Institutional membership page
 - APPA homepage
 - Great opportunities here
 - Social Media
 - APPA's Facebook and Twitter
 - Agreed that LinkedIn is the better more professional way to go
 - Work with Karen to have this information posted by April 1st

III. Campaign Ideas for APPA/Regional Retention and Recruitment 2014-2015 (Revisited)

Committee were to give thought to creative and fresher ways to help promote membership and get members excited about renewing. Some retention ideas offered were:

- APPA U Drawing
 - Automatically enters the institution into a drawing for free registration to APPA U for one of its associates
 - APPA Professional Development agreed to offer 4 registrations (2 for Institute; 2 for Leadership Academy) as an effort to encourage timely payment/renewal of membership

- Registrations are good for the Fall 2014 offering of APPA U in Orlando, FL
- Email sent out on 3/19 to all institutional primary representatives
- Winners will be announced on April 14th via:
 - Website
 - Facebook
 - Twitter
 - *InsideAPPA* (issue immediately following selection of the winners)
- Establish a 'Membership Card Perks' program (what does having a current APPA membership card give the member?)
 - Technology app Layar that allows members to take pictures of their cards and get personalized messages from APPA Business Partners and Executives
 - John to introduce this idea to the Business Partner committee at their next meeting
 - Santianna and John to set up a meeting with Layar representative first week of April
 - Possibly discuss options regarding features for membership card re-design
- **Any New Thoughts/Suggestions????**
 - Track and recognize those institutions that close deals with recruiting newbies
 - Who can recruit?
 - Regional members?
 - Individuals?
 - School as a whole?
 - Track on a percentage to remain fair
 - Goal based
 - Set goals that are attainable for success
 - May create a little competition amongst regions but recognize their efforts
 - Will talk about specifics over next few calls

IV. Engagement Initiatives

Discuss what various APPA committees and engagement groups are doing to recruit and retain members

- HBCU Engagement Group held a conference call on Wednesday to discuss:
 - HBCU recruitment via Drive-In workshops
 - Several group members are involved with setting up HBCU member schools to host drive ins
 - Fayetteville State University (confirmed for June 2014)
 - Spelman College (TBA)
 - Jackson State University (TBA)
 - Mississippi Valley State University (TBA)
 - Launch of a TBYB campaign focused on HBCU institutions
 - Peer institution success stories for Membership Matters column
- Updates are in progress for:
 - Committee Toolbox (for recruitment of new members) 3/21
 - Website pages (to reflect new dues structures and pricing) 3/27

- Membership Cards and mailers (first round to be mailed) 3/27
- TBYB Flyer 3/27
 - For use when presenting offer to prospect institutions.
 - Will be available via PDF; also to be included in the updated version of the Committee Toolbox

V. Facilities Manager Magazine Article Schedule

- i. Jul/Aug – Lisa Potter (Deadline: 5/2/14)
- ii. Sept/Oct – Jonathan Stanley (Tandus) (Deadline: 7/7/14)
- iii. Nov/Dec – Pete Strazdas (tracking and reporting on Associate dues) (Deadline: 9/5/14)

VI. Future Meeting Dates for 2014:

Thursday, April 17, 2014 at 1:00 pm ET(conference call)

Thursday, May 15, 2014 at 1:00 pm ET(conference call)

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)